



Fundraising Pack

*Always at the
heart of our
community*

A guide with handy tips to help
you raise funds for Bury Hospice



Registered with
**FUNDRAISING
REGULATOR**

For further information
please contact us:
T: 0161 797 1748

E: fundraising@buryhospice.org.uk

Registered Charity Number: 1136843

Welcome to our Fundraising Pack

Welcome to our Fundraising Pack – A guide with handy tips to help you raise funds for Bury Hospice.

We are delighted that you have chosen to raise funds for Bury Hospice.

Without amazing people like you, we wouldn't be able to care for the people who need us the most. Your support will help us to provide care for people in Bury facing life-limiting illnesses and their families, helping to improve the quality of life of our patients while allowing families to cherish every moment of their precious time together.

Whether you are taking part in a sponsored event or organising your own fundraising activity, this fundraising pack is filled with handy tips to help you raise funds for Bury Hospice.

Please get in touch to let us know what you have planned so that we can support you on your fundraising journey. We are here for you every step of the way so call us for a chat on 0161 797 1748 or email fundraising@buryhospice.org.uk

We wish you the very best of luck with your fundraising and look forward to supporting you along the way.

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Bury Hospice
Rochdale Old Road
Bury BL9 7RG
Registered Charity no. 1136843
Tel: 0161 797 1748
Email: fundraising@buryhospice.org.uk

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Introduction

It costs more than £2.76 million to run the hospice, of which 22.4 per cent comes from the NHS/Bury Clinical Commissioning Group, which means the hospice relies on the community to help them raise over £2.3 million.

When you see the difference the first-class care makes to Bury Hospice patients and their families, it is easy to understand what drives the income generation teams which are made up of fundraising, retail and lottery. Playing the lottery and shopping in our charity shops is an easy and enjoyable way to make money for your hospice.

The fundraising team build relationships, raise awareness and organise events to secure funding to make it all happen.

Bury Hospice provides an essential service to the community. We are a small team raising vital funds and that is why we value the support of the community so much.

We have fantastic support for the hospice, but we need more. We need supporters in every township of Bury. Everyone in Bury has a loved one or someone close to them who has been touched by the care we provide 24/7. We urge people who want to give something back to get in touch.

How the money you raise helps the hospice!

It costs more than £2.76 million to run the hospice, of which 22.4 per cent comes from the NHS/Bury Clinical Commissioning Group, which means the hospice relies on the community to raise over £2.3 million.

£10 could pay for...

A patient's evening meal

£25 could pay for...

A bereavement support session

£50 could pay for...

A home visit by our Community Outreach Team

£75 could pay for...

A nurse for half a day

£100 could pay for...

A nurse for a day

£450 could pay for...

A bed for a day

Fundraising Ideas

Whether you are fundraising in memory of a loved one, taking on a challenge of a lifetime, or organising your own fundraising activity, take a look at our ideas and events calendar for inspiration!

Walking, running, cycling or swimming challenge
Golf day – 100 holes in a day
Sponsored head shave
Brave the Shave (beard)
Corporate challenge
School's music events

Youngsters – get involved!

Stage a dress down day at school
Guess the number of sweets in the jar
Sponsored silence
Step challenge

Seasonal Fundraising

Easter Egg Hunt
Halloween fancy dress
Christmas Jumper Day
Santa dash or Elf race

Buy Bury Hospice charity Christmas cards - available in all our shops, warehouse & reception

Light up a Life

Light up a Life is a special occasion that takes place during the festive season, bringing our community together to reflect, remember and celebrate the lives of our loved ones. You can help us be there for other families by contributing to our Light up a Life appeal.

30th anniversary

2021 marks our 30th anniversary and we want to make this year our best fundraising year ever as we look ahead at funding our next 30 years of care and support for the community of Bury. There are plenty of ways you can help us, whether that is through our first summer memorial campaign, 30th anniversary Strictly extravaganza or our first Sahara Trek challenge... to name just a few. We'd love to support you with your fundraising ideas too for Bury Hospice – just get in touch to chat them through!

Check out our website and follow us on social media for upcoming events you can be part of too!



Fundraising Resources

If you would like to borrow any of the following items please call the fundraising team on 0161 797 1748 or email fundraising@buryhospice.org.uk

- Sponsor Forms
- Collection Buckets
- Collection Tubs
- Posters
- Banners
- Donation Envelopes
- T-shirts and Running Vests
(available in small, medium, large and extra large - please specify sizes and quantity when contacting us)

See page 17 for a Poster Template



Planning a successful fundraiser

Organising an event, such as a sporting event or a fun day, can raise a lot of money and awareness if you can get lots of people involved.

To help you get started when planning your event think about the following:

1. What will I do?

Look for inspiration with our fundraising ideas
Always think about what your friends and family would like to get involved in.

2. Set yourself a target

Whether you are taking part in an organised event with a specific target to meet, or organising your own event, setting a target can really boost the total amount you hope to raise. You can always increase a target if you raise more than you anticipated.

3. Where will it be?

Think about capacity, parking, transport, disabled access and cost.
Will it be indoors or outdoors?
What will happen if the weather is bad?
Will a venue donate their space?

Take your sponsorship form with you everywhere you go. Don't forget to ask supporters to fill in their details for Gift Aid – we will receive an extra 25% on top of their donation.

Planning a successful fundraiser

4. When?

Check the date doesn't clash with another event – big local events, major sporting events on the TV etc.

Give yourself plenty of time to plan the event.

Check that those who have volunteered to help you can make it on the chosen date so you know you will be able to rely on their support.

5. Create an online fundraising page

The easiest and most effective way to raise sponsorship and increase your donations is by setting up a JustGiving page.

Supporters can make secure online donations wherever they are on the world and their donation will come directly to Bury Hospice.

Online pages that include a personal story and picture raise more money and sharing your page on social media will encourage people to support you.

Visit www.justgiving.com to set up your fundraising page.

6. Plan your event

Good planning will help ensure your event runs smoothly. Ask family and friends to help you and share out tasks to make sure everything is ready for the big day.

7. Sponsorship

If you are taking on a challenge, we can provide you with sponsor forms to encourage people to support you.

Take your sponsorship form with you everywhere you go. Don't forget to ask supporters to fill in their details for Gift Aid – we will receive an extra 25% on top of their donation.

Boost Your Fundraising

Here are a few suggestions of how you can raise more money from the event:

Raffle and Games

Everyone loves a raffle and they are a great way to boost funds and make the event more fun! Why not include a name the bear, guess the number of sweets in the jar or a tombola.

Gift Aid

If your donors are taxpayers, then for every £1 they donate, HMRC will give us an extra 25p at no cost at all to them, in Gift Aid. In order for us to do this you need to ensure that supporters tick the Gift Aid Box on your sponsor form or online giving page.

Make sure they put their home address and that the donation is only from them and not their partner or family too!

However, any fundraising money from ticket sales, raffles and bake sales etc. cannot be gift aided.

If you are collecting donations, we can supply you with gift aid donation envelopes.

Match Funding

Ask your workplace if they offer matched funding – many larger companies will match what you raise up to a certain amount. Even if your employer doesn't have a scheme, your boss may be generous and give you a donation for your efforts.

See page 18 for a Sponsor Form

Paying in your money

How to send in your sponsorship:

JustGiving

If you have set up a JustGiving page all your online donations will automatically come straight to us.

By Cash

You are welcome to bring your cash donations in to us at our Fundraising Department based at the hospice on Rochdale Old Road, which is open from 9am-5pm on weekdays.

By Cheque

Cheques should be addressed to Bury Hospice and sent to:
Bury Hospice Rochdale Old Road, Bury. BL9 7RG

By Card

Payments can be made using a credit/debit card. Please call the Fundraising Department on 0161 797 1748.

Donate Online

You can pay money in from your event via our website www.buryhospice.org.uk and select Donate Online.

Gift Aid

Gift Aid allows us to reclaim tax on donations made by UK taxpayers. This means that for every £1 donated, Bury Hospice may be able to claim an additional 25p from the Government. Ask your supporters to tick the Gift Aid option on your sponsorship form or when donating online. If you will be collecting donations please ask us for Gift Aid donation envelopes.

Thank you so much. Every penny really does make a difference to Bury Hospice. We could not do what we do without you.

Fundraising for Bury Hospice is amazing – be proud of yourself and let everyone read all about it.

Tell us

Tell us about your fundraiser – call the fundraising team on 0161 797 1748 or email fundraising@buryhospice.org.uk

Posters and flyers

Ask your local shops, schools, hairdressers, beauty salons and pubs if they will display a poster of your event to help spread the word. We can provide you with our logo to use on your posters, just get in touch.

The power of Social Media

Social media is a fantastic way to share your fundraiser - Don't forget to tag us into your posts! Send us your details for us to share on our social media platforms too.

Press Releases

Sending your story to the local newspaper will really help to publicise your fundraiser and we are here for you if you need any help with your press release.

Health & Safety and Insurance

It is your responsibility to make sure your event is safe. Make sure you do a risk assessment for a big event and if necessary have a trained first aider. Visit www.hse.gov.uk or contact us for advice. We recommend that you take out public liability insurance for a large event involving the public, but check with your venue first as they may cover you.

Risk Assessments

Writing a risk assessment will help you to think about anything that may go wrong and how best to deal with it.

Sale of Alcohol Licence

Check with your venue to see if they already have a licence and contact the local authority if one is required.

Sale of Merchandise Licence

If you want to sell goods in a public place then you will need a licence from the local authority.

Collections

If you are collecting money in a public place (not a business or privately owned land), you will need to get a street collection permit from the council.

Using our Logo

We would love you to use our logo! Please contact us and we will email you a copy of our latest branding. Also, remember to include our charity registration number: 1136843 on any literature.

General Data Protection Regulations

Be cautious with any records that you keep about anyone, e.g. sponsorship forms. Please also ensure you do not share information about someone without their permission. This includes photography.

Photography

If you are taking photographs at your event, put up signs to let people know. If you want to use pictures of under 16s after the event, you will need permission from their parent/guardian.

Raffles

Different type of raffles have different types of rules. If you are selling tickets at the event itself this is the easiest way to run a raffle as you can just buy a book of tickets and sell them. However, you will need a licence from the council if you are selling tickets in advance of the event – please contact us for help with this. All tickets must be sold for the same price, with no discounts for multiple tickets. You must not sell a raffle ticket to anyone under the age of 16.

Food and Drink

If your event involves the preparation of food, be aware of hygiene regulations. Take care when preparing and handling food, make sure it is stored and displayed properly and that you have identified any ingredients for allergens.

Visit www.food.gov.uk for advice and remember if you are selling alcohol make sure your venue has a licence. If not, you will need to apply for one from the council.

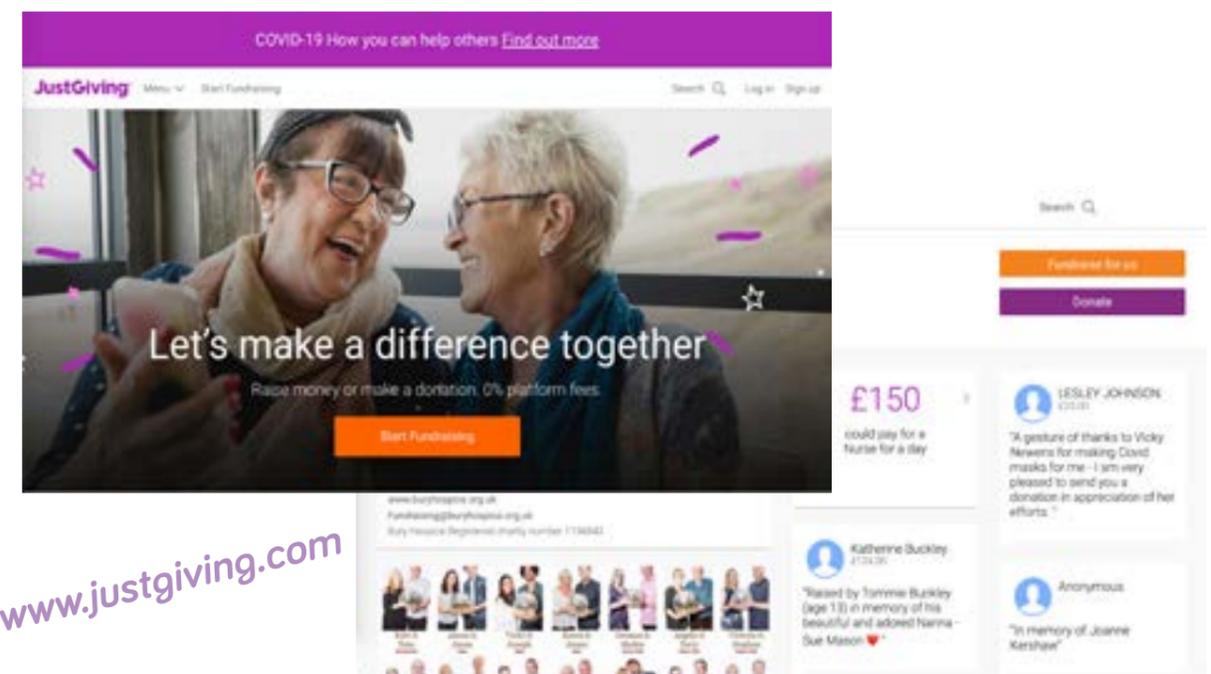
How to set up a JustGiving page

You can create your own online sponsor page. It's easy and fun. Just follow the simple instructions and you can have your own JustGiving page complete with photo. You can email it to all your friends and get them to donate quickly and easily with a credit or debit card. Link it in to your Facebook page too.

Here's how to do it

- Just go to www.justgiving.com
- Click on start fundraising, then click a charity.
- Follow the simple instructions to create an account.
- Type in Bury Hospice in the search box at the top of the screen. Bury Hospice will be displayed. Click on this.
- Follow the instructions. You can upload your own photo or use a standard one. Some standard words will be there for Bury Hospice and you can add your own to personalise it.

If you have any difficulties please call us on 0161 797 1748.



Press Release Template

PRESS RELEASE –

FOR IMMEDIATE RELEASE OR EMBARGOED UNTIL

MAIN TITLE OF PRESS RELEASE (HEADLINE) GOES HERE IN UPPER CASE

Subtitle (if needed) Goes Here in Title Case (Upper and Lower)

The first sentence should be a summary of the story. Follow with details of who, what, where, when, why and how. Write as if you are speaking to the publication's readers so check out your target publication for an appropriate style.

The second paragraph expands on the details given above. The journalist will be looking for a good story so include anything new or unique about your event and why it will appeal to their readers. Include quotes if possible, written in italics from a key person, this will help bring the story to life. Include photo(s) of yourself and your activity or event if you can.

The final paragraph tells people what you want them to do – buy tickets, register, sponsor... Give details of fundraising page if relevant.

ENDS

Notes to editors

1. Provide background information in case they run a longer story
List key facts
2. Outline what you have to offer; pictures, interviewees
3. Outline any additional relevant information or facts and figures

Contact: Your name
Tel: Your number
Mob: Your number
Email: Your email address



Poster Template

Create your own fundraising poster

Download a ready made templates from our website
www.buryhospice.org.uk/support-us



