

Full of hints and tips...

Challenges fundraising pack



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Stay in touch

Call **01793 816161**

Email fundraisingandevents@prospect-hospice.net

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Prospect Hospice

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SN4 9BY

Dear supporter,

Your challenge will help our patients face their own challenges.

My name is Jaqui Maggs, and I'm the Team Leader for the Therapy team at Prospect Hospice. Thank you for taking up a fundraising challenge for this great charity that I am so proud to work for – I want to share with you something about the difference your support for us will make for the team that I work with here.



I think it's important for you to know that the challenge that you do for Prospect Hospice will make a real difference for people who come here seeking our help when they want to live as well and as independently as they can after the diagnosis of a life-limiting illness. That really matters to people. Over the years that I have worked here, I've seen people manage their pain and discomfort, cope with difficult symptoms and maintain the quality of their lives, supported by the work that we do. That's not just through the Therapy team, but also with all the help that's available through the nurses and doctors based here, in the community helping people in their own homes, in care homes, at our Savernake Centre in Marlborough and at the Great Western Hospital. Your activity means that we can do more to reach as many people who need our help as possible. By taking part in a challenge for us, we'll be able to help our patients and their families face their own, very real challenges.

So, on their behalf, I'd like to thank you for taking part in a challenge to raise funds for Prospect Hospice. You're helping make a real difference for people across our community when they need our help.

Best wishes,

Jaqui Maggs

Therapy Team Leader

How your money helps...



pays for a meal for one of our patients on our In-Patient Unit



pays for one hour of care for a patient on our In-Patient Unit



pays for our Prospect@Home to care for a patient overnight



pays for our Day Therapy Unit to run for one day, caring for up to twenty patients



pays for someone close to a patient to have a session with our Family Support team



pays for one of our Clinical Nurse Specialists to visit six different patients in their own homes



pays for a patient to see a member of our Therapy team



pays to run our 16 bed In-Patient Unit for 24 hours

Fundraising hints and tips

When it comes to fundraising for a challenge, it can feel quite daunting. We've put together some hints and tips for successful fundraising below.

Aim high and achieve more!

Shoot for the stars and aim high when setting your fundraising target - you never know what might happen!

Sponsorship

If you're interested in trying an easier way to collect sponsorship and donations, try using an online fundraising platform. We recommend BT MyDonate, which charges a smaller administration fee than other platforms such as JustGiving or Virgin Money. You can still claim Gift Aid on online donations - for more about what this is and how it works, see page 9.

If you'd prefer to use a paper sponsorship form, please contact us or look on our website.

Fundraise together

Like most things, fundraising is always easier and more fun when you work as a team! Recruit a couple of your friends or family members to help you to fundraise for your challenge. You'll be surprised with the ideas you come up with and how much fun you'll have!

Can your employer help?

A lot of businesses now offer match funding as part of their corporate social responsibility schemes. Get in touch with your HR department to find out if you can apply.

Get the word out!

Tell everyone what you're doing and why! Post on social media, put the information in an email for people to circulate, and get talking to anyone you meet! Don't forget to say thank you to everyone who helps or sponsors you, and let them know how you got on.

Get creative!

Sponsorship may only get you so far when you're looking to reach your target, so it might be time to think outside the box.

- 1** Hold a dress down day at work - try a casual Monday, fancy dress Friday or go green for Prospect. Remember to get permission from your boss first!
- 2** Try some mini-challenges - a sponsored silence, head shave or dance-a-thon... the options are endless!
- 3** Get some friends together and give something up for a week - it could be coffee, chocolate or fast-food. Donate the money saved.
- 4** Try dog walking - walk your friends, family or neighbours dogs in exchange for a donation.
- 5** Use your skills - do you play an instrument? Are you good at sewing? Can you make delicious cakes? Or are you handy at DIY? Utilise your skills by offering classes or services in return for a donation.
- 6** Have a big clearout and sell the things you don't need at a car boot sale.
- 7** Hold a 'Come Dine with Me' night at your home, and get your guests to give a donation for the meal. Or host a party - check out the app Guilty Pledgers; party-goers can donate money to add a track to the party playlist!
- 8** Get some friends together and go bag packing at a local supermarket.

Go digital!

Maximise your fundraising online with these tips...

Social media

It's so easy to connect with family, friends and colleagues online to gain their support.

By using social media sites such as Facebook, Twitter, Instagram, and LinkedIn, you can reach a large audience with the touch of a button.

Top tips

- Tell people what you are doing and why - keep them updated on your progress.
- Use photos and videos to help get across your fundraising experience.
- Social media is a great way to say thank you to everyone who has supported you

We would love to hear from you too! Let us know what you're up to by tagging us in posts by using @TeamProspect, @Prospect Hospice Official Page and/or @Prospect Hospice Marlborough Community on Facebook, or @ProspectHospice on Twitter and Instagram.



online giving

An online fundraising page is a simple and effective way to collect your donations.

Setting up is straightforward and you can easily share your page with family, friends and colleagues through social media and email.

We highly recommend online giving because it's a quick and secure way for supporters to donate (whilst still being able to include Gift Aid).

Payments are made directly to Prospect Hospice, meaning less hassle for you in collecting and sending donations.

Online giving is also a great way for you and your supporters to track your progress in reaching your fundraising target.

Our preferred platform is BTMyDonate, because it charges a smaller administration fee than other platforms - meaning more of the funds your raise come directly to the hospice.

Top tips

- Make your page as personal to you as possible - tell people your story, what you are doing, why you are doing it. You can include images too!
- Send a link to your page to everyone you know via social media and email.
- Try to get your first donation to be a big one to set the benchmark for further donations.
- Ask people to sponsor you on pay day, when people feel most generous and happy.
- Update people on your progress - how's your training going, how are you generating the funds, are you running any extra events, how are you feeling etc.
- Always remember to say thank you to those who have supported you.

Make the most of Gift Aid

Gift Aid is a scheme which enables UK charities to claim back the tax supporters have paid on their donations from HMRC.

This means that, for every £1 donated, we can receive an extra 25p, without it costing you or your supporters anything more. This means that £100 can be turned into £125! We can use this money to make your support worth more to everyone who benefits from our services. So, whether that means we can provide an extra cup of tea, an extra hour of care, or an extra bed, it all adds up.

Top tips!

- You can claim Gift Aid if you're a UK tax payer.
- You can still claim Gift Aid if you pay tax on savings.
- Make sure that people complete the sponsorship forms fully, including full names and home addresses. Don't forget the postcode! They'll also need to tick the Gift Aid box on the form. Don't be tempted to rewrite the forms - entries need to be in the sponsors own writing, so we'd rather it be messy and still be eligible!
- When people come to pay in their pledged sponsorship, please ask them to complete the amount paid column on the sponsorship form - hopefully this will match the figure in the amount pledged column! This means that the right amount of Gift Aid can be claimed on their donation.
- You can't claim Gift Aid on donations made in return for a service or product (i.e. if someone donates in return for you walking their



A guide to gift aid for sponsors

Here are some handy hints for people who are completing a paper sponsorship form.

Write your full name

To claim Gift Aid, the form must be completed in the sponsor's handwriting. Please do not complete the form on someone else's behalf or as a couple.



Fill in your home address

Please do not include your work address as HMRC need to know where you live to claim Gift Aid.



Avoid ditto marks

Unfortunately, we can't claim Gift Aid on your donation if ditto marks ("") are used.



Write down your donation

The most important bit! How much would you like to sponsor someone for?



Tick the Gift Aid box

If you've read the declaration and are happy to include Gift Aid, please tick the box.

How we can support you

We're here to help! We can support you with your challenge in lots of different ways - see below for a list of all the things we can provide. Can't see what you need? Give us a call on 01793 816161 or email fundraisingandevents@prospect-hospice.net.

Sponsorship forms

We can provide you with sponsorship forms. Please remember to return these forms to us after you've completed your challenge.



Press releases

Our Communications Team can help promote your fundraising activity by writing press releases and getting them out to the local papers. Just let us know if you'd like one. Please advise us if you're going to contact the press yourself.

Posters

We can help you by creating posters to aid your fundraising. If you're going to make your own, please check with us so we can ensure they comply with Charity Law.

Logo

We can provide you with our logo for you to use when promoting your challenge or fundraising event - just make sure you include our charity number (280093) on any promotional materials.

Information leaflets

Let people know more about the work we do by displaying some of our leaflets.

Banners

We can provide banners to let everyone know you're supporting us.

Collection buckets and fins

We can provide as many of these as you need! To comply with Charity Law, you will receive these sealed, and will need to return them still sealed. We know it can be tempting to open them to count how much you've raised - but don't worry, we can do this for you!



Social media

Share your event on our Facebook pages or tag us in your status updates - search Team Prospect, Prospect Hospice - Official Page or Prospect Hospice Marlborough Community. You can tag us on Twitter and Instagram too - @prospecthospice.

Team Prospect t-shirt and vests

We can provide these in whatever sizes and quantity you need. We do ask that you make a donation of £5 per T-shirt / £10 per running vest to cover costs. However, if you raise £100 in sponsorship, you can have one on us!

Balloons

Create a party atmosphere with plenty of balloons! These are green and feature our logo, so that you can really shout about who you're supporting.



Stay legal, stay safe.

As a fundraiser for Prospect Hospice, it is your responsibility to ensure you stay on the right side of the law! Some methods of fundraising have strict rules, and you will need to bear these in mind when you are organising a fundraising activity. If you have any concerns, please get in touch on 01793 816161.

Public collections

If you're planning a collection in a public place, you will need to obtain a permit from your local authority. You will need to abide by the rules they set out regarding collections - most will state that you are not allowed to approach members of the public and that you must not shake the bucket/tin. If you're planning on doing a collection in places such as a pub or supermarket, you must have written permission from the owner/manager. Remember, all collection buckets and tins must come back to the hospice still sealed.

Collection tins

If you're placing a collection tin in a public place (such as your work or local pub), please let us know. We need to keep track of the location of our collection tins for audit purposes. These collection tins must come back to the hospice still sealed.

Letter of authority

You can use this to prove that you are fundraising for us (e.g for raffle prizes). Please contact us if you would like one.



Live music

If you're planning on having live music, you will need to look into getting a PRS licence from your local council. Double check with the venue first, they may already have one.

Children

If children might be at your event, you must consider their safety. Encourage parents/guardians to attend and do not take pictures without their permission, make plans to deal with lost children, request copies of DBS checks from suppliers such as children's entertainers and do not allow children to enter raffles or games where the prizes include alcohol.

Insurance

You may want to check if you need additional insurance for your chosen challenge - often overseas challenges will not include insurance, so make sure you read the small print! Some fundraising events may require insurance. Please get in touch to find out if this is the case for your event.

Raffles and lotteries

Raffles should be held in one venue and drawn on the same day that the tickets are sold. Tickets should not exceed £2. You'll need a licence if you spend more than £100 on the costs of managing the raffle and if you spend more than £500 on prizes. Please be aware that lottery laws cover any events which are purely down to luck or chance - including duck or balloon races.

Selling food and alcohol

You will need a licence to sell alcohol - you can obtain this from your local council. You may also need a licence to sell food in a public place. Please contact us to find out more.

Ask an expert...

Who better to offer advice on how to successfully fundraise for a Prospect Hospice challenge than someone who has already been there and done just that?

Clare Bartholomew chose to raise funds in memory of her 39-year-old friend and neighbour, who died at the hospice. Clare wanted to be able to raise some money as a way of giving something back, so she took on two bike rides, one from London to Brighton, and another from London to Paris, raising over £3,700.

How did she do it?

"I raised almost £800 bag packing at a local supermarket with 18 friends. I also did several collections standing by the entrance with a bucket and banner, raising between £200 - £400 each time. For my final supermarket collection I rode on an electric bike all day - the response was amazing and I raised over £700. It shows that something as simple as supermarket collections can raise so much!

"I raised almost £600 through sponsorship from family and friends. I would suggest collecting the sponsor money at the time people complete the form, rather than after the event. This will save you having to chase them later."

Best bits

The best bit was meeting lots of lovely people. Some people were extremely generous and lots of the people I spoke to had such positive stories about the hospice. It made my efforts feel so worthwhile.



Let's get started!

If you're taking on a challenge, organising a fundraising event can be a great way to boost your sponsorship. Organising an event may seem like a challenge in itself, but with a bit of planning it can be great fun. Here's a quick checklist and an event planner to help you out.

What?

What type of event will you put on? Will it be for friends and family, or will you invite colleagues or the public.

When?

Check the date! Research what other local events are planned for the same day. Check your event doesn't clash with a major sports event or national day, such as Mother's Day.

Where?

Find a venue. Spaces get booked up quickly, so book early. Make sure the venue is suitable for your event - consider size, disabled access, toilets, parking and transport. You may also need to think about electricity, licensing and food preparation areas.

How much?

It's amazing how much easier it is to raise money once you've set yourself a target. It's also a good idea to set yourself a budget if you're putting on an event - make sure you've considered all the costs and have money for a float and last minute expenses. This will also help when it comes to working out how much you've raised.

Who?

Get sponsors to help you raise money and to donate prizes or to help with running costs. Ask local businesses to support you in return for positive PR. Spread the word to everyone you know, including the local paper and radio station. Use the digital tips to get online.

Why?

If there's a personal reason you're fundraising for, let people know. This can be really inspiring and prompt more people to support you.

Your event planner

Whatever fundraising event you're planning, here's a chart to help you get organised for the day. Put it up on your wall and get planning!

Where will it take place?

- Check out local venues
- Make a shortlist
- Confirm date and capacity

Useful phone numbers:

Remember to invite:

Who's going to come?

- Tell your friends on Facebook and Twitter
- Create promotional materials
- Get some coverage in the local press
- Send invitations to everyone you know and important local people, such as the mayor.

Money-raising ideas:

How will you boost your funds?

- Organise a raffle or tombola
- Hold a collection on the day
- Incorporate a bring and buy sale

What do you need?

- Print tickets or buy raffle tickets
- Get in touch with us about promotional materials
- Contact local businesses to organise raffle prizes and refreshments

Don't forget:

Last minute things:

What happens afterwards?

- Thank everyone who helped you
- Pay in the money you've raised

How did it go?

We'd love to hear about your challenge and how it went. If you'd like to help inspire others, please consider the questions below and get in touch with the team on fundraisingandevents@prospect-hospice.net.

What challenge did you complete?

What made you decide to take on this challenge?

How did you feel when you finished the challenge?

What advice would you give to someone who was thinking of taking on a challenge?



How to return the funds

Sponsorship money can be returned to the hospice in any of the ways below. If you're handling large amounts of cash, make sure you stay safe - we would always advise having someone else with you.

In person

Drop in to the hospice or one of our Prospect shops.

By post

Send a cheque (made payable to Prospect Hospice) in the post to Prospect Hospice, Moormead Road, Wroughton, SN4 9BY.

By phone

Call the Fundraising Team on 01793 816161 and make a payment by card.

online

Visit www.prospect-hospice.net and click on the donate button. Please include your name and the name of your challenge in the 'reason for donation' box. If you've set up an online donation page, then the funds will come directly to us.

Direct to the bank

Please let us know if you're going to pay by bank transfer. You can make a transfer using the following details:

- Name: HSBC
- Branch: Swindon Old Town
- Sort Code: 40-43-35
- Account Number: 31164015
- Account Name: Prospect Hospice Ltd.





Prospect Hospice

President HRH The Duchess of Cornwall

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