

## Agreement for Hospice supporters planning a fundraising event

### Thank you

Firstly, thank you for choosing to support Prospect Hospice. Almost three quarters of our income is raised by our local community and we rely on this so that we can continue to provide our services for patients and families in the future.

These guidelines have been developed to support individuals and groups who would like to raise money for Prospect Hospice. We intend it to be a useful document with prompts for you to consider in your planning process.

Prospect Hospice also has a responsibility to ensure that events which bear its name are appropriate, that funds spent and raised are fully accounted for, and that organisers are supported to ensure that all participants enjoy this opportunity to support our work and enjoy a safe environment. It also helps us to manage expectations for all parties involved.

### 1. Introduction

Prospect Hospice is an independent charity (no. 280093) which provides services free of charge. Our services cost £7.2 million pounds to run last year, over 70% of which we need to raise ourselves.

#### Our contact details:

Moormead Road  
Wroughton  
Swindon  
SN4 9BY  
Telephone: 01793 816161  
Email: [fundraising&events@prospect-hospice.net](mailto:fundraising&events@prospect-hospice.net)  
Website: [www.prospect-hospice.net](http://www.prospect-hospice.net)

#### How your fundraising will help Prospect Hospice

Every penny you raise is important and appreciated by us.

Here are some examples of how your fundraising helps:

2014/15

£	5.00	Pays for the fuel to allow a nurse to visit at home
£	25.19	Pays for an hour of Prospect@Home care
£	81.87	Pays for a day visit to the Day Hospice
£	213.38	Pays for a weekday of nursing care in the IPU for a patient
£	314.35	Pays for 24 hours of care in our In-Patient Unit
£	823.53	Pays for the Day Hospice for up to 20 people for a day
£	3,849.32	Pays for the staffing of the IPU for 24 hours
£	4,086.55	Pays for one patients stay on IPU (based on 13 day average stay)
£	5,119.58	Pays to run the IPU for a Saturday

## 2. Our support for you

All supporters planning an event to raise money for Prospect Hospice will be supported by the Community Fundraiser who will be there to support you through your planning stages and will be available to answer any questions you may have. Please feel free to contact them for any assistance you may require at this stage. This contact will manage all aspects of your interaction with Prospect Hospice in order to ensure that we help you to run a smooth and successful event.

Below is a summary of what the hospice can provide in the lead up to the event, on the day and following the event, please look through the list and consider what support you may require from us:

### Prior to the event

- Support with a press release –our Communications Team can put together a press release to promote the event.
- Event Posters and fliers –we can help design these for you, we have a template which we use for third party event posters and these can then be displayed in some of the Prospect shops two weeks before the event.
- Prospect Website – we can add your event to the ‘diary of events’ on our website, for this we require as much detail on the event as possible i.e. date, timings, venue etc.
- Facebook – you are welcome to post a link to our event on our Facebook and twitter pages.
- Logo –we can provide the Prospect Hospice logo to use when promoting the event, our registered charity number 280093 needs to be present and legible on any documentation that is produced for the event, the logo we will give you has this included.\*
- Sponsorship forms-if sponsorship is involved in your event.

*\*The Prospect Hospice name and logo is a registered trade mark, we therefore request that you please sign and return page 5 of this document to confirm that you acknowledge that we have ownership of the trade mark*

### At the event

We can provide the following:

- Buckets –Prospect branded collection pots and buckets for donations.\*
- Banners –Prospect banners, we have 2 sizes of hanging banner: 8ft x 3ft and 5ft x 2ft, we also have pop up/roll up banners.\*\*
- Balloons-green with white Prospect logo.
- Promotional/informational literature.
- If you would like a Prospect Hospice representative at the event, either to thank people for coming or to talk to attendees about the work of the Hospice, we can arrange for one of our ambassadors to attend. Please note: we will need a minimum of two weeks notice to approach ambassadors; of course their attendance is subject to availability.

*\*To comply with charity law, buckets and pots are given to third party fundraisers sealed and must be returned sealed and not tampered with. The contents will then be stored and counted safely and securely within the hospice. You will then be made aware of the amount collected through an acknowledgement/thank you letter/certificate - we can call you with this information sooner, if you would prefer.*

*\*\*We have a five day lending policy on all of our equipment and therefore ask that anything borrowed is returned within five days of collection from us unless agreed otherwise in advance. As we are a charity, we do not have the budget to replace damaged equipment and therefore ask that you return everything in the condition it is given to you. In the case of equipment returned to us damaged, we ask for the cost to be covered to replace said item.*

## **After the event**

- We can arrange a cheque presentation, a photo of which can be displayed as an extra 'thank you' on our website,
- If required, we can also help with a follow up press release.

## **3. Event planning**

These are prompts for you to work through when planning your event; some of them may not be relevant to you but they give you a flavour of points to consider.

- If you haven't already, decide on a type of fundraising activity. It could be an established format which is proven to be successful or something completely new.
- Get some friends, family or colleagues to share the workload and have an agreed list of areas of responsibility.
- The date for your event is important to establish early on in the planning process. It is worth checking your date against any other events that might be happening in your area. The time of day and day of week are key in terms of how easy it will be to fill the event / sell tickets.
- When planning your fundraising event, it is helpful for us to have as much notice as possible of your intended event and details of it. This enables us to give you the best level of support possible within our resources. It also gives you the maximum amount of time to ensure the planning process is as smooth as possible.
- With larger scale events it is often better to get fliers and tickets printed commercially rather than you, or the Hospice printing or copying these. Please ask us well in advance of your event and then we'll work with you to provide the best solution.
- It is important to plan a budget for your event at the beginning and ensure you track your spending as you go.
- The venue is important in terms of suitability, accessibility, parking, capacity, layout, acoustics etc.
- Write a checklist of all the things you'll need including permits, equipment etc. Once we know the details of your event, we can help to advise you on these aspects.
- Consider any legalities and safety issues eg insurance and risk assessments (more information below)
- Consider how you will collect your money and keep it safe before you bank it or hand it in to the fundraising office.
- How will you tell people about your event? There are further details on the support we can offer below.

## **4. Health and Safety**

Although your event planning and the actual event should be an enjoyable process, there are considerations around health and safety that must be made. Therefore, we advise you to ensure you have identified any potential accidents or hazards before you decide to hold the event by completing a risk assessment (we have a template to assist you, please ask for details).

For each fundraising event, a risk assessment should be carried out to ensure the safety of the organisers, the participants and the general public. Further resources available at [www.hse.gov.uk](http://www.hse.gov.uk).

## **5. Sponsorship**

In some cases your event may be suitable for sponsorship by a company. It may be the whole event which can be sponsored, or specific elements of it. Please note that if you intend to seek corporate sponsorship, this is something that you will need to manage yourselves. Before approaching any company, we ask that you check with us first as we may have an existing relationship with that organisation.

## 6. Promotion

### Contacting media

If you are planning to contact the local media about your event, please let us know before you do so. It is helpful to know who you plan to contact, for us to see a copy of any press release and to know your timescales. This helps us to ensure we can plan and evaluate our media communications.

### Promotional literature

If you are designing your own literature, this will need checking by us to ensure that it both conforms to charity law and adheres to Prospect Hospice's display policies.

When designing your literature, be sure to include:

- Event name
- Short description of event
- Date
- Timings
- Location
- Important information i.e. ticket prices and contact information, dress code etc.
- Logo and registered charity number

Clear wording around profits/proceeds/percentages to be donated\*

*\*With regards to profits/proceeds/percentage of the takings to be donated, this will need to be decided on in advance and made very clear on any promotional literature that is produced. To ensure clarity for our supporters and to conform with charity law, wording around the donation of proceeds/profits/percentage needs to be present and clear e.g. 'Proceeds from ticket sales/entrance fees will be donated to Prospect Hospice, along with 10% of each of the stalls' takings'.*

### Using images

Make sure copyright permissions are obtained for any images used. Images obtained from Google will not be copyright free. [www.commons.wikimedia.org](http://www.commons.wikimedia.org) is a good sight for images that are free from copyright.

## 7. Income and banking:

We ask that you keep check on event income and expenditure by maintaining a simple cash book.

Cheques should be made payable to Prospect Hospice. When taking cash please consider security, and whether a ticket / receipt is issued in return. Where possible, we would promote the gift aid of donations, though it is not possible to gift aid entrance fees or monies where there is a benefit like an auction prize for example. The Hospice may be able to supply you with gift aid forms for this purpose.

If some money is to be shared between charities and good causes it is vital that we are made aware of this at the planning stage of the event. Problems can be caused if there are any unequal splits between beneficiaries.

At the conclusion of your event, and when all expenses have been paid please send all proceeds due to Prospect Hospice.

**Thank you for your kind support.**

**Agreement**

I/we (please delete as applicable)..... confirm that I/we have read and understood the Prospect Hospice Third Party Guidelines and Agreement and agree to adhere to the guidelines set out within.

I/we acknowledge that the Prospect Hospice name is a registered trademark and that Prospect Hospice therefore has ownership of said trademark.

Signed: .....

Date: .....