

# Your community needs you

A guide to fundraising



# Contents

<b>02</b>	Your community needs you	<b>08</b>	Got a big amount to raise?
<b>03</b>	The difference your fundraising makes	<b>10</b>	We're with you every step of the way
<b>04</b>	Stuck for ideas?	<b>11</b>	Paying in the money you raise
<b>06</b>	The recipe for success	<b>12</b>	Get in touch with the fundraising team

## Your community needs you

Thank you for wanting to fundraise for Prospect Hospice. Local people and their families rely on people like you. It's only because of our local community fundraising for us that we can continue to provide specialised care and support to as many people as we do, and we need to reach more.



Your fundraising is vitally important. We are the only dedicated end of life care provider for over 330,000 people across Swindon and the surrounding area. Each year, we care for around 2,000 patients and provide additional support to 500 of their family members and carers. Each year, it costs millions to run our services. We receive only 25% of this from statutory sources such as the NHS - **the remaining comes from you, our amazing local community.**

## The difference your fundraising makes

<p><b>£21</b> Could... </p> <p>Pay for one hour of bereavement counselling for patients and their family members</p>	<p><b>£42</b> Could... </p> <p>Pay for the cost of a patient visit from our Prospect@Home team (2 hours for a daytime visit)</p>	<p><b>£75</b> Could... </p> <p>Pay for a patient to see a member of our therapy team to help them relieve pain and anxiety and help them live well</p>
<p><b>£330</b> Could... </p> <p>Pay for a nurse and a healthcare assistant to care for a patient overnight in the comfort of their own home</p>	<p><b>£650</b> Could... </p> <p>Pay for round the clock nursing for a patient on our inpatient unit and support for their family for a day</p>	<p><b>£1,300</b> Could... </p> <p>Pay for four nights overnight nursing care in a patient's own home, giving respite and comfort to them and their family</p>
<p><b>£2,500</b> Could... </p> <p>Pay for over a month of care and support by one of our team of dedicated healthcare assistants</p>	<p><b>£5,000</b> Could... </p> <p>Pay for round the clock nursing for a patient on our inpatient unit and supporting their family for a week with care and comfort</p>	<p><b>£10,000</b> Could... </p> <p>Pay for the cost of a community nurse for nearly six months, caring for more patients in their own home with their loved ones</p>

# Stuck for ideas?

Go big. The more difficult and obscure your challenge is, the more people will get behind you and the more exhilarated you'll feel having accomplished it.



## 1 Challenge yourself

We have challenges ready for you to join and we'll support you all the way.

These include:

- Marathon
- Open water swim
- Wing walk
- Sky dive
- International trek

If you're signed up and raring to get your sponsorship rolling in, read on...



## 2 Make it a party

Gather your friends, family and local community. You can charge an entrance fee, sell refreshments or simply ask for donations from guests. Ideas that have worked for other supporters include:

- Afternoon tea
- Big summer BBQ
- Themed dinner party

Throw in a quiz, raffle or tombola and you'll raise even more.

## 3 Keep it personal

Take on a personal challenge and ask everyone you know to sponsor you.

Personal challenges that our supporters have completed include:

- Head shave
- Vow of silence
- Give something up
- Sell your clutter at a car boot
- Got a birthday coming up? Ask for donations instead of gifts.

## 4 What are your skills?

You can either charge for your skills or for lessons to pass them on. People are much more likely to take you up on this when they know their money is going to a good cause. Some ideas include:

- Sewing
- Baking
- Crafting
- DIY
- Dog walking
- Speaking a foreign language

## 5 Who do you know?

Think of your contacts, friends, family and work colleagues who may be able to help you.

- Do you know a pub landlord who might host a pub quiz for you?
- Do you know an excellent baker who can donate some cakes for you to sell?
- Do you know someone at the supermarket where you can arrange bag packing or a collection?

## 6 Work it

Your colleagues are the perfect people to support you in your fundraising. Could they join in one or more of the following activities?

- Dress down day
- Cake or book sale at work
- Sweep stake
- Sell some of our raffle tickets



# The recipe for success

Once you know how you're going to fundraise, there are a few easy things you can do to rally everyone behind you and maximise what you raise. Follow our fundraising 101 for guaranteed success.



## 1 Create an online fundraising page as soon as possible

This single action will mean you could raise up to five times more than you would without an online page. It's a fact that the earlier you do this, the more you will raise, so don't delay. Take a look at [www.justgiving.com](http://www.justgiving.com) or [www.enthuse.com](http://www.enthuse.com) and follow their easy set up guide. **Fundraisers who donate to their own page are proven to raise up to 58% more.**

## 2 Set an ambitious target

Did you know that just by having a target you could **raise up to 45% more?**

## 3 Tell your story

Is there a special reason you are fundraising for Prospect Hospice? Briefly share your story to encourage your supporters to dig deep.

## 4 Make it visual with photos and videos

People are much more likely to engage when you include photos and videos of you, what you're doing and who you're doing it for.



## 5 Shout about it - be bold and don't be afraid to ask

- Share it on social media, WhatsApp and email.
- On Facebook, share your fundraising page to your local community pages and groups as well as on your own profile.
- On WhatsApp, share with individual contacts as well as your groups.
- Tell people why your fundraising is so important to you and to Prospect Hospice.

**On average, each extra share raises an additional £10.**

## 6 Reach out to local shops and businesses

You've always supported them - now it's time for them to support you. Chances are they would love to get involved. Ask them to sponsor you and to share your fundraising page. They may also be able to offer raffle or auction prizes too.

## 7 Share updates along the way

Post interesting updates of whatever you are doing to prepare for your fundraising activity. Share your fundraising progress. And always include a link to your online fundraising page.

## 8 Say thank you

It's important to always thank your supporters once your fundraising activity is done. You might even pick up a few more donations. **Up to 20% of funds will come in after your activity is finished.**

## 9 Get matched

Lots of companies are prepared to match your fundraising. Even if this isn't something you're aware of your company doing, ask them and they might say yes.

# Got a big amount to raise?

If you've signed up for one of our bigger challenges or treks, or if you're simply a very passionate fundraiser, you'll have a large target to reach. Our advice is to break it up into chunks. Here's an example of how.



Enter a race (perhaps as part of your training) and get sponsored **£200**

Two cake sales at work

**£100**



Ask five friends to each raise £100 for you **£500**

Two quiz nights with raffles

**£500**



Online fundraising page with donations from friends and family **£400**

Car boot sale

**£100**



Make lunch instead of buying it for a month

**£100**

Collection bucket at local supermarket

**£100**



Collection bucket at local pub

**£100**

Afternoon tea event

**£250**



Make and sell something or offer to do some dog walking

**£150**


**Grand total raised**

**£2,500**

# We're with you every step of the way


Your fundraising is incredibly important to us, so when you decide what it is you're going to do – we'll be your biggest cheerleader and we'll support you however we possibly can.

- **Buckets and banners** – branded collection pots, buckets and banners can all be loaned.
- **T-shirts** – you can buy a branded t-shirt for £10, but we'll give you a free one for every £100 raised.
- **Event posters and fliers** – we have a template so can help with designing these.
- **Prospect Hospice website** – we can add your event to the 'diary of events' on our website.
- **Facebook** – if you set up a Facebook event page, invite us to co-host.
- **Logo** – we can provide our logo to use when promoting the event.
- **Ambassador** – if you'd like a representative at your 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, subject to sufficient notice and availability.
- **Fundraising team** – let us know what you're doing and we'll do all we can to shout about it too. We're on hand with advice and suggestions when you need us so just ask.



"I honestly cannot explain what the experience meant to me. When my Mum passed I didn't think I would ever be one of those people strong enough to fundraise. But when the wing walk came up it felt so right. Being up there was so amazing, that space and perspective on the world was so poignant".

Samantha Garrett, challenge participant



"What an amazing day and experience for everyone. It is something that will stay with me for the rest of my life. Not just because I had an unforgettable day, but because we all were doing it for some unforgettable people".

Terry Marshall, event participant

# Paying in the money you raise

## Online fundraising pages

If you've set up an online fundraising page, these funds will automatically be paid to us. There's no need for you to do anything else.

## Via our website

You can use a credit or debit card to pay funds to us online by going to our website [www.prospect-hospice.net/donate](http://www.prospect-hospice.net/donate)

## On the phone

Call the fundraising team on **01793 816161** to make a payment over the phone with a credit card or debit card.

## Post a cheque

Please make cheques payable to 'Prospect Hospice' and post them to us at:

**Prospect Hospice**  
**Moormead Road**  
**Wroughton**  
**Swindon**  
**SN4 9BY**

## Bank transfer

Name: **HSBC**  
Branch: **Unit 6, The Lock, Canal Walk**  
Sort Code: **40:43:35**  
A/C No: **31164015**  
A/C Name: **Prospect Hospice Ltd**

Before making a bank transfer, please email [fundraisingandevents@prospect-hospice.net](mailto:fundraisingandevents@prospect-hospice.net) to advise us as we may not otherwise be able to trace who the payment has come from.

## Buckets and collection pots

These are provided sealed and must be returned to the hospice still sealed. We will securely count the contents and let you know how much was raised.

## Gift Aid *giftaid it*

If they're eligible, encourage your supporters to tick the gift aid box when they donate to your online fundraising page as this makes their donation worth up to 25% more to us.

## Keep it legal

By fundraising for us, you accept our fundraising terms and conditions. It's important for you to read and familiarise yourself with these. You can view these at [www.prospect-hospice.net/terms](http://www.prospect-hospice.net/terms). Please let us know if you have any questions.

## Get in touch with the fundraising team

We're always on hand to help and advise and we'd love to hear about your plans. Contact us via:

 **01793 816161**  
 **fundraisingandevents@prospect-hospice.net**

**Prospect Hospice**

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Email: **info@prospect-hospice.net**

Visit: **www.prospect-hospice.net**

Follow us on social media:



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**President:** Her Majesty The Queen

Registered charity number: 280093

Company registration: 1494909

