



St Cuthbert's Hospice



# YOUR FUNDRAISING PACK

St Cuthbert's Hospice Durham is a registered charity (no 519767) and a company limited by guarantee (no 2208426)

# THANK YOU SO MUCH FOR DECIDING TO FUNDRAISE IN AID OF ST CUTHBERT'S HOSPICE

St Cuthbert's  
has been providing  
hospice care and  
making every day  
count for the  
people of County  
Durham since 1988.

Over three decades ago, a group of Durham residents came together over a common cause. They saw the lack of care and support available for those coming to the end of their lives and decided to do something about it. Thanks to their many years of fundraising and hard work, St Cuthbert's Hospice first opened its doors in 1988 to provide care for those with life-limiting illnesses.

St Cuthbert's Hospice was born out of the generosity and love of the local community, and it's this generous spirit that lives on today at the heart of the Hospice. It's only through the support of fantastic people like yourself, that we are able to continue to provide free care and support to people with life-limiting illnesses, those approaching the end of life and to families that are bereaved.

“To all the wonderful staff, thank you for being so caring. Thank you for being there. Thank you for looking after Dad. You will never know how much we appreciated all that you did. Thank you from the bottom of our hearts.”

“To us it is absolute proof that angels do walk amongst us. Again thanks to you all. We will never forget your kindness.”



# YOUR SUPPORT MAKES ALL THE DIFFERENCE

We hope this fundraising pack will provide you with all the information and inspiration you need to get started on your fundraising journey. There are so many different ways to raise money for the Hospice – from hosting a coffee morning to trekking up a mountain – and your efforts really do make a huge difference, so thank you!

## Did you know...?

- ▶ Our In Patient Unit offers palliative and end-of-life care to help people with life-limiting illnesses manage complex symptoms and control pain.
- ▶ We also run a Day Hospice called our Living Well Centre, where people can enjoy social activities and can benefit from treatments, complementary therapies and counselling.
- ▶ We support families and carers through our Family Support Team and Children's Bereavement Service.
- ▶ Our Dementia Support Service provides advice, training and help with accessing care services. We also offer practical, social and emotional support to people with advanced dementia through our Namaste Care Service.
- ▶ Everything in Place is our community outreach programme that aims to break the taboo surrounding death and dying, while encouraging people to plan ahead for peace of mind.

**If you have a fantastic fundraising idea and need support, we are here to help! Get in touch with our Community & Events Team on 0191 386 1170 ext. 5 or email [fundraising@stcuthbertshospice.com](mailto:fundraising@stcuthbertshospice.com)**

## Your fundraising can really make a difference :

**£20** — an hour of nursing care

**£40** — a nurse to plan individualised care for a guest in our Living Well Centre

**£50** — a Dementia Specialist Nurse to assess the needs and support someone living with dementia and their family



# A-Z OF FUNDRAISING IDEAS

**A** – abseil, auction, afternoon tea

**B** – bake sale, bike ride, bad tie day, bungee jump, beard shave

**C** – car boot sale, cricket match, curry night

**D** – dress down day, disco, darts competition

**E** – easter egg hunt, egg and spoon race

**F** – fancy dress day, football tournament, film night

**G** – garden party, games night, golf day

**H** – head shave, honesty box, horse racing night

**I** – Irish night, ironing service, It's a Knockout competition

**J** – jazz evening, jumble sale, job swap

**K** – karaoke night, keepfit-a-thon,

**L** – ladies night, lent challenge, litter pick

**M** – marathon, masked ball, mini Olympics



**N** – non-uniform day, name the teddy, New Year's Eve party

**O** – office sweepstake, open garden, obstacle course

**P** – parachute jump, pub quiz, plant sale

**Q** – quiz night

**R** – raffle, rowing, recycling

**S** – sponsored silence, swimming, scavenger hunt

**T** – talent show, treasure hunt, tombola

**U** – unwanted gift sale, University challenge, uniform day

**V** – variety show, vehicle rally, vintage day

**W** – wine & cheese evening, wacky hair day, waxing

**X** – Xmas Fete, Xmas card sale, Xmas carol singing

**Y** – yoga-thon, yo-yo competition, yodelling competition

**Z** – zumba-thon, zip wire, zorbing

**FANCY A CHALLENGE?**  
Check out the challenge events page  
on our website at  
[www.stcuthbertshospice.com](http://www.stcuthbertshospice.com)



# STEP BY STEP GUIDE TO PLANNING YOUR FUNDRAISING

Over the next few pages we've set out all the key things you'll need to think about to make your fundraiser a success.

## 1. DECIDE WHAT YOU'RE GOING TO DO.

The first step is to decide what activities and events you'd like to do. Have a brainstorming session first to get all your ideas on the table, and then pick your favourites! You could pick something you love doing and feel confident about, or really go for a challenge and push yourself out of your comfort zone. You could go all out on one big activity, do lots of little fundraisers, or both!



## 2. PICK A DATE AND LOCATION.

If you're going to organise an event, check your date doesn't clash with any other major events taking place in your community. Make sure you give yourself plenty of time to get everything sorted too.

It's a good idea to start securing a venue well ahead of time. Considered the weather? Have a plan B just in case for outdoor events. Also, check the capacity, toilet facilities and things like access and parking.

Don't forget to let the venue owners know you're running the event for charity, they might just reduce the rates for you! We can provide you with a letter from the Hospice for you to show them.

### 3. SET A FUNDRAISING TARGET.

Decide beforehand how much you'd like to raise so you and your supporters know what you're aiming for. This will help you stay motivated and keep you on track. You could use the pledge amounts on page 4 to help you.



### Raising support online

An easy way to collect sponsorship is to set up an online giving page. It's just like an online sponsor form, plus it saves you the time of collecting in person and also helps keep your supporters updated on your progress.

Visit [www.justgiving.com/stcuthbertshospice](http://www.justgiving.com/stcuthbertshospice) or [www.virginmoneygiving.com](http://www.virginmoneygiving.com) or set up a Facebook Fundraiser.

### Sponsorship Forms

Our Fundraising Team can provide you with sponsorship forms. Just remember to take it everywhere with you as you never know who might sponsor you. Once you've collected all your donations you can return the forms along with the money to the Hospice.



## 4. TELL THE WORLD!

Once you've decided what you want to do and how much you're aiming to raise, it's time to spread the word!

### Posters

If you don't fancy creating your own, we can support you with the creation of posters and leaflets to publicise your activities. If you decide to get creative and produce your own posters, just make sure to stick to our brand guidelines below:

1. Make it clear you're raising funds 'in aid of' St Cuthbert's Hospice rather than 'for' us or 'on our behalf'.
2. You'll need to put our logo and charity number on any posters or flyers, so get in touch with us and we can supply you with these
3. If you have expenses for your event, you'll need to state that all 'profits' are going to the Hospice rather than all 'proceeds'.

### Ambassadors

You might like to book a Hospice ambassador to come along to your event and share a bit about what the hospice does. Just give us a couple of weeks' notice if you'd like to request this.



### Hot off the press

Is there a story behind your event? Is it something you think local newspapers would be interested in promoting? Head to the contact us section on their website and make contact. Perhaps a local community paper or magazine could help too?

### Go Digital

Social media platforms, such as Facebook and Twitter are a great way to spread your message fast.

#### Here are 3 quick hints and tips for engaging your supporters online:

1. Create a Facebook event page and invite your friends and family
2. Share lots of videos and photos that people will like and share with others
3. Keep communicating with people; let them know how much you've raised so far, what differences that money will make, and how close you are to your target



5. MAKE  
YOUR MONEY  
GO FURTHER

### Giftaid it!

If the person sponsoring you is a UK taxpayer, we can claim Gift Aid on their donation, which means the taxman adds 25% to their gift. That's another £1 for every £4 you raise! All you need to do is make sure that they tick the Gift Aid box on the sponsorship form and provide their full name, house number and postcode.

### Double your efforts

Lots of workplaces run a matched giving scheme, which means they will agree to match any amount you raise to double your funds. Ask your employer or a company you have links to, to see if they might match your funding. What a great way to help smash your fundraising target!

*giftaid it*

**TURN £1  
INTO £1.25**



## 6. PLAY BY THE RULES

### Insurance

At St Cuthbert's we hugely appreciate your help with our fundraising, however we cannot accept liability for any activity or event you undertake. We would therefore recommend that you consider taking out your own insurance cover. If you are holding an event in a local venue like a village hall or pub, check they have the appropriate public liability insurance for your activity. For advice on insurance please speak to your local insurance broker.

### Licences

Check with your local council whether you need to obtain any special licences (eg public entertainment or alcohol licences). If you are holding an event in a public place, you'll need to get permission from the council or landowner.

### Raffles

If you hold a raffle as part of an event you don't need a licence, so long as all ticket sales and the draw itself take place during the event. Make sure all tickets are sold for the same price and you've made it clear who's running the raffle. If you're running any other kind of raffle or lottery please contact the Community and Events Team or visit [www.gamblingcommission.gov.uk](http://www.gamblingcommission.gov.uk)

### Food hygiene

Make sure you follow food hygiene procedures if you're providing or selling food. It's a good idea to label food with the ingredients so people with any allergies can be aware. Get in touch with your local council for food hygiene regulations or see [www.food.gov.uk](http://www.food.gov.uk)

### Get consent

You will need to get parental permission if children are helping or if you're taking photographs of children. Children under the age of 17 must be accompanied by an adult.

### Risk assessments

Identify any hazards and assess any risks at your activity that you'll need to consider. Ensure you have adequate first aid cover. Contact the Health and Safety Executive at [www.hse.gov.uk](http://www.hse.gov.uk) for more information.

### Collections

It is illegal to carry out house-to-house or street collections without a license. Get in touch with us if you'd like to join in with one of our organised Hospice collections, and please remember to return all buckets and tins to us with the seal still in tact.

### The money

Make sure you count the money you've collected with another person present so they can verify the total. Ask people to make their cheques payable to St Cuthbert's Hospice rather than you personally, and keep any donated cash in a secure place before banking it as soon as possible. Unfortunately, we can't cover any expenses for your activities. If you do have expenses for your event, you'll need to state that all profits are going to the Hospice rather than all proceeds.

**For more information and advice visit  
[www.institute-of-fundraising.org](http://www.institute-of-fundraising.org)**

7.

REMEMBER  
WHY YOU'RE  
DOING IT

over the decades, we've cared for,  
laughed with, cried with,  
listened to, comforted, and helped  
make special memories for hundreds  
of individuals and families.



Our wonderful team of nurses, physiotherapists, complimentary therapists, counsellors, social workers and other specialists do such a wonderful job of looking after those in our care, and they couldn't do what they do without the support of fantastic people like you.

Every penny you fundraise really does change people's lives, so keep on inspiring your supporters to donate, no matter how much or little their contribution.



## KELLY HAVELOCK

Kelly and her mam Angela started fundraising for St Cuthbert's in 2016 after they lost Angela's mam Margaret to lung cancer. Margaret spent her final 19 days being looked after by the hospice staff. Kelly felt the hospice not only looked after Margaret, but also the whole family too. That's why every year they pull out all the stops and host a fabulous coffee morning, with a different theme each time. The theme for 2017 was Alice in Wonderland!

**"We always enjoy arranging the event, decorating our house and opening our doors to family, friends and neighbours. Every room is always full of laughter and enjoyment. In our first year we raised £860 and thought this would be a target never to be beaten. The generosity of everyone involved in 2017 has astounded us and the final sum is in excess of £1000!"**

**We will continue every year in the memory of Margaret Mary McMullen to help raise money for St Cuthbert's Hospice."**

8.  
WE'RE HERE  
To SUPPORT  
YOU

## GET KITTED OUT

Whatever fundraiser you're organising, please let us know! As well as lots of advice and support, our Community & Events Team can provide tonnes of resources to facilitate your activities and help you look the part.

**We can help with the following:**

Gift aid forms  
and envelopes

T-Shirts

Collection Boxes or buckets

Help with posters,  
flyers and tickets

Hospice literature

Sponsor forms

Help with publicity

Letters of authority - to  
fundraise in aid of us



## TELL US ABOUT IT!

We love hearing all about why our amazing supporters have signed up to fundraise for St Cuthbert's, and the crazy antics they get up to along their fundraising journey. Perhaps you've got a particular personal goal for your fundraising, or someone special you're doing it in memory of. Whatever your reasons, we'd love to support you every step of the way. Your fundraising tips and stories can also be inspirational to other fundraisers, so get in touch and we could help share your story and encourage others to get on board.

**Email your stories/photos/tips to [fundraising@stcuthbertshospice.com](mailto:fundraising@stcuthbertshospice.com) or alternatively send them to the: Community & Events Team, St Cuthbert's Hospice, Park House Road, Durham, DH1 3QF.**

# SENDING US YOUR SPONSORSHIP

Once you've done all the hard work of fundraising, reached your target and thanked your supporters, all that's left to do is send us the total amount you've raised so we can put it straight towards helping those in our care. You can call into the hospice between 9-5 Monday-Friday or send us a cheque made payable to 'St Cuthbert's Hospice'. If you had an online giving page, you don't need to do anything as the money will come to us directly. You can also make a bank transfer online so get in touch for our bank details.

St Cuthbert's Hospice



## THANK YOU!

Good luck from all of us here at St Cuthbert's Hospice. By fundraising for St Cuthbert's, you're doing something amazing to help those in County Durham with life limiting-illnesses.

Your support goes a long way in helping us provide outstanding care to everyone who comes through our doors. We couldn't do it without you, thank you!

