



We need  
your  
help!



# FUNDRAISING IDEAS AND SUPPORT



Every  
penny  
counts!





## RAISING MONEY FOR WOODLANDS HOSPICE

Thank you for choosing to raise money for Woodlands Hospice Charitable Trust.

Woodlands Hospice is an independent charity committed to giving the best possible practice and development of specialist palliative care for people with cancer and other life limiting illnesses.

Your contribution to fund raising is valued and every penny raised helps with the running costs of the Hospice.

This handbook has been produced to give you some ideas to assist you in your fund raising activities.

Good luck, have fun and keep fund raising !

It costs  
**£200**  
per patient for one day  
for nursing care in our  
Inpatient  
unit

It costs  
**£17.35**  
to feed one patient for  
one day in our  
Inpatient  
unit

It costs  
**£13.31**  
for complementary  
therapy supplies for  
one patient  
session

# GETTING STARTED

## How to organise an activity



Organising your own fundraising activity, whether large or small, is a brilliant way to support Woodlands Hospice.

As with most things it may involve a lot of planning and there will be several things to consider, from where to hold an event to how many people to invite.

It may seem a bit daunting to begin with, especially if you haven't fundraised before. But don't worry, help is at hand!

Below you'll find some useful tips that will help make your activity fun and as stress free as possible.

## Fundraising Tips

### Decide on your event/theme

**Decide on a date** for when you'd like to hold your event. The weekend may be easier for everyone to attend, unless you plan to hold your activity during work or school hours.

**Find a venue.** If your event is too big to hold in your home, workplace or school, then consider local halls, community centres and sport centres. You will need to contact the owners of these venues and get their permission. Make sure you plan your event well in advance as some venues book up quickly.

**Work out a budget.** Set yourself a fundraising target of around three times as much as you spend to ensure best possible results.

**Write a checklist** of all the things that you'll need, for example costumes, equipment, refreshments, then tick them off as you go along. If you're in need of clothes, for a fashion show, ball or fancy dress party, perhaps one of our Charity shops can help.

**Delegate.** Find out what skills people have, then try to give them tasks they'll enjoy. So if some of your friends are creative, why not get them to design and make badges, banners etc?

**Try to keep costs low,** for example ask local businesses if they'd donate prizes and cover the cost of printing posters, banners and so on.

**If you're under 18,** please check with your parents or guardians that it's OK for you to take part in a fundraising event.

**Advertise your activity.** Tell everyone in your neighbourhood, social club, gym, office etc; put notices in your staff room or in your staff or social group newsletter. Remember, word of mouth is always one of the most successful forms of promotion!

**Contact local newspapers, radio and TV stations** and ask them to promote your event. Ask them to include your contact details to encourage readers or listeners to support you. Perhaps you could get a local celebrity to come along to your event, which could help with its promotion.



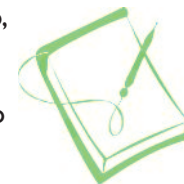
**Invite everyone you know!** The more people you involve the more money you will raise for our charity. So look to invite friends, family, colleagues, neighbours, business contacts.

**If it is a sponsored event ask your sponsors to Gift Aid it.** This means we get an extra £25 for every £100 you raise, for free. As long as your sponsors tell us their home address and they are UK tax payers, we can claim this extra money from the government. This is covered on our sponsorship forms. These can be obtained from the Hospice Fundraising office.



**Sponsored/Registered Events.** We have our own forms just ask fundraising.

**Matched funding.** Ask your employer if they operate a matched giving scheme, if they do, they will be able to match £ for £ the money you raise.



**Record.** Keep details of everyone who has supported you, this is good practise but also helps you keep track of who you need to thank.

**Risk Assessment.** For every event you organise personally (in aid of any charity) it is in your best interest to carry out a formal Risk Assessment as any liabilities for the event fall to you personally. Risk Assessments include looking for any potential hazards and taking action to eliminate risks as far as possible. Documenting this Risk Assessment is very important. Woodlands Hospice can provide a form we use to help you make and document these assessments and offer guidance but regrettably we are unable to carry out the Assessments for you due to our own insurance cover.



**Insurance Cover** It is really important that you take insurance cover for all events you organise in aid of someone else (including charities) so that if any accidents/incidents do occur you are covered by the insurance policy particularly in relation to Public Liability. It is also really important that you understand under what terms the insurance cover is being provided and your insurance company will explain this to you. This is likely to include the need for the Risk Assessment and appropriate action plan. The fees for insurance cover will vary depending on the type of event and what cover you are seeking but should be claimed by you as a normal expenditure from the proceeds. If you require any further information our Fundraising Events Manager will be happy to offer guidance. Regrettably, due to our own Insurance Policy terms, Woodlands Hospice cannot accept liability for events organised by others even those organised in aid of us.



**Set up a fundraising group.** If you would like to set up a fundraising group with your friends and family, simply call 0151 529 8117. We'll provide you with lots of support.

**Tickets.** If your event is a ticket event you will need to get them printed. We can help with this, as we have a few local companies who will produce them at very competitive prices. You will just need to supply all the details of the event to fundraising. Call 0151 529 8117 to discuss.

**Any posters you require.** These can be organised by the Fundraising office. Again contact the above or design and print them yourselves.



**Lastly. If in doubt speak to the Fundraising office, we are always willing and able to help you in any aspect of fundraising.**

**For more information please contact:**  
**Christine Peach** - Community Fundraising Manager **0151 529 8117**  
**Tracy Barnes** - Events Manager **0151 529 8193**

# SOME IDEAS TO GET YOU THINKING



When deciding what to do for your fundraising think about your skills and interests.

Doing something related to your hobbies can be a great foundation for a successful fundraiser. By sticking to something you know well you will be more confident and have more fun in your endeavours!

## A

**Afternoon tea** - invite friends or colleagues around for tea and cake and ask them all to do some baking. Money can be raised by charging entrance fees for refreshments or by having a cake sale.



## B

**Barn dance** - you'll need a venue and a good band as well as someone to act as a 'caller' who knows all the dances. Charge an entrance fee and donations for refreshments to raise money.

## C

**Challenge Events** - for those who want something more active and daring download our leaflet to get ideas on a range of forthcoming organised events.

**Church Groups** - there are many ways to involve your church in fundraising. See all of the ideas within this guide but don't forget Christmas fairs, carol services, table sales, coffee mornings, cake sales etc...

**Celebrate** - if you've got a birthday or anniversary coming up why not ask for donations for Woodlands Hospice instead of presents? Your friends and family will be able to contribute to a lasting commemoration of your special event by helping us.



**Coffee Mornings** - get friends and family to make cakes and hold a coffee morning for a small charge.

## D

**Dress down or Dress up day** - with permission ditch the company dress code or the uniform and dress down or dress up for a day - you could even choose a fancy dress theme to increase interest. Participants pay for the chance to take part to raise money.

## E

**Easter egg Hunt** - hide some eggs in your local woods, park or garden and charge a fee for local people to enter the hunt.



## F

**Football tournament** - charge teams to enter and ask spectators for donations while they watch.

## G

**Garage sale** - ask your neighbours to contribute all their unwanted bric a brac and sell it outside your house.



## H

**Head shave** (or beard, chest, legs etc) get sponsored whilst getting a new image! This must be for the over 18s!

## J

**Jewellery Recycling Party** - invite your friends to bring their unwanted jewellery.



## K

**Karaoke Night** - you'll need to get the proper equipment (you can hire this- just search for it on the internet) and charge people an entrance fee and for refreshments.



# L

**Loud Day** (ties, shirts, etc) charge people a fee to wear their loudest (and worst taste) tie or shirt to work or school.

# N

**'None' day** - have a day off drinking coffee, eating chocolate, the internet or emails etc! Get sponsored or ask people for a donation to take part.

# O

**Open gardens** - do you have (or know anybody who has) a wonderful garden? Open it to the public for an afternoon and charge for entry and refreshments... you could also charge for gardening tips and cuttings!



# P

**Pubs game evening** - ask your local pub to help out by hosting a games evening. Darts, skittles, pool, crib and dominoes are popular.

# Q

**Quiz** - there are loads of quiz questions (and answers!) available on the internet to help you get started. Find a venue, advertise the event locally and charge an entrance fee and for refreshments to raise money.

# R

**Raffle** - an old favourite but always a good fundraiser! Ask local companies to donate the star prizes and get your

colleagues and friends to donate lots of smaller prizes too. In the workplace, a long lunch break or the chance to finish early on a Friday always attract lots of interest as a prize!

# S

**Sponsored** ..... the list is endless! Try swimming, silence, walking, yoga, aerobics, singing, knitting etc.



## T

**Tug of war** - get teams together from local groups or companies to compete in an old fashioned tug of war. You'll need a rope and an impartial judge as it'll get competitive! Charge people to take part and watch.



## U

**Unwanted gift sale** - a great one after Christmas! Use auction sites, hold a garage sale or just try swapping (for a donation) with friends to get rid of all those unwanted gifts and raise money for the Woodlands Hospice.



## V

**Valentine's Day party** - have a love-themed event on or around February 14<sup>th</sup> to raise money.

## W

**Weddings** - more on this later!



## X

**Xmas** - lots of fundraising opportunities here including carol singing, making and selling cards and parties.

## Y

**Yo-Yo or Yodelling** - have fun organising a novel competition.  
**Yoga** - how about organising a yogathon!

## Z

**Zorbing** - great fun and ideal for a sponsored event.  
**Zombie Party** - a great excuse at halloween for a get together with friends and family. Raise money with an entrance fee, sale of goods, raffle or donation envelopes.



# OTHER WAYS OF FUNDRAISING

## WEDDINGS

Weddings are very special occasions and some people choose to ask for donations to Woodlands Hospice in lieu of presents.

There are a couple of other ways that your guest could give to Woodlands Hospice:

Take our individual donation envelopes so that people can put their donation in.

Take one of our collection boxes/buckets to dress up on the big day.

We have 'favours' whereby you buy our hospice Lottery tickets for each guest for £1 entry for the week of your wedding which gives them a chance to win one of our cash prizes (£500, £100, £50 and £10)

If you have a themed wedding, you could have a fun element to raise money on the night i.e. raffle something to do with your theme.

You could create a Woodlands Hospice 'Just Giving' web page. <http://www.justgiving.com/woodlandshospice>. The instructions are quite easy to follow and we are registered with them.



## WILLS AND LEGACIES

### APRIL MAKE A WILL MONTH

Would you like to make a will or update your existing one?

During the month of April, you can have a standard Will prepared by one of the participating Solicitors or Will Writers, who will waive their usual fee in return for you making a donation to Woodlands Hospice.

Making a Will is very important and will help to avoid additional stress for your family members at a time when they are already very upset.

For an up to date list of participating Solicitors/Will Writers please see our website [www.woodlandshospice.org](http://www.woodlandshospice.org)

### LEGACIES

A legacy can be a great way of supporting a charity, once you have looked after your loved ones. A gift of £200 for example would pay for the nursing care for one patient for one day in our in patient unit.

Woodlands has not received many legacies over the years but we would be delighted to be included in your Will if, after looking after those important to you, you are able to bequeath a small sum to us.

If you have already prepared your Will but wish Woodlands Hospice to benefit in some way this can easily be added to your initial arrangements



**If you would like to know more about taking part in our 'Make a Will' scheme or leaving a legacy please contact Nick Morris at Woodlands on 0151 529 8152**

# MAXIMISE YOUR INCOME

## MAXIMISE YOUR SUPPORTERS

- Ask everyone you know to come along and help spread the word.
- Email all your contacts and let them know what you're doing.
- Add a caption to your email signature, invite anyone to attend, donate or help out on the day.
- Send Facebook messages to your friends and 'Like' our Facebook page [www.facebook.com/woodlandshospice](http://www.facebook.com/woodlandshospice).
- Tweet it.
- Upload a clip to You Tube, send it to everyone you know with your invitation and ask them to pass it on.

## MINIMISE YOUR OUTGOINGS

- Ask for a free local venue and see if they can help decorate it for the event too.
- Try not to buy any equipment, food or drink. Borrow or get items donated.
- Ask local companies to donate prizes to auction or raffle. You can always give them a mention in return.

## MAXIMISE YOUR FUNDRAISING



Charge for tickets/entry- don't overprice and don't undersell your event either.

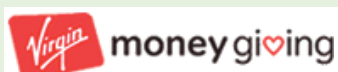
If the venue are making sales on the night ask if they can donate a percentage.

Hold a themed quiz, tombola or lucky dip at your event.

Organise themed games and activities for donated prizes- add a bit of competition.

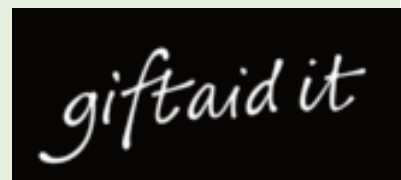
## JUSTGIVING and VIRGIN MONEY

Make it easy for everyone to donate, even if they can't come along on the day. Set up an online donation page\*. Add a photo and a reason to support you.



## GIFT AID IT!

Please encourage your sponsors who are tax payers to Gift Aid their donations.



Gift Aid is a government scheme which allows us to claim an extra 25p for every £1 sponsored. And the good news is, the money comes from the government and not your sponsors- we are simply reclaiming the tax already paid on donations.

It's quick and simple and all the details are on our sponsor forms and any online donation pages.

\* Go to [www.virginmoney.com/giving](http://www.virginmoney.com/giving) or [www.justgiving.com/woodlandshospice](http://www.justgiving.com/woodlandshospice) to set up a page.

**AND FINALLY...**

**THANK YOU!**

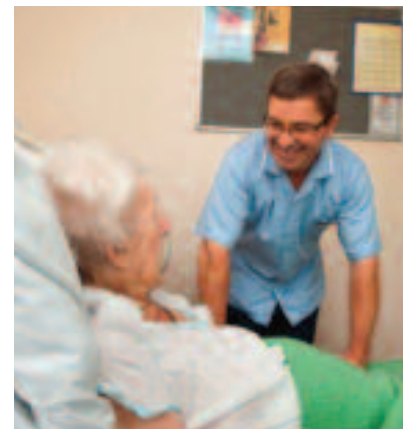
We hope your fundraising will be a great success and that everyone has a great time.

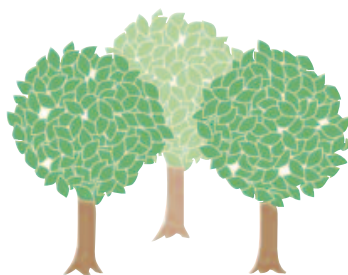
Let us know how it went and email us your stories and photos to:

christine.peach@aintree.nhs.uk

For more information and lots of other ways to support us visit:

[www.woodlandshospice.org](http://www.woodlandshospice.org)





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Charity No. 1048934

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***YOU can make a difference!***