



**DO YOUR
THING!**

FUNDRAISING GUIDE


Greenwich & Bexley
Community Hospice



THANK YOU!



By doing your thing, you'll help make sure we can keep doing ours. Hospice care is truly special, and that is thanks to people like you. It's about creating memories with loved ones, support when facing difficult choices, and it is about focusing on living to the fullest. Our doctors and nurses work tirelessly to give every single person the care, time and attention they deserve.

This special care is only possible thanks to the continued support of our community. In fact, 6 out of 10 of our patients is cared for thanks to the amazing people who make donations and fundraise, people visiting our shops and through gifts in Wills. You are doing something incredible. Thank you.

In this guide you will find lots of ideas to help you plan your fundraiser. We will be here every step of the way and can't wait to hear what you're planning.

The Hospice Fundraising Team x

**Call us on 020 8319 9230 (Monday – Friday, 9am – 5pm)
or email team@gbch.org.uk**





WHAT'S YOUR THING?

You might have already decided on exactly what you're doing to help raise funds for the Hospice, but if not, don't panic! We have lots of ideas to kick start your fundraising journey. So what's your thing?



Enjoy some cake guilt free...

...knowing that it's all for a good cause. How about a coffee morning with friends, or a staff Bake Off at work? Host your very own Big Cuppa and put the kettle on in support of the Hospice.



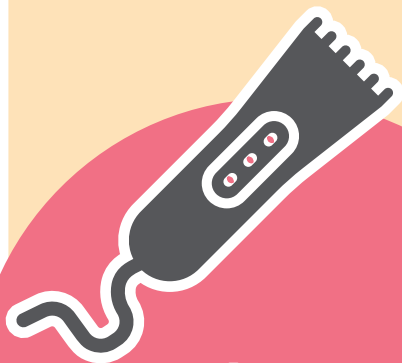
Its P.A.R.T.Y time

Perhaps a dinner party, an afternoon tea, a pamper party, a sixties party, a naughty gin party...? Put your hosting skills to the test and put on a fantastic do! Choose a theme and go wild!



Get sporty!

Kick off a football tournament, a golf day, or even a dance-a-thon! Don your sports gear and set your sights on a fantastic donation for the Hospice!



Be brave...

...with a sponsored head shave or give something up that you love (chocolate?) You could sit in a bath of baked beans or take on a sky dive. Is it time to face your fears?



You've Got Talent

How about a quiz night, a talent show, some bingo or karaoke...? Use your special talents to dazzle your guests and make your event extra special!



MAKE IT HAPPEN

What? When? Where?

Pick a date that gives you enough time to plan and make sure it doesn't clash with anything else (like a Royal wedding or the FA Cup Final!) Perhaps you'd like to hold your fundraiser on a special date or anniversary?

Next you need to think about where?

- ✓ **If you're booking a venue, make sure to visit beforehand** and think about things like parking and maximum capacity.
- ✓ **Plan for success.** Sit down and create a plan. Then stick to it! Think 'to do lists' and deadlines to keep you organised.
- ✓ **Budget and try to keep the costs down.** Ask whether you can have the venue for free or at a discounted charity rate, especially if the venue will be making money from your guests paying at the bar, for example. Ask local businesses to sponsor the event or donate a prize to the raffle.

My fantastic fundraiser:

- ✓ **What? When? Where?**
- ✓ **Make a plan and 'to do list'**
- ✓ **Call in help from friends and family**
- ✓ **Promote the event**
- ✓ **Make sure it's all above board**

We have included a list of things further on in the guide, to think about when planning your event



Top tips for topping up your total

There are lots of easy ways to raise a little extra. Here are some to get you started, but you might have some great ideas of your own and we'd love to hear them!

- ★ **Set a target,** it's a great way to motivate yourself and it will encourage your supporters to give a bit extra to help you reach your goal.
- ★ **Spread the word** and shout it from the rooftops! Make sure to promote your event and tell everyone why you are fundraising. Use social media, text and email; use our template poster which you'll find later on in this guide; and if your event is open to everyone, we can help promote it on our social media and the Hospice website too.
- ★ **Get together a dream team** and let everyone play to their strengths in helping you pull off a fab fundraiser. Friends and family can secure prizes, sell tickets to friends, or decorate the venue. Check your 'to do list' and see what needs doing.
- ★ **Tell your story;** it's really important that people know why you're supporting the Hospice, and the difference that the money raised will make. If you have a personal reason for fundraising, let people know.

Top up your total with...

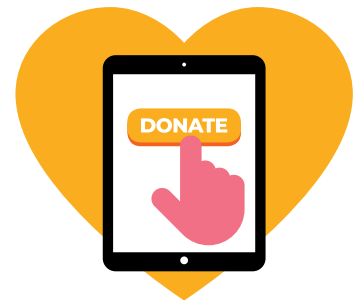
- ✓ Pre-sale tickets
- ✓ Some fancy dress
- ✓ A cake sale or BBQ
- ✓ A raffle or auction
- ✓ sweepstake
- ✓ A jumble sale

RAISE EVEN MORE...

Raise even more...

with an online fundraising page

Setting up an online fundraising page is a great way to raise more money with less effort! People who want to support you can donate quickly and easily, saving you time running around collecting sponsorship. You can also quickly share the page with family, friends and colleagues on your own Facebook page. Supercharge your page with a photo and story and sit back and watch while your donations roll in! Visit JustGiving.com or VirginMoneyGiving.com for more information.



★ **TOP TIP!** It always helps when the first sponsor is a close friend or relative because they tend to be more generous, and other sponsors will use the first donation as a gauge for their donation amount.

Raise even more... with Gift Aid

Using Gift Aid means that for every £1 you give, the Hospice can claim an extra 25p from HMRC – at no extra cost to you or us! Gift Aid makes your donation go further, turning £100 into £125! So please make sure your UK tax-paying supporters fill in their details on your form. They must tick the option for Gift Aid, and include their full name and home address. We can't claim unless they do. Please do not fill in the form on someone else's behalf or as a couple.



Raise even more... with matched giving

Matched funding doubles your total amount, with your business matching every pound you raise. Find out if your employer offers this scheme and ask if they'll match what you fundraise. Let them know what a difference their support will make for local people supported by the Hospice, and if they can match your fundraising make sure to let us know.





THE REALLY IMPORTANT STUFF...

Keep it legal and stay safe

Fundraising should be fun and we want you to enjoy it. It is important though, to make sure that everything is safe and legal. So here are some things to think about and plan for, so that you can sit back, relax and enjoy your fundraiser.

Permission

If you're planning your event in a public place, make sure you have permission from the local authority or property owner.

Licences

Some things require a license such as:

- ✓ Alcohol or entertainment, including recorded music
- ✓ Holding a raffle
- ✓ Doing a public money collection
- ✓ Putting up banners or signs in public areas

Raffles

For a simple raffle:

- ✓ Use normal raffle tickets (such as cloakroom tickets)
- ✓ Charge a standard price for each ticket
- ✓ Sell tickets at the event and draw the winner(s) before the event is over
- ✓ Make the top prize the first one you draw

If you're planning a larger raffle over a longer period of time or are selling tickets at more than one venue, you can find the rules at gamblingcommission.gov.uk

Public collections

Holding a collection in a public place can be a great way to raise funds, but here are some things you need to know:

- ✓ We can send you a letter of authority before you start collecting – just contact the Fundraising Team
- ✓ If you are collecting on private property, such as a pub or supermarket, you will need to get written permission from the owner or manager. Keep this with you when collecting
- ✓ If you are collecting in the street or any public place, you will need a license from your local council. Most councils have details of how to apply on their website. It can take up to two months for you to receive the license though, so plan ahead!
- ✓ Remember, anyone collecting money in public must be over 16.

Risk assessment

Doing a risk assessment means looking at what could cause you or your participants harm, and checking that you've taken necessary precautions to prevent this from happening.

First aid

If you're hosting an event involving lots of people, make sure you have appropriate first aid support. You can get advice from St. John Ambulance (sja.org.uk) or the British Red Cross (redcross.org.uk).

Insurance

If your event involves the public, then it's important to have Public Liability Insurance. Check with the venue first, as they may have insurance that covers your event. **Greenwich & Bexley Community Hospice cannot accept liability for any event or activity organised by any person(s) not employed by the charity. These events and activities are therefore not covered under the Hospice's own insurance.**

Data protection

Only collect the information from people that you need. Keep it safe, do not share it and only keep it for as long as you need to.

Food hygiene

To keep everyone safe, check the **Food Standards Agency** guidelines for preparing, handling and cooking food. If you are using a caterer, you need to make sure that they have a Food Hygiene Certificate and Public Liability Insurance.

Using our name/ logo

We are very happy for you to use our registered charity name and logo on your fundraising materials. There are a few guidelines to follow though:

- ✓ You must use the following phrasing somewhere on all of your materials: **Fundraising in aid of Greenwich & Bexley Community Hospice (registered charity no.1017406)**
- ✓ Please do not modify or distort our name or logo in any way
- ✓ The benefits for the charity must be clearly stated on all promotional materials

PAY IN YOUR MONEY AND PUT YOUR FEET UP



The hard work is over and your event was a huge success, now all that's left to do before you put your feet up and relax with a well-deserved cuppa, is to pay the money you raised to the Hospice...

You can:



Drop off your money, or send cheques payable to 'Greenwich & Bexley Community Hospice':

📍 The Hospice, 185 Bostall Hill, Abbey Wood, SE2 0GB



Call us on 020 8319 9230 (Monday – Friday, 9am – 5pm)

☎ To make a card payment over the phone

☎ If you'd like to make a payment directly into our bank account



Go on our website communityhospice.org.uk

Please make sure you include some information about the event so that we can link it back to you – and thank you for your incredible efforts!

If you've been fundraising with an online page then you don't need to do anything. Money raised on your page will be paid directly to the Hospice.

We will write to you to acknowledge your donation.






Thank you, thank you, thank you!

Be sure to thank everyone who supported your fundraiser. Let them know the fantastic total raised and how important their support is.

YOU WILL MAKE A REAL DIFFERENCE

The Hospice relies on special supporters like you to help raise much-needed funds so that we can be there for local people when they need us most. Your support will make a real difference to the lives of local people...

 <p>£5</p> <p>provides a hot drink and slice of cake for someone at our Day Hospice</p>	 <p>£39</p> <p>could pay for telephone support to a bereaved person, so there's a listening ear at the end of the phone</p>	 <p>£54</p> <p>could pay for a 1.5 hour home visit from one of our community nurses to support patients and their families at a difficult time</p>	 <p>£185</p> <p>pays for a nurse shift on the inpatient ward</p>	 <p>£200</p> <p>could pay for transporting people to and from the Day Hospice for a whole week, so that they can access medical treatments and support while giving carers a break</p>
---	---	--	--	--

It costs...

<p>...£487.50 a day to care for an in-patient at the Hospice</p> 	<p>...£24,035 to run our Hospice services for a whole day</p> 	<p>...£36,500 to pay for a Hospice Nurse for a whole year</p> 
---	--	--

£0 is the cost of our care to patients and their families; all of their care and support is given free of charge – thanks to you.

SPONSOR ME

Make your donation go further, Gift Aid it!

Gift Aid allows Greenwich & Bexley Community Hospice to claim back the tax you've already paid on the money you donate. If you're a UK taxpayer, your donation could be worth 25% more to us just by giving your full name, address, postcode and ticking the Gift Aid box – it's that simple!



Full name	Home address	Postcode	Pledged amount	Amount recieved	Gift Aid*
					<input type="checkbox"/>
					<input type="checkbox"/>
					<input type="checkbox"/>
					<input type="checkbox"/>
					<input type="checkbox"/>
					<input type="checkbox"/>
					<input type="checkbox"/>
					<input type="checkbox"/>
					<input type="checkbox"/>
					<input type="checkbox"/>
Total			£		

***Gift Aid:** If I have ticked the box headed Gift Aid, I confirm that I am a UK Income or Capital Gains taxpayer. I have read this statement and want to Gift Aid this donation and any donations I make in the future or have made in the past 4 years to Greenwich & Bexley Community Hospice. I understand that if I pay less Income Tax and/or Capital Gains Tax than the amount of Gift Aid claimed on all my donations in that tax year it is my responsibility to pay any difference. I understand the charity will reclaim 25p of tax on every £1 that I have given. Please notify Greenwich & Bexley Community Hospice if your tax-paying status changes.

Turn every £10 donation into £12.50 for your local hospice at no extra cost with Gift Aid*



Full name	Home address	Postcode	Pledged amount	Amount recieved	Gift Aid*
					<input type="checkbox"/>
					<input type="checkbox"/>
					<input type="checkbox"/>
					<input type="checkbox"/>
					<input type="checkbox"/>
					<input type="checkbox"/>
					<input type="checkbox"/>
					<input type="checkbox"/>
					<input type="checkbox"/>
					<input type="checkbox"/>
					<input type="checkbox"/>
					<input type="checkbox"/>
					<input type="checkbox"/>
					<input type="checkbox"/>
					<input type="checkbox"/>
					<input type="checkbox"/>
					<input type="checkbox"/>
					<input type="checkbox"/>
					<input type="checkbox"/>
Total				£	

Please send forms and your collected sponsorship money to
Fundraising Team, Greenwich & Bexley Community Hospice,
185 Bostall Hill, Abbey wood, SE2 0GB.

☎ 020 8319 9230 ✉ team@gbch.org.uk 🌐 communityhospice.org.uk
 Cheques payable to 'Greenwich & Bexley Community Hospice'





JOIN ME IN SUPPORT OF OUR LOCAL HOSPICE!

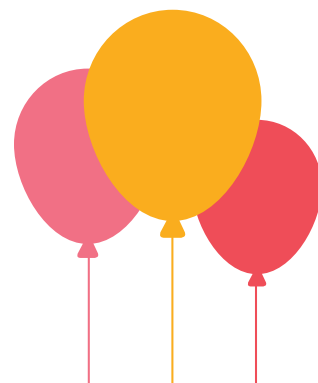


My

is happening

on

The Greenwich & Bexley Community Hospice
cares for people with all types of terminal illnesses,
as well as their families and carers. We are raising
vital funds so that they can provide special Hospice
care for people when they need it most.




**Greenwich & Bexley
Community Hospice**



 @gbchospice
communityhospice.org.uk
Registered Charity No. 1017406



THANK YOU!

**Thank you for helping me
raise £ for the Hospice.**

Every penny will be put straight to good use. The money we have raised will help to ensure that our local Hospice can be there to care for people, with all types of terminal illnesses, when they need it most.



**Greenwich & Bexley
Community Hospice**



 **@gbchospice**
communityhospice.org.uk
Registered Charity No. 1017406



CONTACT US

Fundraising Team

📍 Fundraising Office, 185 Bostall Hill,
Abbey Wood, London, SE2 0GB

☎ 020 8319 9230

✉ team@gbch.org.uk

🌐 communityhospice.org.uk

📱 @gbchospice


**Greenwich & Bexley
Community Hospice**

Registered Charity No. 1017406. A company limited by guarantee.
Registered in England and Wales No. 2747475.



Registered with
**FUNDRAISING
REGULATOR**