



Reg Charity No: 1002856

Fundraising Pack

Dear Supporter

Thank you for deciding to organise an event on behalf of St. Michael's Hospice.

St. Michael's Hospice provides palliative care services to adults in North Hampshire suffering from a life-limiting illness. All of our services are provided completely free of charge to our patients and their families. This financial year our running costs are £3 million. We receive 23% from the primary care trust but we rely heavily on the generosity of individuals and local communities to raise the remaining £2.3 million a year needed to care for our patients.

This Fundraising Pack is designed to help you fundraise safely whilst having lots of fun, and to make sure that you comply with certain rules and regulations that St. Michael's Hospice, as a registered Charity, have to meet.

If you decide that you would like to Fundraise for St. Michael's Hospice, please let us know what you are doing so that we can give you advice and support and provide you with a letter of authority.

If you have any further questions please do not hesitate to contact Sarah Evans the Community Fundraiser on 01256 848848 or email sarah.evans@stmichaelsospice.org.uk.

Thank you once again for choosing to support your local Hospice.

The St. Michael's Hospice Fundraising Team



Fundraising Ideas



- **Afternoon Tea**
Organise a tea party at your house. Ask neighbours to bring cakes, biscuits and drinks and charge for entry or ask for a minimum donation from each guest.
- **Alternative Gift!**
You could request donations instead of gifts for an anniversary, birthday, Christmas or wedding.
- **Arm Everyone with Information**
Make simple business cards including information about your fundraising activity, your name, address, how to donate (don't forget to mention donating online via Justgiving) and give them out to everyone you know!
- **Auction of Promises**
Ask guests to donate a gift, the promise of their time (which may be linked to their profession, e.g. window cleaning, car washing or gardening), or pledge the use of their belongings (for instance if they have a flashy car). You can even ask people to donate themselves as 'slaves for a day'!
- **BBQ**
Hold a BBQ or buffet for friends – they'll be happy to make a donation and eat as much as they can!
- **Be Handy!**
Be handy for the day, charging people a fee for odd jobs e.g. fixing a tap, ironing, washing the car, hoovering, baby-sitting, pet-sitting, house-sitting, watering the garden. The possibilities are endless!
- **Bring a Pound to Work Day**
Ask all your colleagues to bring just a pound to work in aid of your fundraising event.
- **Charge for Favours**
Every time someone asks you for a favour, charge them for it!
- **Competitions**
Cheese tasting, blind wine-tasting, 'guess the weight of the baby', 'guess the number of sweets in the jar' – these are all great ways to get people involved.
- **Don't Forget...**
Don't forget about your dentist, yoga instructor, hair stylist etc. You've given them enough money, now it's their turn!
- **Ebay**
Have a clear-out at home and sell bits on Ebay with the proceeds going towards your fundraising.
- **Fancy Dress Party**
Hold a Halloween, Valentine or Christmas party according to the time of year. Sell tickets to your guests or ask for a minimum donation and get it Gift Aided.
- **Fantastic Fundraising Meals!**
Use your cooking skills to hold a fundraising meal at home. If you know a local restaurateur, why not ask them to provide a simple menu for £10 and sell tickets for £15 - £20 to family and friends.
- **Five a Side**
Get friends and work colleagues to compete in a five-a-side football tournament. You could ask team members for an entry fee and also charge the spectators to watch the game!
- **Glass Jar**
A place for all your loose change, every penny counts!
- **Goin' Underground**
Hold a tube party and get people to dress up as their favourite Underground station, e.g. High Barnet – put your hair up! Ask guests to make a donation or charge an entry fee.
- **Go Without!**
Give up something you would really miss, like chocolate or smoking, and get people to sponsor you for each day that you manage to go without.
- **Host a Dinner Party**
See if you can get food and wine donated or ask guests to bring a course or make a donation.
- **Karaoke Evening**
Ask a local pub to host one for you and charge people for entry or to take part.



Fundraising Ideas



- **Lucky Dip**
A small-scale fundraiser at fairs and party occasions, which is very popular with children. Disguise the gifts in the container by filling it with sawdust or strips of paper.
- **Lunch Money**
Ask all your colleagues to bring sandwiches for their lunch and donate the money saved.
- **Match the Pet to the Owner**
Ask your colleagues to bring in one photo of themselves and one of their pet. Charge people £1 a time to match up all the photographs with a prize for the winner.
- **Matched Giving**
Find out if your company has a matched-giving scheme. Many companies will match £1 for £1 (up to a set amount) for employees who take part in fundraising for charity.
- **Night at the Movies**
Hold a movie party. Every time a specific word is said in the film, people put 20p in a pledge bowl.
- **Night in for Charity**
Stay in for an evening you'd normally go out and donate the money saved to the charity.
- **One Day's Silence**
Works well for people who have lots of self-discipline!
- **Photograph Competition**
Invite your friends to get their baby photos out and pay £1 a go to 'guess the baby'.
- **Plant Sale**
For you keen gardeners out there, why not grow some plants and sell them at work or to family and friends. People could also contribute cuttings and plants to sale.
- **Raffle or Tombola**
Hold a raffle at work or between your friends, and get prizes donated.
- **Recipe Book**
Compile a recipe book to sell to friends, colleagues and family.
- **Roll Back the Years!**
Hold a '20s party, a '50s rock n' roll dance or an '80s disco – pick your favourite decade!
- **Rollover Lottery Bonus Ball**
Participants pay £1 each and select a number (1-49). If that number comes up as the Wednesday Bonus Ball, they receive a share of the profits e.g. if you sell all 49 numbers the winner receives £25 and the remaining £24 goes to the charity! This can be done each week or for as long as you wish.
- **Sale**
Do you have books or CDs you no longer want? Why not hold a boot sale at home or at work and raise money. You could even bake some cakes and sell them too.
- **Sponsored Events**
This could be anything: slimming, beard shaving, jogging, barn-dancing, line-dancing (with live music), food-eating (eggs, beans, spaghetti!).
- **Still a Big Kid?**
Eat jelly beans with a cocktail stick – how many can you cram in? Encourage others to guess and run a sweepstake!
- **Still got a Full Head of Hair?**
Shave it off for St Michael's Hospice. For the not so brave, try a beard or moustache instead!
- **Teach and Charge**
You could offer to teach people a sport, craft, language and charge them to learn.
- **Tournament**
You could hold a Chess, Scrabble or Playstation tournament between friends. Ask them to pay a fee to enter with a prize for the winner.
- **Wine & Cheese Tasting Evening**
Invite an 'expert' or local wine dealer to bring a few cases of wine and donate some of the proceeds to charity.

Organising a Fundraising Event

Stage One - Planning

- Decide what type of event that you would like to hold for the Hospice
- Research similar events that have taken place in and around North Hampshire or further afield
- Give yourself plenty of time to organise every aspect of the event including promoting it
- Check with the Fundraising Team that there are no similar events going on at the same time
- Get together a group or committee to help with the planning and to share the workload
- Put together a simple income/expenditure budget BEFORE you go ahead and organise it! The type of items you may need to think about

EXPENDITURE

- Hire of Venue
- Food and Drink
- Printing/ design
- Equipment Cost or Hire
- Advertising/marketing
- Travel Costs
- Admin/postage
- Prizes/Trophy
- Signage
- Insurance
- Security
- First Aid
- Radio/PA system

INCOME

- Ticket sales/entry fees
 - Sponsorship/support
 - Programme Advertising
 - Raffle/auction
 - Collections
 - Donations
- Finding the appropriate venue for your event is critical to its success. Some issues that you may wish to consider
 - Suitability
 - Size/capacity
 - Location
 - Cost
 - Parking Facilities
 - Disabled access
 - Toilet facilities
 - Licensed for food and drink
 - Insurance
 - Utilities
 - Fire regulations
 - Is a contact for the venue available on the night for emergencies
 - Please complete a risk assessment of the venue and your event. Look at all aspects of the day - what could possibly go wrong and how would you deal with it? Visit www.hse.gov.uk for help
 - Please check with the local council whether you need any special licence for example public entertainment licence or licence to sell alcohol. You will need a licence from the local Council to collect funds on the street or in a public place. Please contact fundraising prior to applying for your licence
 - All food must be prepared by someone with a Food Hygiene Certificate
 - Arrange a meeting with a member of the Fundraising team to discuss your plans and any concerns that you may have

Stage 2 - Publicise your event

- Use a number of methods to advertise your event
 - Posters
 - Leaflets
 - Parish Magazines
 - Local Newspapers
 - Local Radio Stations 'What's On' feature
 - Local 'What's On' Websites
 - Adding your event to your email signature
- Please include the St. Michael's Hospice Logo and Registered Charity Number on all posters, leaflets, Tickets and Marketing tools
- Make sure that people know
 - **WHERE** the event is taking place including directions
 - **WHEN** it is taking place including date and time
 - **HOW** to purchase tickets - prices and where to get them from
- St. Michael's Hospice Fundraising Team can support your marketing by putting your event on www.stmichaelshospice.org.uk, placing a poster in the Hospice and sending Posters to six of our Hospice Shops. If we are given at least 5 months notice of the event, it may also be possible to put it in our Hospice Newsletter, however, these are only available in Summer, Autumn and Winter
- St. Michael's Hospice will not approach local press on your behalf unless this has been discussed with the Fundraising Manager
- St. Michael's Hospice team are unable to sell tickets for your event and will not be held liable for ticket sales

Stage 3 – The Event

- Make sure that you have enough help
- Detail a list of things to remember – draw up a timetable/briefing prior to the event
- If you are collecting please ensure that you DO NOT shake the buckets or collecting units for legal reasons. All buckets and units must be labelled and sealed
- Please ensure that collectors are over the age of 16 years old
- Take lots of photographs
- If you would like a representative from St. Michael's Hospice to attend your event please give plenty of notice and provide the fundraising team with a detailed description of what they will be required to do. We cannot always guarantee that a representative will be able to attend but we will try our best
- If you require St. Michael's Hospice volunteers to attend your event please note that we will require at least 3 months notice and a detailed description of what they will be required to do. We cannot guarantee that we will be able to provide volunteers for your event so please have in mind someone who can do this role if we are unable to
- And most importantly have Fun and be Safe

Stage 4 - After the Event

- Be proud that you have organised a successful event in aid of St. Michael's Hospice. Without the help of individuals and community groups we would be unable to fund our services
- Please remember to thank everyone involved
- Please bring in collecting units, buckets and all other Hospice materials the first working day after your event so that other fundraisers can borrow them for their events
- Please send the money into St. Michael's Hospice at the address at the bottom of this pack, marked for fundraising within 3 months of your event
- You can either bring cash into the Hospice or bank it and bring in a personal cheque
- Please include your name and address and event name so that we can acknowledge your efforts
- Please do email photos of your event to sarah.evans@stmichaelshospice.org.uk so that we can use it on our website and newsletter or for promotional purposes

Thank you for choosing to fundraise for
St. Michael's Hospice.
We really do appreciate your support.

If you would like to discuss any aspect of this pack or your event please do not hesitate to contact

[Sarah Evans](#)
[Community Fundraiser](#)
[St. Michael's Hospice](#)
[Basil de Ferranti House](#)
[Aldermaston Road](#)
[BASINGSTOKE](#)
[Hampshire](#)
[RG24 9NB](#)

Tel: 01256 848848

Email: sarah.evans@stmichaelshospice.org.uk

Please also send all donations to the above address.





St. Michael's Hospice is Happy to Help



To help you with your fundraising efforts the fundraising team are happy to help in any way we can. We can provide you with a number of materials that can be returned after the event, and also materials that can be used to help you organise your event.

Collecting units (small hand held units) and buckets are available for your event. They are perfect to collect loose change from people, and because they are clearly marked with St. Michael's Hospice stickers, people will know exactly where their donation is going to.

Sponsorship forms can be downloaded from www.stmichaelsospice.org.uk or call Sarah on 01256 848848 and she can send you as many as you need for your event.

Fundraising Banner a large banner stating that you are organising a fundraising event in aid of St. Michael's Hospice, perfect for putting up outside a village hall to advertise your event is available.

T-Shirts are available for purchase at a suggested donation of £9.50 per t-shirt to cover costs. One t-shirt will be available free per fundraising team if requested but please wear it to your event to promote the Hospice.

Hospice Branded Goods can be provided on sale or return. We have a selection of Teddy Bears, Trolley Keyrings, Badges and Mugs available to be purchased by people attending your event.

Leaflets about the Hospice, and copies of our newsletters are always available to increase awareness amongst people in North Hampshire. They are perfect to give out to people who are unsure of what the Hospice does.

Lottery Leaflets in May 2008 St. Michael's Hospice launched the Lottery. The profits from the Lottery will go towards ensuring St. Michael's can sustain and develop Hospice services to provide the best possible care to local people suffering from a life limiting illness. Help us promote the Lottery at your event and help increase the money that comes to the Hospice.

Blue St. Michael's Hospice Tabards are available so that your event volunteers and helpers are clearly seen and easily identified.

Exhibition Boards to display information about St. Michael's Hospice.

Risk Assessment Forms

Letter of Authority to Fundraise in aid of St. Michael's Hospice.

Gift Aid Envelopes if your supporters are UK tax payers add an extra 28p for every £1 donated by using our gift aid envelopes.

A St. Michael's Hospice representative and Speaker please give as much notice as possible. We cannot guarantee that someone will attend your event but we will try our best.