

Fundraising's Toolkit



ST. MICHAEL'S
HOSPICE
(NORTH HAMPSHIRE)



Supporting your local Hospice

Hello!

Thank you so much for choosing to fundraise for St. Michael's Hospice. We are delighted you have chosen us and would be thrilled to support you in any way we can. This is your fundraising toolkit, so personalise in any way you wish. If you have any questions, or need further help, please do get in touch with us.

As you may know, St. Michael's Hospice provides specialised care to patients and their families affected by life limiting illness within North Hampshire.

We provide our care at no charge through our Community Palliative Care Team and our ten bedroom In-Patient Unit. We also offer a Day Service programme, Complementary Therapies and Family Support for patients and their families.

It costs us over £3.9 million each year to provide these services to the local community with around 20% funding from the North Hampshire Clinical Commissioning Group.

Next year, Hospice costs will rise - that's a fact.



Your Fundraising Team!

Did you know we have to raise £9,000 every day to keep our services going? That's why we need your help!

Nicola's story

When my husband David was terminally ill, he was able to attend complementary therapy sessions, day care sessions and as a family, we were all supported by the wonderful team of nurses and volunteers. David's wish was to stay at home and the Hospice were able to facilitate his care for as long as possible through the work of occupational therapists. David spent his final 16 days in the In-Patient Unit, where our children (7 and 3) were able to play in the family room and also enjoyed the constant supply of wonderful cakes that were always available. You may imagine the Hospice to be a scary place, but we were never scared to visit. Everyone always made us feel so welcome and comforted. Quite often, until you have the unfortunate experience of receiving Hospice care, you never really appreciate the work involved. I hope you will join me in raising as much money as you can to help provide these services, to not only patients, but families too. St. Michael's Hospice made a horrific time a bit more bearable for our family.

Shopping List

- £6 provides drugs for 1 hour
- £9.50 is the cost of running all Hospice services for 1 minute
- £30 funds a bereavement counselling session
- £240 will fund a nurse to visit a patient in the community
- £480 is the cost of a patient staying in IPU for 24 hours
- £1350 provides medication for all patients for 1 week
- £2,200 is the cost per year to maintain our nurse bell call system
- £4,800 is the cost of a patient's care in IPU for an average of 10 days
- £6,300 will provide one day's direct patient services

Donations make a difference

Fundraising Ideas!

A-Z



A Auction, arts and crafts evening, abseiling, afternoon teas

B Bake off, BBQ, Bingo, Book Sale

C Cake sale, celebrations in lieu of gifts, cocktail night, comedy night

D Darts tournament, disco, dinner party, dog show

E Easter egg hunt, eating contest, egg and spoon race

F Fashion show, fancy dress day, football tournament, firework night

G Garden party, golf day, give something up

H Head shave, Halloween party

I It's a knockout, Irish Dancing

J Jazz night, jumble sale, jeans at work day

K Karaoke, karting challenge, keep uppy challenge, karate competition

L Line dancing, ladies lunch, loose change collection

M Masked ball, murder mystery night, music quiz, Mad Hair Day

N Non uniform day, nature trail, new year's eve party

O Open gardens, office Olympics

P Personal challenge, press up challenge, pancake day, paintballing, Poker night, pamper evening

Q Quiz night

R Raffle, race night, running challenge, raft race

S Sponsored slim, swim, shave, silent auction, sweepstake, swear box, street party

T Tug of war challenge, treasure hunt, tombola, themed day, tea@ 3, tuck shop

U University challenge, unwanted presents sale

V Valentines Ball, variety show, volleyball

W Wine @9 party, walk to work, waxing, world record attempt, wine and cheese evening

X Xbox challenge, Xmas panto, Xmas hamper, Xmas craft fair

Y Year long challenge, Yellow Day, Yoga-thon, Yacht race

Z Zumbathon, zodiac evening



WALKING FOR #TEAMSMH



Get training early!

It's never too early to begin training – preparation is key! Building on your fitness gradually will help your body prepare and enable your walk to go smoothly.

The key to success is taking things day by day instead of rushing in. Your first long walk will always be your hardest but once you've worked out your pace and breathing – it will be a breeze!

Think about your feet

The most important thing to think about whilst training is your feet. Your feet will bare the brunt of your challenge after all.

A supportive boot with ankle protection is vital. Make sure you wear your walking boots in before your event and don't forget to buy good quality socks!

Train on similar walking terrain and in similar conditions

Whilst your walking training is essential, it's equally important to train in all weather conditions and with any equipment you need to take with you e.g backpacks.

Fuel your body

Whether it's a hot day or not, you will need to keep drinking water on the day and the weeks leading up to your walk. Aim to eat small, frequent meals and snacks on the go to maintain your energy levels.



CYCLING FOR #TEAMSMH

Get pedalling!

It's never too early to start pedalling, but don't rush it. Start off with gentle flat rides and gradually build into longer hillier rides.

Equipment!

Check you have the correct type of bike for the right terrain. A mountain bike will be no good on the roads! Take your bike to your local shop, Winklebury cycles, or basing cycles for a service.

You may need lights for your bike, a helmet if you don't have one already, puncture repair kits etc.

Switch up your route!

This will help keep you motivated. Perhaps even consider cycling to a place you've always wanted to visit.

Fuel your body

Whether it's a hot day or not, you will need to keep drinking water on the day and the weeks leading up to your cycle.

Aim to eat small, frequent meals and snacks on the go to maintain your energy levels.

Unless you have trained with gels and sports drinks – stay away from them on event day as they can cause upset stomachs!

RUNNING FOR #TEAMSMH

Get training early!

It's never too early to begin training – preparation is key!

Building on your fitness gradually will help your body prepare and enable your run to go smoothly.

How about starting off with a 5K and build on this week by week. There are some great apps out there to help get you started!

Think about your feet

The most important thing to think about whilst training is your feet. Your feet will bare the brunt of your challenge after all.

Head down to Up and Running in Basingstoke, or Alton Sports and they will be able to measure you up for your trainers. Don't forget to wear them in and don't purchase trainers just before a long run – you'll regret it when the blisters appear.



Fuel your body

Whether it's a hot day or not, you will need to keep drinking water on the day and the weeks leading up to your run.

Aim to eat small, frequent meals and snacks on the go to maintain your energy levels.

Unless you have trained with gels and sports drinks – stay away from them on event day as they can cause upset stomachs!

Build your training

The key to success is taking things day by day instead of rushing in. Your first run will always be your hardest but once you've worked out your running stroke, pace and breathing – it will be a breeze!

Sponsorship and Online Giving

Setting up a fundraising page with Just Giving or Virgin Money Giving is the easiest, quickest and safest way of raising money. We have accounts with both Just Giving and Virgin Money. Make sure you find the right 'appeal' for your challenge .e.g. Basingstoke Run 2019

Why set up a page?

1. Donations made drop straight into our bank account – no need to chase people for money!
2. It takes less than 10 minutes to set up.
3. People can donate anonymously or write you an encouraging message – its up to them!
4. We can automatically collect Gift Aid.
5. You can set a target and track your progress – adding offline donations too.
6. Easily spread the word through social media.

Facebook Donate

A Facebook fundraiser is a quick and easy way to raise money for us. You can do this for anything, such as sponsorship for events or challenges, or even in lieu of birthday or Christmas presents.

All you have to do is find 'Create' on your Facebook page, and select 'Fundraiser'. Then find us by searching for 'St Michael's Hospice (North Hampshire)'. You can then personalise your page as you wish.

TOP TIPS!



1. Remember to personalise your page – keep adding photos, write why you wish to fundraise for us and how donations will help. Your sponsors will want to read your story and understand how their donation will help.
2. Ask someone close to you to contribute a larger amount first. People tend to match what others have given.
3. Edit your page at any time to keep everyone updated on how you are getting on.
4. Make sure you send a thank you email to them – you can set this up automatically through Just Giving and Virgin Money Giving.
5. Encourage all your sponsors to gift aid if they are UK taxpayers, We can then boost their donation by 25% which won't cost them or us an extra penny!
6. Watch out for the new feature called 'donation boost'. This means your sponsors can boost their donation to cover the charges incurred.
7. Add a link to the bottom of your email signature or business cards.

Paper Sponsorship Forms

Within your confirmation email, you can download sponsorship forms if you prefer to fundraise that way.

Think about all the places you could take a sponsorship form too – friends, family, work, your local pub, clubs or societies you are part of.

Sponsors can tick the gift aid box too so we don't miss out.

Paying in your sponsorship money

Online

If you have raised sponsorship through an online fundraising platform such as Just Giving – you will not need to do anything. Your sponsorship will be sent straight to our bank account.

Offline

There are a couple of options available to you;

1. Drop it in to the Hospice if you are passing – we would love to see you and hear about how your challenge went.
2. Post it to St. Michael's Hospice (North Hampshire), Basil de Ferranti House, Aldermaston Road, Basingstoke, Hampshire, RG24 9GZ
3. Drop it in to one of our Hospice shops.

Whichever way you decide is best, please include a covering note enclosing your completed sponsorship forms and an address so we can send you a thank you.

Collection Buckets/Units

If you have borrowed these to help with your fundraising, please ensure you return them to us sealed and unopened as soon as possible.

The sooner we have these back, the sooner we can thank you and lend the buckets to other supporters events to keep raising those much needed pounds!



giftaid it

Gift Aid makes up £80,000 of our annual income providing 167 days of round the clock care on our In-Patient Unit.

If your sponsors declare they are a UK taxpayer, it enables us to receive an extra 25p on every £1 donated. For this to qualify, we need the donor's full name, address and postcode.

Gift Aid cannot be applied to entry fees, company donations, raffle tickets, sale of goods etc.

What happens next?

- 1** We will count your money and add to our system.
- 2** Providing we have an address or email for you, we will thank you for your hard work.
- 3** Don't forget to opt in, without your consent, we cannot let you know how your donations have helped or let you know about future events.

Thank you!

A huge thank you to you for choosing to fundraise for us – we couldn't do it without you!



Get in touch!

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Find us on Facebook and Twitter
[@smhbasinstoke](https://www.facebook.com/smhbasinstoke)

