



Mad Hair Day

Friday 18th February 2022

Wear
a wig!

Add
some
colour!

Accessorise!

Raise
money!

Join in the fun and raise money for
St. Michael's Hospice!



Welcome to Mad Hair Day 2022!

Hello and welcome to St. Michael's Hospice's annual Mad Hair Day 2022! We would like to take this opportunity to thank you for so kindly taking part and helping us raise as much as we can for the Hospice.

St. Michael's Hospice is a charity caring for patients and their families needing end-of-life and palliative care. We care for people across North Hampshire both on our InPatient Unit and in their own homes. As a charity, we receive less than 20% of the funds we need from the government and need to raise £5.5m every year through our charity shops, our events and the kind donations of the local people and companies who support us.

By taking part in Mad Hair Day for St. Michael's, you are supporting us to reach the people who need our help most. Every penny and every pound you raise can make a big difference. This guide is full of ideas to help you achieve your fundraising target, so have a read, keep in touch and, most importantly, have fun!



£9.50 covers the cost of running the Hospice services for 1 minute

£1450 pays for a syringe driver which administers pain-relieving drugs to one of our patients

£30 covers the cost of a Physiotherapy or Occupational Therapy session

£300 maintains a syringe driver for a year

How can you get involved?

Style your hair!

Have a bit of fun and style your hair in the most imaginative way possible! Add a bit of colour or some decorations - the crazier the better! Ask your friends and family to get involved or to sponsor you by setting up a JustGiving page or using our sponsorship form below. Don't forget to send us some photos!

To spread the word and get as many people involved as possible, you could contact your school or workplace to make it a bigger event! If everyone who came in with mad hair donated just £1, it would soon add up. You could even get competitive and hold a competition for the wackiest hair style!

We can provide a presentation about the Hospice so you can learn more about how you are helping us and the difference you are making.

Get your school or workplace involved!

Brave the shave!

Save money on shampoo by being even more courageous and braving the shave! Set up a JustGiving page or use our sponsorship form below and see how many people will sponsor you. Why not let your highest sponsor decide what type of shave you have - or even to do the shave themselves! It might be a mohawk, lightning bolt or stripes or could you be even more creative? You could even auction off sections of hair! To reach even more people, live-stream your head shave on Facebook and share on social media. You never know - you may encourage other people to get involved too!



No pain, no gain! Whether it be legs, chest or a full body wax are you brave enough to take the pain? Why not live stream the action and share on your social media. To maximise on fundraising, set up a sponsorship page - you could even sell off strips so each donor gets a go! What an incentive to donate!

Wax it off!

Top tips to get you started!

Set yourself a target

Choose a fundraising target that feels achievable based on the activity or event you're planning to do. Having a target and showing what you're doing can inspire people to donate more. If you surprise yourself and reach your target quickly you can always go higher.



We advise using an online fundraising page, such as JustGiving, as a quick and simple way of collecting sponsorship. It is easy to share your JustGiving page on social media. Having an online fundraising page means that, even if you are just planning to collect cash on the day, people who can't make it to see you in person can still support you.

Visit [justgiving.com/smnhh](https://www.justgiving.com/smnhh) to set up your page

Set up a sponsorship page

Social media

By using social media sites such as Facebook, Twitter, Instagram and LinkedIn, you can reach a large audience of family, friends and colleagues with the touch of a button. Tell people online what you are doing and why, then make sure to keep them updated on your progress. Make your posts as personal as you can - tell your story and why this means so much to you. Photos are also a great way to help get your message across! Don't forget to tag the Hospice on your posts to let us know what you're up to!



We are always keen to support your fundraising and can supply you with posters for you to personalise, along with collection buckets, balloons, banners and leaflets. We can also give you a t-shirt to wear to show you're supporting the Hospice. Please get in touch with our fundraising team to request anything you might like!

Fundraising materials

Make the most of your fundraising

Gift Aid

Gift Aid is a scheme which enables UK charities to claim back the tax supporters have paid on their donations from HMRC.

This means that, for every £1 donated, we can receive an extra 25p, without it costing you, our fundraisers, or your supporters, anything more. St. Michael's Hospice can then use this money to make your support worth even more to everyone who benefits from our services. So, whether it enables us to provide an extra cup of tea, an extra hour of care or an extra member of staff on duty, it all adds up!

Many companies throughout the UK offer their employees the chance to boost their fundraising efforts by matching the money they raise.

This is brilliant for the Hospice as it is money for nothing and can raise double the amount of money with very little effort. The companies that offer this will pledge to donate a sum of money relating to the amount their employee has raised to the charity of their choice. Some companies will match fund on a £ for £ basis, and others will stipulate what they can give. Normally, the organisation will set an upper limit.

The best way to get started is to contact your employer and ask if they have a match funding scheme or are interested in setting one up. Alternatively, you could check online first. Once your company has agreed to match fund, they will probably provide you with a request form to complete and a procedure to follow, although each company will be different.

Match-funding



Paying in your money

In Person

Call into the Hospice Reception to drop off your donation:

**St. Michael's Hospice
Basil de Farranti House
Aldermaston Road
Basingstoke
RG24 9NB**

(Opening hours: 9am to 5pm,
Monday to Friday)

Or, drop your donation to one of our charity shops!

Online Donation

Visit www.stmichaelshospice.org.uk/get-involved/giving/donate-now

Any donations collected through Facebook or JustGiving will be paid directly to St. Michael's Hospice.

By Phone

Call our fundraising office on
01256 848848
to make a donation by credit or debit card.

By Post

Please make cheques payable to 'St. Michael's Hospice (North Hampshire)' and send them along with your sponsorship forms to:

**Fundraising
Basil de Farranti House
Aldermaston Road
Basingstoke
RG24 9NB**



Other ways to support us

Events



The Hospice Events Team run a variety of increasingly-popular events over the course of the year. This includes our walks/runs - Woodland Walk, Moonlight Walk, Sunrise Walk and Reindeer Run as well as events of remembrance, such as Light Up a Life at Christmas and Sunflower Celebration, and Golf Days. Our remembrance events provide individuals and families with a special opportunity to remember and celebrate the life of a loved one or someone special that you miss, love or cannot be with right now by dedicating a star or sunflower in their memory.

Whether you fancy dressing up as a superhero and walking 8 miles through the woods at midnight, or getting up at 5am to catch the sunrise, taking part in our events is great fun and makes a huge difference at the same time! Please visit our website to keep an eye on our upcoming events!



Looking to reach a new fitness goal or do something different? Or maybe you want to stake a claim to be the most fearless person in the office? Fundraising challenges are a fun way to raise money for St. Michael's Hospice, whilst testing yourself in a variety of ways! We run challenges such as Firewalk, Skydives, Spinnaker Tower Abseils and more! If none of these take your fancy, take a look at the "Ultra Challenge" series by visiting: www.ultrachallenge.com

Challenges



Sponsor a Nurse

Will you sponsor a St. Michael's nurse and help us to continue delivering our vital care and support to our patients and their families around North Hampshire? Our nurses provide specialist care to our patients at our Hospice in-patient unit and out in the community 7 days a week, 365 days a year.

By sponsoring a nurse, you will be helping to ensure our wonderful nurses are able to provide palliative care for our patients and support their loved ones at a time when they need it most. Simply visit our website to find out more.



Mad Hair Day

Sponsorship Form

Please complete in block capitals

Please sponsor (your name):

Your Address:

Email:

Phone No:

By ticking the box headed 'Gift Aid?', I confirm that I am a UK Income or Capital Gains taxpayer. I have read this statement and want St. Michael's Hospice (North Hampshire) to reclaim tax on my sponsorship donation below, given on the date shown. I understand that should I pay less Income Tax / or Capital Gains tax in the current tax year than the amount of Gift Aid claimed on all of my donations, it is my responsibility to pay any difference. I understand St. Michael's Hospice (North Hampshire) will reclaim 25p of tax on every £1 that I have given.

Please remember: You must provide your full name, home address, postcode & tick the Gift Aid box for St. Michael's Hospice (North Hampshire) to claim tax back on your donation.

Sponsor's Full Name (Title, First Name & Surname)	Sponsor's Address Only needed if you are Gift Aiding your donation	Sponsor's Postcode	Donation Amount	Date Paid	Gift Aid ✓

Sponsor's Full Name (Title, First Name & Surname)	Sponsor's Address Only needed if you are Gift Aiding your donation	Sponsor's Postcode	Donation Amount	Date Paid	Gift Aid ✓

Please send your sponsorship form and money to St. Michael's Hospice, Basil de Farranti House, Aldermaston Road, Basingstoke, RG24 9NB. Please make cheques payable to: St. Michael's Hospice (North Hampshire). For further information, please call the Fundraising Hotline on 01256 848848 or email fundraising@stmichaelshospice.org.uk

Office use only
Total donations received: _____
Total Gift Aid donations: _____
Date donations were given to SMH: _____
Approved by: _____