

THE
PRINCE
OF
WALES
HOSPICE

**Everything
You Need To
Know About
Fundraising**





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**Everything
You Need To
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Welcome

and thank you for
choosing to support us!

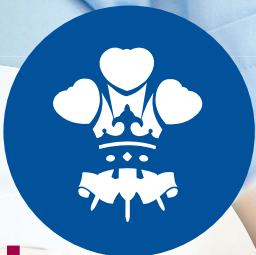
**With people like you fundraising for
The Prince of Wales Hospice, we can
provide the best care for local people
with life-limiting illness.**

In this pack you'll find everything you need to know to raise funds for the Hospice.

Make sure you let us know what you've got planned. One of our team will support you all the way, to make your fundraising the biggest success it can be!

Happy fundraising!





All About The Hospice

At The Prince of Wales Hospice we are passionate about providing specialist care for people from the Five Towns area who have life-limiting illnesses.

The Hospice is best known for its overnight care

We have 14 bedrooms where people can stay for help controlling their symptoms, such as pain, or for care at the very end of their life.

Day Therapy

Others just visit the Hospice once a week. In Day Therapy patients have expert medical and nursing care as well as fun and creative activities.

Looking after families

We also look after carers and families, giving practical support and helping people adjust to the loss of their loved one.

All of these services are provided free of charge to patients..

...but it costs £2.6m a year to keep the Hospice open.
Your fundraising will help us care for people when they need it most.

On their behalf - THANK YOU!



How Your Fundraising Can Help

Less than a third of our costs are covered by the NHS, so around 7 out of 10 of our patients are cared for entirely by fundraising and donations.

We don't waste a penny! Of every £1 you donate, 84p is spent directly on patient care. The rest goes on necessary support services, like fundraising.

What will you raise?

Use your skills and time! Challenge yourself and others!

Do something amazing today!

The Difference You Can Make...

£45 Could fund a nurse for two hours

£143 Can give our Incare patients the support of a doctor overnight

£300 Funds the cost for one bed for 24 hours

£300 Could fund the whole Hospice for one hour

£3,000 Funds transport for Day Therapy patients for a whole year

£2,000 Could pay for all the nursing and supplies needed to run a bedroom for a week





T

Treasure Hunt,
Talent Competition,
Tabletop Sale,
Tombola, Toy Sale

H

Halloween Party,
Head Shave

E

Easter Egg Hunt

Fundraising Ideas

There are endless numbers of things that you can do to fundraise for us, **the more creative the better!**
Here are some ideas to get you started...

P

Paintballing, Pancake
Race, Pantomime,
Parachute Jump,
Plant Sale

R

Race night, Raffle,
Recipe Book,
Raft Race

I

Indoor Market,
Inflatable Activities

N

Nature trail,
New Year's Resolutions

C

Cake Stall, Car Boot
Sale, Carol Concert,
Classic Car Show,
Concerts

E

Eating Marathon

O

Open garden,
Ornament Sale

F

Face Painting, Fun Day
Fashion Show,
Fancy Dress,
Football Tournament

W

Wine & Cheese,
Walks,
Water Sports

A

Afternoon Tea,
Auction, Abseil,
Auction of Services

L

Line Dancing

E

Evening Event

S

Scavenger Hunt,
Sponge Throwing,
Slimming Contest,
Skydiving

H

Household Sale,
Harry Potter Event

O

Open Mic-Night,
Opera Night,
Office Olympics

S

Sports Competition,
Stage Play, Swap
Shop, Swear Box,
Swimathon

P

Parties, Pub Games
Night, Pledges,
Playstation Play-off

I

It's a Knockout,
Indian Curry Night

C

Coffee Morning,
Cookery, Car Wash
Demonstrations,
Craft Fair,
Cricket Match

E

Entertainment Night

How To Plan A Successful Fundraiser



There are some important considerations you should make when planning and marketing your fundraiser and make sure you are being clear with these throughout the marketing of your event...

Who

Think about who you will be inviting to your activity and how you'll do it. Other people to consider would be friends and family who have specific skills that can help you with the planning of your activity - don't be afraid to ask for help!

What

It's important that you choose to do something which you will enjoy doing; ask friends, family or give us a call for thoughts on your ideas.

When

Be aware of any other events that could clash with your event and pick a date that works for you and your supporters. Make sure you give yourself sufficient planning time and time to source cheap resources.

Where

Decide if your event will be indoors or outdoors and look to **book your venue at minimum cost**. Many schools and community centres will have a low room hire rates or special rates for charities. Check that the venue will have all the necessary licenses and permissions should you require music or alcohol etc.

Why

Make sure that you spread the word about why you are holding this fundraiser and how the money raised will help The Prince of Wales Hospice.

How We Can Help

Rest assured that you won't be undertaking your fundraising efforts alone. We want to be there to support you every step of the way.

Give ideas and advice

Provide letters of authority to approach businesses

Provide personalised sponsor forms

Advertise your event on social media

Assist with marketing materials



How to Boost Your Fundraising...

Starting your fundraising early gives people as much notice as possible. This also gives you more time to ask more people!

Goal Setting

Set a goal or target you would like to achieve, this will help by giving you something to aim for!

Gift Aid

Encourage all your tax-paying sponsors to tick the box on your sponsorship form in order for gift aid to be claimed, helping to give you an extra 25p for every £1 donated! This makes an enormous difference to the amount you can raise and doesn't cost you or your supporters a penny!

Match Funding

Approach the company you work for to see if they would consider matching your fundraising pound for pound. Many companies now do this and if you require a letter from us as authorisation please just ask!

Spread the word

Let people know about your fundraising by marketing your event. See page 14 for more information.

Just Giving

Set up an online Just Giving fundraising page at www.justgiving.com a much easier way of raising and collecting sponsorship money.

Email all of your contacts with your Just Giving page link, tell them what you are doing and they can go directly to your personalised sponsorship page and donate. **Share the link to your page on all your social networking sites.** Add a donate button to your website or email signature so that people can go directly to your fundraising page. *Our fundraising team are more than happy to help you with or even set up a page for you if you require!*

The early bird catches the worm



Setting Up A Just Giving Page

- 1) Visit the Just giving website: www.justgiving.com
- 2) Click **sign up** and fill in your basic details
- 3) You will then be brought to your homepage - click the menu and **'start fundraising'** and **yes** to continue
- 4) Fill in the details needed to complete your profile
- 5) Search for **The Prince of Wales Hospice** and select
- 6) Select what type of fundraising applies to you
- 7) Fill in the details about your event and create your personal page...
- 8) You will then be taken to your homepage which you can personalise in different areas...
- 9) Click **'Edit your page'** and here you can change different areas of your page
- 10) Click **'Edit your page title, summary and story'** and fill in this page with as much detail as you can - this can help to increase donations!

Marketing Your Event

Write a press release

Local newspapers love to hear about innovative fundraising activities. Send in a press release to the editorial department and follow up with a phone call.

Word of mouth

Spread the word! Telling your family & friends and asking them to tell their friend is the easiest way of telling people about what you are doing.

What's On Guide

Local newsletters and websites usually have a section listing events. Contact the administrator and ask to be included.

Promote in your email signature

Change your work and home email signature to include an appeal for sponsorship with a link to your fundraising page. This can help raise awareness of your fundraising efforts.

Our Website

Get in touch with the fundraising team and ask us to put your event on our website under 'Our Supporter Events'. Speak to a member of the Prince of Wales Fundraising team for more suggestions on **01977 781479**.

Write a blog

Blogger and Wordpress are both great free blogging platforms. If you're training for a challenge this is a great way to show your progress.

Social Media

With so many means of social media you're spoilt for choice. Join the Hospice Facebook page (The Prince of Wales Hospice), share your online fundraising page and add comments about your fundraising, post photos, training photos and upcoming events. Follow us Twitter (@pwhospice), tag us in your tweets (#pwh) about your fundraising and events.

Photos and videos

Be sure to take lots of photos at your event which you can use to help raise extra money after the event from social media or a press release... make sure you get people's consent for the pictures!



Posters and flyers

Use our templates or make your own to advertise your activity locally. Ask shops to display them in their windows.

Keeping It Legal

It's important that you include the words '**Raising funds for The Prince of Wales Hospice. Registered Charity 514999**' on all marketing materials including tickets and posters.

To use The Prince of Wales Hospice logo on materials, please contact us.

In order to organise a street collection you will need a letter of authority from us and a license from your local authority or landlord.

Please contact us if you wish to organise a lottery, including raffle, tombola or sweepstake as there are **strict laws** surrounding this as to what you can and cannot do.

In order to sell alcohol at a public event, the venue will need to be licensed to do so. In order to obtain a temporary license please contact your local authority for advice.

Although we at The Prince of Wales Hospice will do all we can to support your fundraising, please remember that it is you that is responsible for your event and that it is run in a legal and safe manner and doesn't damage our name or reputation or cause harm to any participant/attendee. The Prince of Wales Hospice does not accept any liability or responsibility for your activity or for anyone taking part in it.

You should make sure that the venue for your event has **disabled access** and that you have the relevant permissions.

Any involvement of children (under 16) in fundraising activities requires permission from a parent or guardian. They should be supervised throughout the fundraising by a responsible adult and should never approach strangers.

Risk assessments are a necessity when planning your event and all participants should be briefed and appropriately supervised. You may also need to consider insurance for your activity.

*Please contact
us for advice*

How To Get Your Money To Us...

Once you've completed your fundraising, get the money to us as soon as possible so we can put it towards supporting our patients and their families.

You can do this by any of the following methods:

- If you've set up a fundraising page then you won't need to do anything, the money will come directly to the Hospice.
- Bring your money into the Hospice and meet the fundraising team!
- Post a cheque made payable to **The Prince of Wales Hospice** with any sponsorship forms. (Postal Address: The Prince of Wales Hospice, Halfpenny Lane, Pontefract, West Yorkshire WF8 4BG).
- If you want us to visit you or your organisation then contact us and we can collect the money from you.
- Over the Phone - It's quick and easy. Give us a call on **01977 708868** and give the money via debit or credit card.
- Contact us for our bank details and you can quickly and easily do a bank transfer of the money you've raised.



Other Ways To Get Involved

➞ Our events

Visit our website for an up to date list of our events and to sign up and get involved!

➞ Business buddies

Get your employer involved with fundraising, from staff and customers. Maybe they could volunteer their skills, or give raffle prizes?

➞ Collection boxes

Do you know somewhere that could host one of our collecting tins or a box of badges?

➞ Join our lottery

You've got to be in it to have a chance of winning our £2,000 weekly jackpot! Join today from just £1 a week.

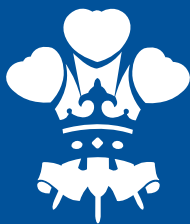
➞ Volunteering

We need volunteers at our events, in our shops, as well as in the Hospice itself. You'll find our current vacancies online.



To Find Out More

Visit www.pwh.org.uk
Email fundraising@pwh.org.uk
Call **01977 708868**



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[@pwhospice](https://twitter.com/pwhospice)

The Five Towns Plus Hospice Fund Limited

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