



Doncaster  
St John's Hospice



Rotherham Doncaster  
and South Humber  
NHS Foundation Trust



# Fundraising Pack

Thank you for your interest  
in supporting St John's Hospice

We are committed to giving you as much help as possible with your fundraising, so we have put this pack together to give you all the ideas, inspiration and advice you could need to get you raising money for a good cause!



## St John's Hospice, Doncaster

St John's Hospice in Balby has been providing high quality, compassionate, End of Life and Palliative care for people with progressive life-limiting illnesses and their families in Doncaster since 1992. The hospice has touched the lives of many families in Doncaster and the surrounding areas in one way or another and has become an integral part of local community life.

All donations are used to enhance the patient environment and improve the patient services such as the upgrading of our garden areas so that patients and visitors are able to walk around and enjoy the plants and wildlife in relative privacy. Other examples are the purchase of medical devices, new furniture for consultation rooms and other items.



## Your step-by-step supporter's guide

To start you off and help steer you to success we've put together this step-by-step guide to organising a fundraising activity.

### Step 1 The activity

Think about what your activity will be. Big or small, whatever you do will make a real difference. Try to think of something that will be fun for everyone to take part in or watch and something that makes it easy to raise money. Here are a few ideas and tips to inspire you.

#### Sponsorship

- Get yourself sponsored – be it a bike ride, hop, walk or head shave. It's one of the best and most fun ways to raise money.
- Go mad and do something crazy! Maybe do a parachute jump. Call us and we'll get the ball rolling and put you in touch with the airfield we link up to.
- Do a sponsored run for us – you choose how far. 10k, 20k or a marathon!

#### Events

- Raise funds at an existing event – a school sports day or disco, your village fete or local fun run, or ask your local pub to hold a quiz or karaoke night.

#### Anything goes

- Go Greek, Italian...whatever. Invite your friends to dinner at £5 a head and after paying for food and drink donate the surplus money.



### **Step 2 – The location**

- Consider how much space you'll need and which place would attract most interest – home, school, church, or will you need to hire a venue?
- Will it be indoors or outdoors? Plan for any weather.

### **Step 3 - The date**

- Avoid clashes with public holidays, sporting events and other charity days.
- Think about who you'd like to attend and what time of the week/day will suit them best.

### **Step 4 – Guests and publicity**

- Is your event for family and friends or is it a work event? If it's for work you could invite customers, colleagues and suppliers and ask your employer to match the sponsorship you raise.
- Is it a larger event that would benefit from publicity? If so, call us on 01302 796662 for advice.
- Recruit some volunteers to help you plan, publicise and carry out the event.
- Use our poster template to help you publicise your event.

Tip: Think about your audience first then plan your event around them. For example, you may be a member of a squash club – why not organise a tournament?



### **Step 5 – Reaching your goal**

It's a good idea to set a fundraising target. Tell friends and family how much you aim to raise so they can help you achieve it.

If you need gifts for raffle prizes you could approach local businesses or companies for prizes or auction items.

### **Step 6 – Collecting sponsorship is easy**

If you're being sponsored why not set up your own online sponsorship page? It's really simple, fast and secure. By setting up a Virgin Money Giving web page, you can circulate it to everyone you know. To find out more visit the Hospice Virgin Money Giving page at <https://uk.virginmoneygiving.com/stjohnshospice>

### **Step 7 – Gift Aid it**

Gift Aid is a great way to increase the funds you raise, courtesy of the taxman. Ask all your donors to complete your sponsorship form with their full name and home address. Then, if they are UK tax payers, ask them to tick the Gift Aid box. This will allow us to claim 25p for every £1 donated by that person at no extra cost to them! Simple, easy and effective. It's even easier via Virgin Money Giving. Sponsorship forms are available either on our fundraising web page, in your pack or from the hospice by ringing 01302 796662.

### **Step 8 – Online web pages**

Online web pages are ideal for fundraising. You can use social media to help flag up your events and afterwards to give feedback. Add photographs and short homemade films. You can post links in emails or on your Virgin sponsorship page.



## Fundraising ideas

If you're looking for inspiration then look no further. When you're fundraising there really is something for everyone!

- **Organise a sponsored event**  
Get people to join in and get themselves sponsored – probably the best (and easiest) way to raise money.
- **Get on your bike**  
From a local cycle race, to riding wheeled toys, there are lots of ways to fundraise on wheels.
- **Hunt for treasure**  
Your area is full of fascinating stories, so dig some up, turn them into clues and organise a treasure hunt. Everyone will enjoy the adventure.
- **Jelly wellies**  
Put jelly in your wellies for a great sponsorship idea for kids of all ages who fancy running the squelchiest race of their lives.
- **Organise a talent contest**  
Do your thing, sing, dance, do magic! Get sponsorship and don't forget to sell tickets to all your family and friends.
- **Zip it**  
Keep schtum for the day. You might be surprised how much your family and colleagues will cough up in order for you to keep quiet!
- **Plant sales**  
These are a great idea for green-fingered fundraisers.



- **Wear something funny**

Spend the day in your pyjamas, dress as your favourite comedy character or put your clothes on back to front. Do it on your own or with colleagues or classmates and charge everyone to join in.

- **Quiz nights**

These are always popular and hotly contested!

- **Wax it**

Your legs, your chest, your back – if it's hairy, get it waxed for cash.

- **Have a sponsored sleepover at your house**

Make sure everyone comes in their pyjamas and bake lots of cakes and goodies. Do a sponsored stay awake or sponsored don't yawn competition – see who can hold out the longest!

- **Give something up**

Chocolate, biscuits, coffee – get sponsored to give up something you love.

- **Cricket, football, goalball....**

Whatever your bag, have a knock-out contest and charge people to join a team. Charge admission and sell refreshments.

- **Go outward bound**

A weekend adventure is the perfect way to promote teamwork within your company while raising money for charity.

- **Keepy-uppy**

If you've a budding Beckham in the family, sponsor them to keep the ball in the air for as long as possible.



## Make it safe, make it legal

Although the hospice is here to support you all the way, we can't accept liability for your fundraising activity or event. Here are some basic guidelines on what you might need to do and where you can find out more.

### Collections

To collect funds in any public place you need a licence from your local authority. If you're collecting on private property, such as a pub or supermarket, you should have written permission from the owner.

### Gaining permission

It is so much easier not to use public areas for your event or sponsored walk, bike ride etc. Instead you could get permission from your local school to hold your event on their land. If you wish to use public places you will need to get police permission and talk to customer services at your local authority.

### Raffles and lotteries

For everything you need to know about organising a raffle or lottery within the law, consult your local council and the Institute of Fundraising – visit [www.institute-of-fundraising.org.uk](http://www.institute-of-fundraising.org.uk)





## Health and safety

For advice on first aid, contact your local branch of St John's Ambulance. To ensure your event is run safely, contact customer services at your local council or, if you're holding the event at work, talk through your plans with the person responsible for health and safety.

## Sponsored events

The best place to stage a sponsored event is on private or maybe school grounds (or similar) where you'll only need permission from one person. It's not so easy to stage it on public property as you'll have to ask permission from your local authority, the police etc.

## How to pay in the money you raise

You've done the difficult bit, your event's been a great success and now you're ready to pay the money raised to us. You can do this in one of several ways.

### By post

Pay the money you've raised into one bank account and then just write a cheque for the total amount payable to St John's Hospice. If you've been sponsored, remember to send us the sponsorship forms and keep a copy of



these and the paying-in form yourself for reference.

## Online

If you're being sponsored, your supporters can also pay online by making their pledges through <https://www.justgiving.com/rotherhamdoncastersouthhumburnhs>

## Don't forget Gift Aid

Remember to ask all your donors to complete your sponsorship forms with their full name (or initials) and full home address including postcode and remind them to tick the Gift Aid box if they are a UK taxpayer. This will allow us to claim an extra 25p from the Inland Revenue for every £1 they donate.

## Other ways to support us

### Individual donations

You might want to consider making a donation or maybe a regular gift. The amount you pay is entirely up to you. We value all contributions and by claiming Gift Aid on your payment we can claim an extra 25p for each pound you contribute. It's easy to do and we will take care of the paperwork for you.

### Company support

Many companies are pleased to support staff participation in fundraising and may also match-fund money you raise, sponsor events, give gifts-in-kind or donate raffle prizes. They may even adopt the hospice as their Charity of the Year. Why not ask your employer if this is something they'd be interested in?



### **Payroll Giving**

Payroll Giving is another way employers can help. This allows you to donate by making a direct deduction from your wage. Donations are tax effective so we would receive your contribution plus the tax you would have paid on this amount. Contact your company's payroll department who can set this up for you.

### **Schools**

Schools are also often very supportive and may let you raise funds at one of their events or adopt the hospice as their charity partner or Charity of the Year. Ask your child's school – you never know, they might be looking for a good cause to support!

### **Our events**

There's always something going on. Check out our Facebook page - @stjohnshospicedoncaster.

### **Legacies**

A very special source of funding comes from people who include the hospice in their will. You can find out how to do this by giving us a call or going to our website.