



Princess Alice
Hospice

Caring when it matters

Fundraising Pack

Helping you get your event off the ground!





Thank you

First, we would like to say **a huge thank you** for choosing to raise money for Princess Alice Hospice. We really do appreciate your support.

As a charity we need to raise 75% of the £9 million a year that is required to provide all our care and support free of charge.

By getting involved and raising money for the Hospice you will be helping us achieve this target.

To assist you with your fundraising, this pack includes:

- Fundraising ideas
- Event checklist
- Justgiving guide
- Challenge events
- A press release
- Do's and Don'ts
- Sponsorship form
- Money return form



We are always here to help and would love to hear from you, so please do not hesitate to contact us on 01372 461808 or email supportercare@pah.org.uk

Best wishes,
Fundraising Team

How your money helps

Your support is vital to everyone at Princess Alice Hospice and it makes a real difference.

Here is how your sponsorship helps us care when it matters:



For every £1 donated:

85p was spent on delivering our care and support

11p was spent on fundraising to find the next £1

4p was spent on management and administration

More than

1 million

people live in our care area



We need £9m a year to run

77%

of this is generated through the local community



Day patient attendances last year:

2,580

The average cost of providing one day of care to a patient on the

£563

In-Patient Unit



Last year our community nurses made over

10,000 home visits



Last year we delivered

7,400 support sessions

Including increased support for children

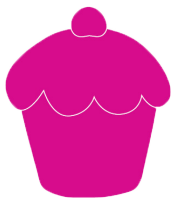


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Fundraising ideas

Bake sale

Dust off your pinny, unpack your whisk and mixing bowls and get creative!



Sweepstake

Hold a sweepstake for Wimbledon, the Grand National, the World Rugby Cup!



Wii olympics

Not quite the sporty type? No problem! Host an indoor Wii Olympics instead.



Pub quiz

Beat those winter blues and support your hospice by holding a quiz down your local pub.



Dinner party

Make it simple and host a dinner party in aid of Princess Alice Hospice.



Carboot sale

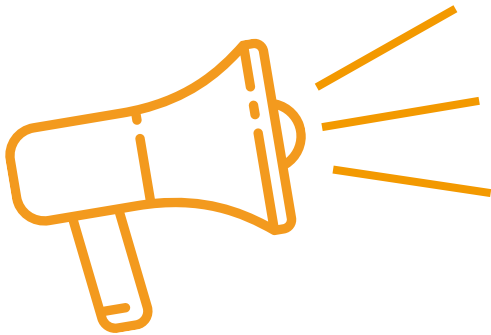
Have a root around your house for any unwanted clothes or gifts!



Stuck for ideas?

Just give our friendly fundraising team a call!
01372 461808 supportercare@pah.org.uk

How to ask for sponsorship



Let everyone at work or school know that you are taking part and encourage them to sponsor you or even to take part themselves.

Email everybody in your address book – and don't forget to include the link to your JustGiving page.

Send gentle reminders – either by text, email or post – to all your potential donors, especially around payday.



Don't be embarrassed to ask people you haven't seen for a while – it's a good excuse to get back in touch with those you've lost contact with.

Around **20%** of donations through JustGiving are received after people finish their event, so keep fundraising once you've crossed the finish line.

Email an update about how you did with a final appeal for donations.

Keep your followers and friends up to date with tweets, posts, pictures and videos of your fundraising activities. We love to hear from our supporters so tag us wherever you can – just search for **pahospice!**



Organising your event

Set up a plan before you start – good planning well in advance is the key to holding a successful event.

Set a budget and try to keep costs below 25% of your target.



Make the big decisions first: theme, venue, date and time.



Check the health and safety rules for your event.



Get your invites out early to ensure a good turn out.



Contact us for balloons, badges and T-shirts.



Get the word out by contacting local papers and using social media.



Boost your income by selling Princess Alice Hospice merchandise.



Ask for help! Tell people about the event and why it's so important to you – you're bound to get a few volunteers.

Justgiving guide

JustGiving is a fun and easy way to fundraise online which saves us money too! We've created this quick guide to help you set up your fundraising page.

- Sign up or log in to your account at www.justgiving.co.uk
- On your overview page, select Start Fundraising.
- Search and choose Princess Alice Hospice when prompted.
- Choose your page type. If you're doing your event in memory of someone, you will be given the opportunity to enter their name during this process, whichever one you choose.
- Customise your JustGiving web address.
- When complete select 'Create your page', and you're good to go!

Remember to add photos and posts to tell your story

Make your web address memorable and fun so people remember it

Remember to set up a team page if you're fundraising with friends



Challenge events

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Run for us

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Cycle for us

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Skydive for us

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We always have loads more events lined up, so check our full listing at www.pah.org.uk/fundraise/events/

Fundraising at work

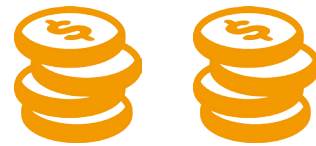
First things first: get permission from your employer!

Get the word out

- Make use of the company intranet, staff newsletter and noticeboards
- Send your JustGiving page round to colleagues, clients and customers, telling them why you are fundraising

Matched funding

Check if your employer can match what you raise £ for £ for a huge boost to your fundraising



Fundraising ideas

Quiz Night
Dress-down Days
Guess the sweets in a jar
Guess the weight of the cake
Sweepstake
Bake sale/ Bake-off



A Friday afternoon bake sale would go down well in the office!

Team Challenges

This is a great bonding idea – organise a team of colleagues to take part in a local challenge such as a run or cycle event, or even an overseas adventure!



Press Release

Below is an example press release that you can use to create your own and send to your local media. Don't forget a snappy title!

Need help?
Contact our press office
on 01372 461817

{Name} of {place} is {fundraising activity} to raise funds for Princess Alice Hospice in Esher.

{Enter 2-3 lines about your fundraising event}

He/she said: {Enter a quote from yourself here}

The Hospice cares for people living in a large part of Surrey, south west London and Middlesex and last year cared for almost 3,000 patients.

Many patients are cared for in their own homes with Princess Alice Nurses making more than 10,000 home visits.

Over £9m is needed each year to provide these vital and much needed services and we rely on our local community to generate over 75% of our income through fundraising, retail operations, donations and legacies.

Mia Patterson, Fundraising Manager at Princess Alice Hospice said: "We could not continue in our work without supporters such as {your name}.

"Public donation helps us to provide the best care - when and where it matters - to patients, carers, families and friends.

"Thank you again from all the staff, volunteers and patients for whom this money will make a huge difference."

Do's and don'ts

Collections – To hold a collection in a private business or residence, you need the owner's permission. If you want to collect in shopping centres or on the high street, you will need a licence for the Local authority. You will also need a licence to collect at a railways station.

Cash handling – Make sure there is somewhere safe to lock the money away and that there are always two people with the money at all times.

Health and Safety – It's really important you think about health and safety at your event. You need to consider all possible hazards and carry out a risk assessment before you start. You may also need to consider having a first aider on site.

Insurance – You may need Public Liability Insurance to cover your activity. Check with your venue first to see if you are covered under their insurance.

Raffles & tombolas – there are many rules governing raffles and tombolas. Make sure you are legal by visiting www.gamblingcommission.gov.uk/lotteries

Licence – if you are planning on having music, alcohol or food at your event you may need a licence. Check you have the relevant licence before you begin.



The Fundraising team is here to help. If you have any queries about how safe your event is, please do not hesitate to get in touch!

Collecting and returning your money

After all that hard work, make collecting and returning the money you've raised easy with our sponsorship and money return form:

- Money return form
- Sponsorship form

