

COMMUNITY FUNDRAISING PACK



Hello!

Thank you so much for deciding to fundraise for Rowans Hospice. We are delighted to have you. This pack has been designed to support you every step of the way along your fundraising journey.

There are hints and tips for planning your fundraising and advice on how to maximise the amount you raise. Fundraising for a local charity is a great way to make friends, get involved in your community and get the feel good factor.

You can contact the Fundraising Team at the Hospice to ask for any further advice or information – we are here to help you!

Call: 023 9223 8531

Email: fundraising@rowanshospice.co.uk

**£42 will cover the
cost of one nurses
uniform**

Why we need your help

Rowans Hospice has been supporting people with life limiting illnesses, and their families and carers, in Portsmouth and South East Hampshire since 1994.

Since the opening of our Living Well Centre in 2016, we have been able to offer support and care to families from diagnosis, through end of life and on to bereavement – providing individualised care for the whole family, not just the patient.

All of our services are provided free from discrimination and free of charge. We could not deliver this outstanding care without the support from our local community – people just like you!

The money you raise will make a difference.



**It costs us
£6.5 million per
year to run all
our services**



Getting started

However you are planning to fundraise, thinking through these five points will help to make your event a success.

Who?

Who do you want to come to your event?

How will you invite them?

Will posters be enough or will you need to use social media and word of mouth as well?

Get chatting!

Who can you ask to support you at the event?

Can anyone you know help with prizes, a venue or even getting a celebrity to attend?

Who can you ask to promote your event?

Your local shops or community centres might be willing to help.

What?

Not sure what you want to do yet?

Download our A-Z of fundraising ideas from
www.rowanshospice.co.uk/fundraisingpack

Can you turn one of your hobbies into a fundraising event?

Organising something that you enjoy doing will help you to keep motivated and you can be enthusiastic when you encourage others to join in.

When?

It is best to avoid dates when other large events are taking place, but you could use these to your advantage by planning an event that links in with it, like a Eurovision party!

If you want families to attend, make sure the event isn't too late on a school night.



**Don't forget
to ask your
employer if they
will match your
fundraising.**



Will your event be indoors or outdoors?

Will bad weather affect your event?

Do you need to provide maps so that people can find your venue?

Is the venue accessible for disabled people?

Can the venue be easily reached by public transport?

Why?

Make sure you tell everyone why you are raising money for Rowans Hospice.

We support people from your community – if they don't know about us, tell them all about the work that we do.

We can provide leaflets about our services that can help you explain what we do.





Tell us about your event
and order your free resources by
completing our “Register My Event”
form, available to download from
[www.rowanshospice.co.uk/
fundraisingpack](http://www.rowanshospice.co.uk/fundraisingpack)

Make the most of your fundraising

Here are some tips to make sure that you are making the most of your fundraising

Set a target

This will help to give your fundraising a focus.

Make it unique

People enjoy taking part in something new and interesting
– try to think of ways to make your event different.

Online fundraising

Set up a fundraising page at www.justgiving.co.uk – remember to add photos, your target and why you are doing it. You can download our Guide to JustGiving from www.rowanshospice.co.uk/fundraisingpack

Social Media

Share what you are doing with friends and family via Facebook, Twitter and Instagram – you can share your JustGiving page this way to make sponsoring you easy.

Advertise

We have poster templates that you can download, add information about your event and print to make sure people know what is happening.

Just visit www.rowanshospice.co.uk/fundraisingpack

Fundraising materials

We have lots of materials that can help you with your event, including:

- Balloons
- Banners
- Leaflets
- Collecting tins and buckets
- Rowans Hospice t-shirts



If you are collecting sponsorship money, you could raise 25p more for every £1 you receive. If your sponsors are tax payers, ask them to tick the Gift Aid box and provide their address on your sponsorship form to make the donation go that bit further.

Match funding

Some companies offer matched funding so if you reach your fundraising target, they will double it! Speak to your employer to find out if they do.

Local press

Send a press release to The News with information about what you are doing and why you are raising money for Rowans Hospice. You might see your name in print!

Fundraising – keep it legal

Your fundraising literature

If you are designing posters or leaflets to promote your event, please make sure that you use our logo and include our registered charity number: 299731.

The logo can be downloaded from our website.

Food and Alcohol

If you're providing food and drink it is worth visiting the Food Standards Agency for guidance on preparing food. Caterers will also need to provide their food hygiene certificates and Public Liability Insurance.

Visit <https://www.food.gov.uk/> for more information

Raffles

There are strict rules surrounding the running of raffles. If you are selling raffle tickets over a long period of time, you will need to notify the Hospice as it will run under our licence. These raffle tickets will need to be pre-printed – we can help you with this.

Please contact us for more details on this.

However, if you are selling and drawing tickets on the same day then the rules are more relaxed. You can run one of these raffles without a licence where:

- Tickets are only sold at the event
- You do not spend more than £500 of the ticket sale income on prizes
- The winners are drawn at the event or after it has finished

Street collection permits

If you are planning on holding a collection in the street as part of your fundraising you will need to apply for a Street Collection Licence from the local authority.

Visit www.gov.uk/street-collection-licence for more information.

You are not permitted to collect cash door to door.

Insurance

If your event involves the public, you will need to make sure that you have Public Liability Insurance. Your venue may already have this so check with them first.

Health and Safety

If you are organising a large scale or physical event you will need to make sure that you have first aid cover. Organisations such as St John's Ambulance (www.sja.org.uk) or the British Red Cross (www.redcross.org.uk/first-aid/get-first-aid-cover-for-an-event) can help you to decide the type of cover you'll need.

After your event

1. Celebrate how much you've raised
2. Thank everyone that has helped
3. Send us the money – you can pay in through our website www.rowanshospice.co.uk, call us to make a card payment or send us a cheque. If you raise money through JustGiving, this money will come directly to us
4. Return any equipment that you have borrowed from us
5. Let us know if you would like to make a cheque presentation at the hospice and have some photos taken.
6. Relax and feel proud of what you have achieved!



**£506 will cover
the cost of one
day of in-patient
care for one patient**

**Thank you for supporting
Rowans Hospice.**

We could not do what we do
without your support.



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quality care
delivered with compassion

Registered Charity Number: 299731