



CORPORATE FUNDRAISING PACK



Hello

Thank you for choosing to find out more about supporting Rowans Hospice. We want to ensure that, if you choose to work with us, the partnership is mutually beneficial.

As a charity that supports people from Portsmouth and South East Hampshire who are living with a serious or life-limiting illness, and their families and carers, supporting us will help you to achieve your corporate social responsibility goals by having a positive impact on people in your local area.

Our services are offered free of charge and free from discrimination, but we can only do this with the financial support of people and businesses in our local area. Only 15% of our funding comes from the NHS – the rest must be raised through fundraising activities.

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.

Our goal is to be there for anyone who requires our services and support. We can only do this with your help.

To find out more, please contact our Corporate Fundraiser.

Call: 023 9223 8532

Email: fundraising@rowanshospice.co.uk



How you can support us

We have found that corporate partnerships work best when we find ways that you can support us whilst fitting around your business objectives and skills. You could choose to support us just for one fundraising event or as your Charity of the Year.

Your support could include:

- Hosting a fundraising event in your workplace or local community
- Installing collection boxes in your staff rooms
- Run a payroll giving information campaign, encouraging staff to sign up to making regular donations from their pay to us.
- Match funding for any staff who complete a personal fundraising challenge
- Arranging a stock generation day to help replenish our Rowans Shops
- Sponsor one of our events
- Providing a team of volunteers for a Rowans Hospice event
- Volunteering at Rowans Hospice, Rowans Living Well Centre or in one of our retail outlets, including the warehouse – this could be an hour, a day or even a week – we will work alongside you to find the right opportunities for your business



For suggestions on
hosting your own
fundraising event, visit
www.rowanshospice.co.uk/fundraise



What we can do for you

- We have a dedicated Corporate Fundraiser to support you through your journey and make sure that your fundraising is a success
- Provide resources for promoting your event
- Give a presentation to staff about Rowans Hospice and how your fundraising can make a difference

In addition to the above, if you choose us as your Charity of the Year, we will provide:

- One free entry for every ten sign ups to any Rowans Hospice organised event
- Your business name published in our Annual Report and Accounts
- Your name published on our website as a corporate supporter

**£627 will cover
the cost of our
Bereavement
service for a day.**



Fundraising – make the most of it

If you choose to fundraise for us, here are some tips for raising as much money as possible.

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.

Social Media

Share what you are doing with your business followers via Facebook, Twitter, Instagram and LinkedIn – this will show people how much you care about the community.

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

Gift Aid

If your event is sponsored, you can raise 25p more for every £1 you raise. 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.

**£4,833 will pay
for a month's supply
of drugs and
pharmacy equipment
for our patients**

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.

Fundraising materials

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

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



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. We can also arrange to come out and visit you to receive the money
4. Return any equipment that you have borrowed from us
5. Let us know if you would like to hold a cheque presentation at the hospice and have some photos taken.
6. Feel proud of the impact you have made on a local charity through all of your hard work!

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We could not do what we do
without your support.



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Email: fundraising@rowanshospice.co.uk

quality care
delivered with compassion

Registered Charity Number: 299731