



Community Fundraising

Your guide on how to support

Rowans
Hospice

Welcome to your community fundraising guide

Since 1994, Rowans Hospice has been providing free compassionate care and support to people living with life-limiting illnesses, as well as their families and carers, across Portsmouth and South East Hampshire.

We simply could not provide the outstanding level of care without the dedication of our volunteers and the generosity of community fundraisers like you!

Every pound raised will allow us continue to be there for those who need us most, and truly makes a difference to the individuals and families that we support.

In this guide

About Rowans Hospice	Page 3
How your fundraising helps	Page 4
Fundraising ideas	Page 5
How do you get started?	Page 7
Fundraising platforms	Page 10
Your fundraising checklist	Page 11
Gift Aid and Match Funding	Page 12
Your legal considerations	Page 13
Paying in your donations	Page 15

About Rowans Hospice

In addition to providing expert healthcare, treatment, and support for people living with life-limiting or progressive illnesses, Rowans Hospice offers a wide range of specialist services.

Guided by the principle of “What matters to me”, we place each individual at the heart of everything we do.



In-patient Unit

Our In-patient Unit offers compassionate care from dedicated nurses and clinicians within 16 peaceful en-suite rooms, supporting comfort and dignity.

Hospice at Home

Our dedicated team ensure that our patients are able to choose where they would like to be cared for and where they are most comfortable.



Living Well Services

Our Living Well Services are a welcoming space for anyone seeking support, a place to relax, talk, and find comfort with our caring team.



Child Bereavement Support

Our Rowans Meerkat Team provide emotional guidance for children and young adults who have lost, or will lose a significant adult.



Bereavement Support

From counselling to Living Well services, to memorial gifts and therapeutic support, our team are here for those dealing with grief.



How your fundraising helps

£16

could cover the cost of a fully cooked meal for one of our patients.

£36

could cover the cost of a one hour bereavement counselling session.

£56

could cover the cost of a physiotherapy session.

£210

could cover the cost of medical transport for a week.

Fundraising ideas

If you are fundraising for our charity for the first time and need some inspiration, we have put together a list of event ideas you can tailor to suit your interests and personal goals.



Bake Sales

Why not unleash your inner baker and host a bake sale with friends? Sell your sweet treats at work, school, or even at home, and remember to list ingredients and allergens.

Host a quiz

Host a quiz in your local hall or favourite pub to bring people together and raise funds. Add plenty of categories to keep it fun and engaging!



Themed parties

If you love dressing up, consider hosting a themed party and sell entry tickets. Everyone attending would love to vote on the best costumes on the night.



Host a gig

This is a fun, community event that you could host with either a tribute act or a local band. Simply get in touch with a local pub or venue. You could also consider hosting an open mic night.



Coffee mornings

Most of us know how coffee can help us to get through the day, so why not host a coffee morning? You could ask for donations from local crafters and sell their creations.



Auctions

If you have memorabilia or collectibles to share, you could organise an informal in-person, or online auction to help raise vital funds.





How to get started

Planning a community fundraising event can be a fun and rewarding way to bring people together while supporting a great cause.

Use this checklist to stay on track and make sure you have all of the important areas covered.



Step 1

What will it be?

The first thing you will need to decide on is what kind of fundraising event you are going to run. Hopefully our list has given you some inspiration for what to do. Just remember to have fun!

Step 2

Choose a date

Fundraising can be organised for any time during the year, but if you are organising for adults, families, or children, you will need to be aware of bank and school holidays.

Step 3

Find a venue

Are you going to be hosting your fundraiser at home, at school, at work, or at a venue that is going to be easy for everyone to get to? Parking will need to be a consideration if you expect your event to be busy.

Step 4

Inform us

Please ensure you tell us about your fundraising event by completing the event registration form on the Rowans Hospice website, by calling us on 023 9225 001, or by emailing us on fundraising@rowanshospice.co.uk.

Step 5

Promotion

Once you have the venue and the details organised, it is time to start promoting your event. Think word of mouth, social media, posters, and even flyers in local businesses.

Step 6

The Big Day

On the day of the event, have fun, and remember that all your planning will have been worth it. Do make sure you take pictures to send to our fundraising team.

Step 7

Raise money

Throughout the day, you will be encouraging donations, all in aid of Rowans Hospice. You will need to be aware of the legal requirements of fundraising. Details of this can be found on page 12 of this guide.

Step 8

Send donations

Later in this guide we have handy resources on how you can send your donations to Rowans Hospice. Please make sure you thank everyone who donated, helped, and supported your event on our behalf.



Fundraising platforms

Set up a fundraising page on either of these platforms to make it easy for your family and friends to sponsor you.

JustGiving

Set up a **JustGiving** fundraising page:

1. Visit the Rowans Hospice [JustGiving page](#)
2. Click on "Fundraise for Us" (blue button, top-right corner).
3. Log in to your JustGiving account or create one if needed.
4. Follow the instructions to create your fundraising page.
5. When your page has been created, click 'edit your page' at the top to add your story and why you are taking part, your fundraising target and photos.
6. Once completed, you are now ready to share your page with friends, family and colleagues. Remember to use social media, email and drop it into conversation over a cuppa, to keep it in everyone's mind.

or

Enthuse

Set up a fundraising page via **Enthuse**, our official online fundraising platform:

1. Search online for "Rowans Hospice Enthuse" or go [directly to our Enthuse page](#).
2. If the page displays a green "Fundraise for Us" button (top right corner), you can set up your page straight away.
3. If the page has a "Register" button, you will need to register for the event first before creating your page. Click the button and follow the steps to register.
4. Sign in to your Enthuse account, or create one if you are new to the platform.
5. Set up your fundraising page
6. Follow the on-screen instructions to build your page.
7. Your page is then ready to share with friends, family, or colleagues.

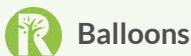
Your fundraising checklist

<input type="checkbox"/> Choose your event type	<input type="checkbox"/> Plan your resources
<input type="checkbox"/> Set your fundraising target	<input type="checkbox"/> Promote your event
<input type="checkbox"/> Pick a date, time, and location	<input type="checkbox"/> Have fun on the day
<input type="checkbox"/> Tell the Fundraising Team	<input type="checkbox"/> Take pictures of your event
<input type="checkbox"/> Set up fundraising platform	<input type="checkbox"/> Thank your supporters

How can we support you?

The fundraising team are always happy to help provide additional resources for your event, subject to availability. You can request these items when you notify us of your fundraising event.

These resources can include:



Balloons



Branded t-shirts



Card machines



Collection tins/buckets



Flags and banners



Informational material

All resources are subject to availability and must be returned to the Fundraising Team.

Gift Aid

If your sponsors are UK taxpayers, please ask them to tick the Gift Aid box on your sponsorship form and include their address and postcode on the form. This allows us to claim an extra 25p from the government for every £1 donated—at no extra cost to them.

Make sure each donation is listed on a separate line.

Match Funding

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





Your legal considerations

As fun as organising a fundraising event may be, there are legal obligations that you must adhere to in your role as organiser.

Fundraising Literature

If you are designing posters or leaflets as part of supporting Rowans Hospice, you need to ensure that our logo is clearly displayed, and you specifically need to state that this event is “In aid of Rowans Hospice”. You must also include our registered charity number: 299731.

Food and Alcohol

If you are providing food and drink, visit the Food Standards Agency for guidance on preparing food. Caterers will also need to provide their food hygiene certificates and Public Liability Insurance. You must provide and have visible, a list of allergens for each product.

Visit www.food.gov.uk/ for more information

Insurance

If your event involves members of the public, please ensure that you have Public Liability Insurance in place. Your venue may already have this, so do check with them first.

Raffles / Draws

There are strict rules surrounding the running of raffles. If you are selling raffle tickets over a long period of time, please notify the Hospice as this will need to run under our gambling licence. These raffle tickets will need to be pre-printed and our Marketing Team can help you with this. If you are selling and drawing tickets on the same day, the rules are more relaxed, you can run this style raffle without a licence where the following is taking place:

- Tickets are only sold at the event
- No deals are allowed on tickets e.g. 1 for £2, or 5 for £8, to ensure the odds are fair in all sales
- 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

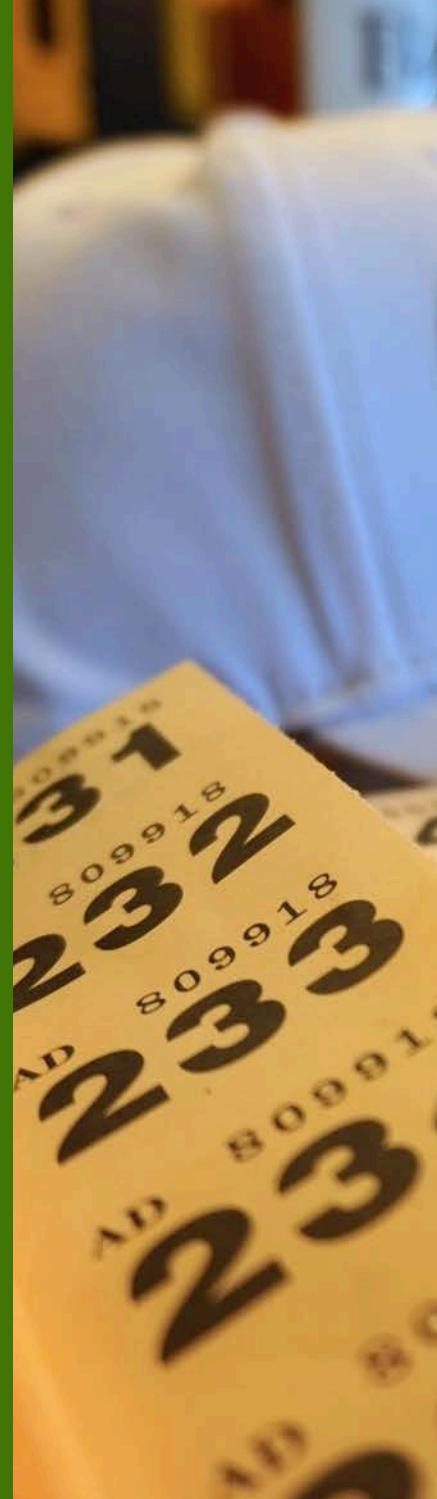
Street Collection Permits

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 your local authority. You are not permitted to collect cash door to door. This request needs to be submitted no later than **28 days before the collection**.

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

Health and Safety

If you are organising a large scale in-person event, please ensure that you have first aid cover. Organisations such as St John's Ambulance or the British Red Cross can help you to decide the type of cover you will need.



Paying in your donations

Once your event has finished, there are several easy ways you can send your donations to us.

Donating in person

If you are looking to give us your donation by cash, cheque, or via card readers, please call the Fundraising team on **023 9225 0001** to organise when you will be bringing it in.

JustGiving

If you have set up a JustGiving page, there is no need to do anything else, donations will come directly to us. Thank you so much for your amazing support.

Bank transfer

If you would prefer to transfer your donations, please call the Fundraising Team on **023 9225 0001** and we will be pleased to provide you with the charity's bank details.

Pay via the website

If you are making your donation through the Rowans Hospice website, please ensure that you include a note or reference so we know it is from your fundraising activity.

Need help with your donation?

If you need additional advice on how to send Rowans Hospice your donation, then please do contact the fundraising team by calling on **023 9225 0001**, or by emailing fundraising@rowanshospice.co.uk



Pay Rowans Hospice

Two Thousand Six hundred and Sixty

Pounds and Twelve Pence

Date 17th Sept '25

£ 2,661.12

Signed

Elisa Johnstone



Thank you

Thank you for reading our Community Fundraising guide. Your interest in supporting Rowans Hospice is already making a difference.

Whether you are planning a fundraiser, considering volunteering, or seeking ways to help, your support is invaluable to us and those we care for.

www.rowanshospice.co.uk

fundraising@rowanshospice.co.uk

023 9225 0001

Rowans Hospice
Purbeck Heath Road, Purbrook,
Waterlooville, Hampshire, PO7 5RU