

OUR GUIDE TO FUNDRAISING FOR THE HOSPICE

# Get inspired & get involved!



Help and  
information  
to get you  
started!

St Elizabeth  
Hospice

ALSO:  
We've a guide to  
everything you  
need to know.

Be part of the St Elizabeth Hospice community and help us to make a difference  
to those living in East Suffolk and Great Yarmouth & Waveney

# Facts & figures

St Elizabeth Hospice improves life for people living with a life limiting or progressive illness. Our work is centred around an individual's needs, which means specialist support, wherever it is required, whether at home, in the community or at the hospice.



St Elizabeth Hospice, Ipswich has

**18**  
inpatient  
beds



and we provide specialist palliative care support for 6 beds at Beccles Hospital.



Our community clinical nurse specialists

**provide care** to patients in their home\*.

Support in the community

**24/7**

via our **OneCall** telephone advice line for patients, carers and professionals seeking advice around specialist palliative care issues in East Suffolk and Great Yarmouth & Waveney. Each month we receive over 2,000 calls.



\*Our team of clinical nurse specialists, community healthcare assistants and volunteers are our own hospice staff, employed by St Elizabeth Hospice, and are not Macmillan nurses, as some people may think. Macmillan do not provide a community nursing service in our area as the hospice were asked to take over that responsibility from them some years ago.





We provide care  
for patients who are

aged  
14-25

through  
our Zest  
young  
adult  
care.

Our services are  
free and we receive

80%

of our income from fundraising,  
retail and donations.

We cannot  
continue to  
provide this  
care and  
support without  
your help

Thank  
you for  
supporting  
your local  
hospice

St Elizabeth  
Hospice



# Thank you

for being part of our team

Thank you for joining our fantastic community fundraising team and for choosing to fundraise to support St Elizabeth Hospice's vital work. Whether you are planning something big or something small, every £1 you raise will make a difference to our work, so we are counting on you.

Let's get started...

## STUCK FOR IDEAS?

Check out our website for suggestions, or link in with one of our forthcoming campaigns or give us a call and we can help you in your choice.

St Elizabeth  
Hospice

Reg. Charity No. 289154





# Here are your building blocks for successful event planning.

## Planning your event or activity

- Tell us what you are planning.
- Get friends and family to help. Ask them to take on roles – many hands make light work.
- Check your dates before you commit, you don't want to choose a date that no one can come to because it's someone's birthday, special occasion or something is going on locally that people will want to attend.
- Give yourself enough lead in time to organise the event – Rome was not built in a day.
- Add it all up and figure out what it will cost and do some sums to work out how much money you could raise.



Taking on a challenge and raising sponsorship money? Here are some tips to help you achieve your target:

- When getting sponsorship, go to people who will be your top sponsors first - by having a series of £5-£10 sponsors on the top of the form, others will follow suit.
- Ask your sponsors to give you the money when they fill in the form, that way you don't have to go back to them.
- Chart your progress and tell your friends and colleagues how you are getting on.
- Gift Aid it! Encourage everyone that sponsors you to Gift Aid their donation – that way for every pound you raise, an extra 25p will be donated at no extra cost to you or your sponsors. Just make sure that your sponsors clearly put down their full address including post code. If they are UK taxpayers, then that's all they have to do, it's that easy!
- Why not organise an event at work or with friends?

## Making some noise

If you are planning an event where you want people to attend who fall outside your circle of family and friends then you will need to promote your event:



## Matched Giving by your employer

Many companies will match fund any monies that their employees fundraise. This can be a really quick and simple way to double the money you have raised and help it go even further. Speak to your employer and get the wheels in motion for them to match your fundraising.

## Tools to help you raise money

A great way to raise money is through online platforms such as Just Giving. It's very easy to set up a Just Giving page and is an easy way to collect donations, share your progress and update your supporters on how it is going. You don't have to do anything other than select St Elizabeth Hospice when you set up your page, add your details and personalise your page. All the money gets sent directly to the charity. For full details about setting up a page and top tips, visit [stelizabethhospice.org.uk/fundraising](http://stelizabethhospice.org.uk/fundraising)

*If you are fundraising in remembrance of someone special, why not set up a Much Loved page - it's a lovely way remember those close to you. [www.muchloved.com](http://www.muchloved.com)*

# Keeping things legal

We want to make sure you have all the information to make whatever you decide to do a great success. Here are some things that you will need to consider and take the appropriate action on. Download or request a copy of 'Things to know - keeping it legal and safe'.

## Do you need a licence?

You will need a licence from your local authority for any of the following activities:

- *Music and dancing*
- *Sale of alcohol*
- *Extended hours*
- *Provision of food or drink*
- *Collecting money or selling goods in a public place*

Please contact your local authority directly for further details and how to apply.



## Please note if you are participating in a St Elizabeth Hospice or your own challenge:

If you are taking part in a St Elizabeth Hospice challenge event, you will be required to sign the terms and conditions when booking. When raising money, you are not permitted to raise money for another charity or organisation due to the costs that the hospice incurs to put on these events.

Some challenges may require you to raise a specific amount for your place as well as a booking fee. You will be responsible for this should you fail to meet your target, so do check before you book.

### Split fundraising

If money raised from your event is to be split between different charities, please make that clear on any promotional material. If you are not splitting funds equally then you will need to state this.

## Using the St Elizabeth logo and branding

Please ensure all of your publicity materials state 'In aid of St Elizabeth Hospice' and include 'Registered Charity Number 289154'.

If you would like to use our logo then please get in contact so we can provide you with our logos and all the information that you need. By law, the charity registration number must appear on all posters, invitations advertisements and other fundraising materials. Contact [fundraising@stelizabethhospice.org.uk](mailto:fundraising@stelizabethhospice.org.uk)



## Safety of guests and first aid

You are responsible for the safety of your guests so make sure there are no trip hazards or other hazards that can cause danger. Why not download and complete your own risk assessment before the event? This way it highlights any areas you may need to think about, for example, first aid.

*If you're holding an event involving many people, make sure that you have appropriate first aid support in place. You can get advice from St John Ambulance or the British Red Cross.*

## Insurance

If you're organising an event yourself and this takes place at your home, check if you are covered by your own home insurance.

If you organise an event/activity outside the home that involves the public in any way, you will need to ensure that you have Public Liability Insurance, which can be provided by many local insurance companies.

Check with your venues to see if they have their own Public Liability Insurance as you may be covered when hiring.

Please also check with caterers or contractors or any external facilities you are using to make sure they have the relevant experience, plus get good feedback from any other work they have done. Make sure that they also hold the relevant insurance cover too. Please note that you will not be covered under the St Elizabeth Hospice Public Liability Insurance.

## Food and refreshments

If food is to be sold at an event, food safety laws must be complied with. If you are using a catering company they should be registered and abide by the food safety laws. Guidance can be obtained from the Food Standards Agency ([www.food.gov.uk](http://www.food.gov.uk)) If you are handling food yourself you must be aware of food allergies such as nuts or dairy and the proper storage of perishable foods.



### Photos

If you plan to take photos of other people at your fundraiser, please make attendees aware that they are being taken and how you plan to use them so people can request not to have their photo taken. You will need to get permission from parents before taking any photos of children.



## Collection in a public place

You will need to get a licence from the local authority if you plan to organise a collection in a public place, e.g. in a local park or street. If you are organising a collection on privately owned property, e.g. a shopping centre, supermarket, train station or concert, you will need to get their approval, but you might also need a collection licence as well so do check. Collections in pubs, factories or offices are counted as a house-to-house collection, so you will need a permit for them. Anyone under 16 years of age is not allowed to collect.

If you are planning to organise a collection you will need to speak to our community fundraising team so they can issue you with a letter of authority to say you are collecting for St Elizabeth Hospice and also to ensure you have our branded and sealed collection tins/buckets. You will have to ensure that your licences are in place before we can issue your collection materials. You are not allowed to collect money in open buckets and there is a code of conduct which is regulated by the Institute of Fundraising that we ask you to follow.

## Gift Aid

We can only claim Gift Aid from friends, family and colleagues who have made a donation where they have not received any benefit. If they are paying for a ticket, buying a raffle ticket or purchasing some cake the money cannot be Gift Aided. Download the Gift Aid form to be completed by the donor to enable us to claim any Gift Aid on donations made for your event /activity.



## Materials

You'll find all the downloadable, printable, fundraiser-friendly resources you need to get started on our website, but if you need collection tins, banners or anything else then visit our website to order or call one of the team.

## Help is at hand



Do let us know what you are doing in advance, by emailing us at [fundraising@stelizabethhospice.org.uk](mailto:fundraising@stelizabethhospice.org.uk). We have a team of experienced fundraisers who are on hand to give you support and advice.

Or give us a call on 01473 723600 and we'll be only too happy to give you pointers to help you get your fundraising underway.

## Children and young people under 18

Remember anyone under 18 helping will need to get parental permission from their parent/guardian.

## Handling money

Ensure there are always two people present when counting money and moving it from place to place. Ensure that any monies are kept in a safe place at the event, before banking it or handing it in.

## Raffles

Small raffles held as part of a larger event are fine as long as ticket sales and the announcing of results take place during the event itself (that means no selling of raffle tickets in advance of the event) and there are no cash prizes.

If you are wanting to sell tickets prior to the event or want to offer a cash prize, this will fall under public lottery and raffles and therefore it must be registered with the local authority. For more guidance, check the rules with your local authority or the Gambling Commission for Great Britain.



# Ways to pay:

Once you have completed your event you can pass on the money you have raised for St Elizabeth Hospice via a number of ways:



## Online

Visit our website [stelizabethhospice.org.uk](http://stelizabethhospice.org.uk) and pay your money in from your event.



## Cheque

Send your cheque to:  
St Elizabeth Hospice, 565 Foxhall Road,  
Ipswich, IP3 8LX

Remember to tell us how the money was raised.



## St Elizabeth Hospice Shops

With over 32 shops across Suffolk and Great Yarmouth & Waveney you can pop into your local shop to pay in your fundraising money. Do let them know how you raised the money and request a receipt.



## Call us!

If you would like to make a payment over the phone then please call us on:

**01473 723 600**

## Further ways that you can get involved:



### Shop with us

Visit one of our 32 St Elizabeth Hospice shops where you will find a host of new and donated items.

### Join or help to set up a friends group

If you are interested in joining one of our Friends groups or set up your own, then get in touch.

### Volunteering

Our amazing group of volunteers help us in the hospice and at events. If you can give an hour a week or more then why not find out how you can join our team?



### Recycle

Recycle your clothes and goods to your local St Elizabeth Hospice or Zest shop.



565 Foxhall Road, Ipswich, Suffolk, IP3 8LX

**Contact the fundraising team:**

Tel: 01473 723600

Email: [fundraising@stelizabethhospice.org.uk](mailto:fundraising@stelizabethhospice.org.uk)

St Elizabeth Hospice is a registered charity 289154