



FUNDRAISING GUIDE



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HI FUNDRAISER!

First of all, thank you so much for expressing an interest in raising funds for Overgate Hospice!

We are Calderdale's only adult Hospice and we've been providing end of life care to the community since 1981.

Without the help of people like you, we wouldn't be able to continue providing that care. By choosing to raise funds for your local Hospice you are helping us to continue to care for patients with life-limiting illnesses and their families.

Inside this pack you will find lots of helpful tips, ideas and inspiration for your event, but remember you can contact the fundraising team for more support and answer any queries you might have.

We'd love to hear from you so make sure you keep us in the loop about your fundraising plans. You can tell us by completing one of our fundraising forms which you can find at the back of this booklet.

Thank you so much for your support and good luck with your fundraising, we look forward to meeting you and hearing all about it!



**GOOD LUCK FROM
#TEAMOVERGATE**

THANK YOU!

Please let us know when you have finished raising sponsor money and collecting your funds in. We want to make sure you get the recognition you deserve! We would love to make a fuss of you either here at the Hospice or at your place of work, or wherever is relevant to your fundraising. Just let us know where is best for you and we can arrange a presentation.

There's lots of ways that you can get your money to us:

- If you've set up a JustGiving page make sure you have put a closing date on it.
- You can pay money directly into our bank - we can give you the details
- You can drop the money off at the Hospice
- We can come to you and pick it up

You will no doubt have lots of people you would also like to thank and we can help with that too! We have **thank you cards** here at the Hospice and we are more than happy to give you some so you can write to those who helped you with your event. We can send out **certificates** and **letters of thanks** too, just let us know.

Lastly, don't forget to share your story!

This gives other people ideas on how they can help us and motivates more people to fundraise for us. More and more we rely on the local community help to raise the funds we need to continue caring, and if you tell more people about fundraising then we hope they will want to help us too! Be proud; you have done a great thing by helping people and their families who suffer from life-limiting illnesses.



Do you have a poster we could use to help publicise your event?

Yes ☐ No ☐

Fundraising Target:

Is your fundraising in memory of someone?

If so, what is their relationship to you:

Where did you hear about Overgate:

Equipment:

Please state the number of each item you require:

Sponsor Forms		T-Shirts	
Balloons		Collecting tubs	
Collecting Buckets		Posters	
General Hospice Leaflets		Banner	

Are you happy for us to share your story on Social Media?

Yes ☐ No ☐

Are you happy for us to share any photographs you send to us?

Yes ☐ No ☐

Signed:

Date:

We would like to keep you updated about how your support helps Overgate Hospice. We will only contact you about our key achievements, fundraising and how we are making a difference to the lives of local people with life-limiting illnesses. We appreciate that some people may choose not to hear from us again. If this is the case, please tick here ☐ to opt out of all marketing communications by post from Overgate Hospice in the future.

You can change your email and mailing preferences at any time by emailing fundraising@overgatehospice.nhs.uk or calling 01422 387121. You can see our full privacy notice on our website.



£15

Will pay for a qualified nurse to care for a patient for one hour as our patients don't pay for their care

£1000

Will pay to run our Day Hospice for one day

£2100

Keeps our Patient and Family Support Team running for a month

£30

Will pay for the Hospice cleaning materials for a day

£98

Will pay the gas and electricity bill for a day

£70

Will pay for one bereavement counselling session

£119

Will pay for one patient to attend our Day Hospice for one day



£385

Will pay for one patient to be cared for in our Inpatient Unit for one day

For every **£1** donated to support Overgate Hospice, **85p** is spent on direct patient care.

A-Z

GET INVOLVED!

Here are some ideas on how to fundraise for us!

Bake Sale,
BBQ, Bingo,
Bungee Jump

B

Crafternoon,
Cricket Match,
Car Wash,
Cycle challenge,
Colour Run

C

Afternoon tea,
Abseil, Auction

Ice bath
challenge, Irish
Day

I

Head Shave,
Halloween Party,
Hogmanay

H

Jailbreak,
Jazz evening,
Jewellery making

J

Karaoke night,
Knitting afternoon
or knit items
to sell

K

N

New year resolution,
Name the... teddy
bear, unicorn

Open Garden,
Office fundraising,
Obstacle course,
Open Cinema evening

O

Pamper evening,
Pub Quiz,
Pancake Day

P

University
Challenge

U

Tea Party, Tombola,
Trek, Treasure
Hunt

T

Vintage
sale

V



Please follow us on
@overgatehospice



FUNDRAISING FORM

Please complete this form so we can follow your fundraising event and its success and support you along the way..

Name:

Address:

Post code:

Phone number:

Email address:

By providing your email address above you understand that we may email you regarding this and future Hospice fundraising and developments. In order for us to communicate with you by email your name and email address will be passed to an external email provider who will act on our behalf. No other details will be passed on and your information will not be used to contact you for any other purpose.

Date of birth:

Details of fundraising activity:

Do you have an online giving page? Yes ☐ No ☐

If so, which site is your page on?

Date/time of event:

Venue:

SAFETY FIRST!

Collections

Public street collections (which includes going from business to business) must have a license. You also need to obtain permission from the owner or manager when a collection takes place on private property, such as a public house. Licenses can be obtained from the council at <http://www.calderdale.gov.uk/business/licenses/streetcollections/index.html>

Donations

The person that is collecting donations should be someone that you know and trust. If children are collecting donations make sure that they are supervised at all times. Please let us know where the collection will take place.

Licenses

You will need a license if you are planning to sell alcoholic drinks outside of a licenced venue. Please check with us or with your local council if you are in any doubts.

Lotteries and Raffles

Rules change depending on the size of your event. If you hold a raffle at your work place, club or your house there is no need to obtain a license. We have Overgate raffle tickets that we can supply to you. For larger raffles please contact your local council/authority to check. Overgate Hospice has its own lottery and forms are available from the fundraising department.

Food

To check the rules around food hygiene visit www.food.gov.uk

Events

We want to you to have as much fun as possible at your event but please ensure you have plans in place for the safety of your participants. If you are in doubt or have any questions regarding Health and Safety or insurance don't hesitate to contact the fundraising team on 01422 387121 who will be happy to help you with any queries.

D
Darts Match,
Dance/ Disco,
Dinner Party,
Dress down day,
Danceathon

Eating
competition,
Easter Egg Hunt

Garden Party,
Golf Day, Games
Night, Girls Night
in, Gin & Jammies,
Great Wall of
China, Give it up!
Give up a habit
or give up your
favourite
food

F
Fashion Show,
Fancy Dress Day,
Film Night, Festival/
Fun Day, Flashmob,
Firewalk

L
Ladies Night/Day,
Lads Day out,
Line Dancing

Marathon event - this doesn't have
to be a run! You could skateboard,
do a marathon DJ set.
Mini Olympics, Music concert.

Quiz
night

Race night,
Raffle,
Running
challenge,
Rowing
challenge

Sports Day,
Skydive, Silent
Auction, Sponsored
Silence, Sing-a-long,
Silent Disco,
Sweepstake

Walk to work
week or take on
a walking challenge,
Window Cleaning,
Wine & Cheese
Evening, Wax It,
Wing walk

X-Factor
Competition,
X-Box night,
Xmas Cards

Yogathon,
Yorkshire 3 Peaks

Zumbathon,
Zip Wire

CONTACT US

with your idea today!

Email fundraising@overgatehospice.nhs.uk
or call 01422 387121

LET'S GET STARTED!

Now you have decided on your event you have a few more decisions to make:

Date & Venue

Once you know what you're doing, find the right place and time for it. Check local calendars to make sure there are no big clashes and be honest with your venue about what your event entails to avoid any confusion from the start.

Support

We're here to support you through your event but it's a good idea to ask friends, family and colleagues for help too.

Contacts

Make sure you keep a list of contacts that have helped you through your event so you can thank them. Let us know if you need some Overgate thank you cards!

Fundraising

Find as many ways possible to raise funds at your event; raffles, auctions, games or quizzes.

Budget

Make sure you know what your budget is before you start; it makes it easier to allocate costs. Also set yourself a fundraising target. People are more likely to donate if they see you're within reach of your target.

Posters

Make a poster for your event. We can help with this, please use our logo on any posters and we will happily supply it to you. We are a registered charity, our number is 511619, please use our number on any of your communication.

GET INVOLVED

giftaid it

Make sure you take some **Gift Aid** forms and tell people about Gift Aid, for every £1 donated to us we can claim 25p from the government if the sponsor pays tax!



Match Funding

Ask your employer if they provide Matched Giving. This means that if your employer is signed up to Match Giving they match up your fundraising pound for pound up to a certain amount.

If in doubt please let us know!

We're here to help, and whilst we may not always be able to attend your event we can support you in the lead up to it, so if there's something you are stuck with, drop us a line or give us a call!



THANKS!

All the doctors & nurses I met were excellent. They were all very kind and always had time for us. They made Mum comfortable and she was no longer in distress. We could not ask for more. - Patient's family



OTHER WAYS TO



Could you volunteer some time?
You can volunteer at one of our shops, at one of our events, at a bag pack or even here at the Hospice.

Visit one of our 12 shops
They are all over Calderdale. Visit our website to find your nearest one.



Donate unwanted items to one of our shops - we have two furniture shops too!

Join one of our Friends Groups
Brighouse, Elland, Sowerby Bridge or Todmorden.



Join our lottery and be in with a chance to win the weekly £750 jackpot!



Charity of the Year!

Did you know you can choose us as your Charity of the Year? Your pub, club or group can raise money for us throughout the year. Or your company can choose us. Why not get involved as a team?

#Teamwork #BecauseYouCareWeCan



PROMOTIONAL MATERIALS

Sponsor Forms

We can provide you with some Hospice Heroes sponsor forms. We can send these on email or we can pop them in the post.

Posters

We have some posters with our logo on. You can download one from our website. If you'd prefer to have a poster designed for your event we can help with that too!

Letters of support

You may want to go out into the community and ask for support from local businesses. We can offer a letter of support on headed paper so the business and places you go

to know that we are aware of your fundraising.

We have **t-shirts, collecting tubs, buckets and balloons** to help at your events too.

We can offer Gift Aid declaration forms or donation envelopes so that we can claim Gift Aid, which is an extra 25p for every £1 donated, please just ask!

We always have other promotional materials about other events and challenges that we advertise, so if you could take any leaflets or posters about these then that would help us greatly.



I shaved my hair off as I wanted to do something a little bit different and get people's interest.

- Lisa

SHOUT ABOUT IT!



You are doing something amazing so shout it from the rooftops!

Advertise your event, write to the local press and use social media sites such as Twitter, Facebook and Instagram to advertise for free. Ask the fundraising team for help with press releases or printing posters and other marketing material.

Ask friends and family to help you out, use their contacts and places of work to hand out posters and flyers, or ask if you can give them a sponsor form!

As well as using Facebook to advertise your event, set up an event on Facebook and invite all your friends, ask them to share on their pages too. Link it to our page and we can help you advertise!



JustGiving **moneygiving**

Use **JustGiving** or **Virgin Money Giving** to set up an online sponsor page. These sites are really trustworthy and the organisations have a lot of experience in helping charities make the most of their money. Not only do you not need to go around collecting sponsor money but the companies claim our Gift Aid for us, which helps us greatly! Don't forget to set a closing date for the page.