



Fundraising Pack



Our way of supporting you to fundraise
for your local hospice.

Address: Maiden Law Hospital, Lanchester

Durham, DH7 0QS

Tel: 01207 523 900

Website: www.willow-burn.co.uk

Registered Charity Number 519659



Introduction



Dear Supporter,

Thank you for your interest in Willow Burn Hospice. By raising funds to support our work you will be supporting us to help so many local people who rely on our services.

It costs £1.5 million per year to run the Hospice but Willow Burn receives only 33% of our running costs from the government so we have to raise the remainder ourselves. This equates to a daily fundraising target of £2479.00 just to run Willow Burn. We are also fundraising for phase two of our new hospice, a world class facility that will eventually replace the existing building and our phase 3 wellbeing centre.

We could not do this without the support of our local community and it is people like you that allow us to make a difference to the lives of some many people.

This fundraising pack is designed to help you organise a safe and successful event. Once you have an idea of the kind of event you would like to hold, please take a moment to read through and familiarise yourself with the key points which should help your event run smoothly.

We love to hear from our supporters and would be delighted to help if you have any questions or would like any further information please do not hesitate to contact the Income Generation Team.

Thank you once again for choosing to support Willow Burn Hospice.

With best wishes for a successful event.

Katherine

Katherine Luke

Income Generation and Marketing Manager



Above: The future of Willow Burn

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About Willow Burn



For over 20 years Willow Burn has been improving the quality of life for people living with life-limiting illnesses, whilst supporting their families and carers. As the only adult hospice in Derwentside, we provide a vital range of specialist services that enable people with serious illnesses make the most out of life. Each year hundreds of families benefit from our range of services free of charge, these include.

- **In Patient Care including Planned Respite Service-** Willow Burn currently has a four-bedded in-patient unit which offers pain and symptom control , planned and crisis respite care and end of life care. The nursing care is based around each person's individual needs and whatever the need, care is given with patience, kindness and understanding. The hospice is staffed 24 hours per day 7 days a week, with dedicated highly motivated staff who pride themselves in retaining a homely, relaxed atmosphere that emanates from an enthusiastic caring approach.
- **Day Hospice Service-** our aim is to develop and maintain a high quality of physical, psychosocial and spiritual well being, whilst helping patients reach their full potential. The Day Hospice programme will last 12 weeks and will provide a holistic assessment, physical and emotional rehabilitation and symptom control using a range of therapeutic activities, including complementary therapies.
- **Active Steps Programme-** This 6 week programme runs once a week for 2 hours and is focused at those living with cancer who are actively trying to move forward and get on with their lives. It offers advice and support on physical and emotional well being involving professional guidance, exercise and relaxation.
- **Occupational and Physiotherapy Service-** Provides individual assessment and treatment to promote function and independence and reduce the impact of symptoms on daily life. The service is flexible to allow in-patients, day hospice patients and the community to benefit from therapy input.
- **Lymphoedema Service-** Provides management, advice and support to patients with limb, trunk, neck or facial swelling as a consequence of disease, surgery or treatment. The clinic runs on a Monday and home visits can be arranged if necessary.
- **Family Support Service-** Offers free confidential support and counselling for people who have been diagnosed or affected by diagnosis or death of someone with a life limiting illness. We can help deal with stress, difficulties and changes that may occur, along with the practical issues that may be worrying. We offer the opportunity to talk through what is important, as well as helping to access any other relevant support and information. The service is entirely flexible and can range from a one off meeting to a longer course of support.
- **Breathlessness Management Programme -** Offers advice and support to enable patients to cope with the effects of breathlessness. The programme can be delivered at the hospice or at home.
- **Complementary Therapies-** There are a variety of therapies available to patients. These help to ease tension and discomfort and focus on well being. Consent will be needed and a doctor's approval sought before the therapies are performed. These include massage, therapeutic touch, relaxation and hypnotherapy.

The staff and volunteers at Willow Burn work to improve quality of life for every patient through individually tailored care plans which address their physical, emotional, social and spiritual needs. Our holistic service of care very much encompasses support for the patient's family and carers, both emotionally and practically throughout the illness and beyond into bereavement.



Why Fundraising is important



It costs **£1.5 million** per year to run the Hospice and Willow Burn receives only 33% of our running costs from the government and Willow Burn Hospice have to raise the remainder ourselves.

Alongside this we need to raise **£2.2 million** for phase 2 of our brand new purpose built hospice.



Thanks to Kaydar for raising funds at their Summer fair.

We need to raise £850,000 every year to continue to provide free services to the local community.

One Week Respite Care	£2500
12 Day Hospice Sessions	£1000
One Carers Day costs	£650
Six Active Steps Sessions	£150
Lymphoedema Appointment	£30
Physio Appointment	£20
Home Therapy Appointment	£20
Patient Meal	£5



Fundraising Ideas



A Auction Abseiling Art Sale Aerob-athon	B Bike Rides Book Sale Bingo BBQ Battle of the Bands	C Cake Sale Curry Night Car Boot Sale Coast 2 Coast Challenge Coffee Morning
D Dinner Party Dog Walking Disco Dance Show Darts Contest	E Egg Painting Easter Egg Hunt Eyebrow Shave Easter Bonnet Competition	F Fancy Dress Family Fun Day Fashion Show Football Match Face Painting
G Garden Party Golf Day Great North Run Guess the Number of ...	H Head Shaving Halloween Party Horse Riding Event	I It's a Knockout Ice cream Sale Ice Skating
J Jumble Sale Jewellery Sale Jazz Night	K Karaoke Night Keep Fit Marathon Kayak Race	L Ladies Lunch Leg Waxing Line Dancing



Fundraising Ideas





<p>M</p> <p>Marathon Music Quiz Magic Show Murder Mystery Night</p>	<p>N</p> <p>Night Walk New Years Resolutions Non-Uniform Day Netball Game</p>	<p>O</p> <p>Open House Obstacle Course Office Collections</p>
<p>P</p> <p>Parachute Jump Picnic Penalty Shootout Pancake Competition</p>	<p>Q</p> <p>Quiz Night Quilting Quit a Bad Habit</p>	<p>R</p> <p>Race Night Raffle Rowing Competition Rugby Match</p>
<p>S</p> <p>Sponsored Silence Swim-a-thon Street Party Swear Box</p>	<p>T</p> <p>Tea Party Treasure Hunt Tombola Talent Shows</p>	<p>U</p> <p>University Challenge Unwanted Gifts Sale</p>
<p>V</p> <p>Variety Show Volleyball Competition Valentines Event</p>	<p>W</p> <p>Wine Party Wheel Barrow Race Wacky Hair Day</p>	<p>X</p> <p>Xmas Party</p>
<p>Y</p> <p>Yoga Event Yoyo Competition</p>	<p>Z</p> <p>Zumba Marathon Zip Wire Zodiac Party</p>	



Sponsorship Tips



No matter what you're doing big or small, here's some important tips for raising sponsorship money.....

- Start by making a list of all your social circles– family, friends, work colleagues,, community groups.
- Put your most generous sponsor at the top of the page, others will look at this as a guide.
- Approach your contacts face to face and carry your sponsorship form with you at all times.
- People will give more generously if you tell them about the cause you are fundraising for.
-  Why not try online fundraising it couldn't be easier to set up a free online fundraising page at www.justgiving.com/willowburnhospice. You can also link it to your Facebook page so friends can sponsor you online. Just Giving is a method of fundraising online. It enables people to donate quickly and securely online with a debit or credit card, and it also means you don't have to chase them for sponsorship money! - Don't forget about Heroix either...
-  Anyone with a Just Giving page also has their own code that can be sent to with a text message as to what they are doing and who they are raising money for, especially those they know will sponsor them, but who they may not be seeing in the near future. It's a quick and easy way for anyone to donate money.
- Make use of all internal promotion at work such as email, company magazines or newsletters
- Ask your friends and family to take your sponsorship form to their social circles.
- *giftaid it* Gift Aid allows you to increase the value of your sponsorship by 25% for every £1 You donate at no cost to yourself. All you have to do is declare that you are UK taxpayer and the Inland Revenue does the rest. The sponsorship forms that we provide enables you to make a gift aid declaration, by simply filling the sponsorship form fields in and ticking the box . Just make sure your sponsors include their **postcode**, this is essential information in order for Inland Revenue to donate the Gift Aid funds
- Ask your employer about match funding. Your company may offer a scheme to support employee's fundraising activities. Ask your HR department for details.
- Please only contact people you know and trust when asking for sponsorship money.
- If you are under 16 you will need parental/guardian permission to take part.



Promoting your Event



You've had a great idea, and you have chosen to fundraise for Willow Burn Hospice, What to do next? Publicity is vital for a successful event, if people don't know that your event is happening then they won't turn up.

Essential information that people will need to know:

**WHAT IS THE
EVENT ?
DATE & TIME**

**WHEN AND
WHERE IS THE
EVENT ?**

**HOW CAN PEOPLE
GET INVOLVED?
TICKET PRICES &
AVAILABILITY**

**WHO IS
ORGANISING
THE EVENT?**

Ways to publicise your event:

- Social Media
- Posters
- Word of mouth
- 'What's On' websites
- Leaflets
- Local Press
- Willow Burn Website
- Willow Burn Newsletter



Facebook



Twitter



JustGiving



Text Giving



Things to Consider



We really appreciate that organising an event requires a great deal of thought and preparation, and we want everyone attending your event to be safe and to enjoy it, so please follow the guidelines below.

If you need any support or advice please don't hesitate to contact Fundraising on 01207 523 900 or email fundraising@willowburnhospice.org.uk

- **Risk Assessment:** It is important that a risk assessment is carried out for all events, we can provide you with one. It doesn't take long to do but it will ensure that important health and safety issues are picked up, e.g. fire exits, cash handling, trip hazards, insurance requirements etc.
- **Licences:** For some events it may be necessary to organise a licence or a Temporary Event Notice. This could be the case if you intend to sell alcohol or are holding certain types of raffles. If your event involves singing or dancing you may need a Public Entertainment Licence, please check with the venue as they may already hold one.
- **Insurance:** Please ensure you have adequate insurance in place before you hold your event, it may be that your household insurance would cover you if the event was at home. If the event is at a public venue then the venue may have insurance already in place. If in doubt, speak to your insurance company or the owner of the venue you are using.
- **County Durham Safety Advisory Group:** This is made up of members of the County Council and also the Emergency Services and provides advice on the safe running of your event. Please contact them for further advice on email: safeevents@durham.gov.uk or telephone: 0191 3833589
- Any publicity material must state that the event is being held 'In aid of Willow Burn Hospice' and have the Registered Charity Number on 519659
- Please ensure you have parental permission if any of your helpers are under the age of 16. Also you will need consent to use any photographs that may be taken at your events
- If you are unsure of your obligations then please visit the Health & Safety Executive website for more information: www.hse.gov.uk



Photograph Permission



Request for permission to use photographs

Name Telephone

Address.....

..... Postcode

I have been advised of the different purposes for which my photograph(s) may be used. I am happy for my photograph to be used for the next 2 years and in the event of my death (if applicable):

Promotional / publicity	Yes	No	Notes re usage (staff use only)
To assist Willow Burn's promotional materials			
Within Willow Burn's regular newsletter			
In regional press and media coverage			
Willow Burn's website and other forms of electronic me-			

Additional Comments:

Signed Name.....

Date



How Can We Help You



Willow Burn Hospice Income Generation Team would be delighted to help make your event a success.

- ◆ Posters & Flyers, if you would like to use posters to get publicity we can provide templates and examples that you can use to get ideas from. Please make sure that on any publicity you have it states our Registered Charity Number 519659 and contains our logo, which can be provided.
- ◆ Publicity through our Website/ Facebook/ Twitter
- ◆ We can supply 'Proud to Support Willow Burn' signs in various sizes A5, A4 and A3
- ◆ Collection buckets or boxes
- ◆ Personalised sponsor forms
- ◆ Donation envelopes
- ◆ Willow Burn Information Leaflets
- ◆ Risk Assessment forms
- ◆ Advertising in our Consett Shop, Stanley Shop and the Hospice
- ◆ Moral support & advice where needed.

This list is certainly not extensive and if you do think of something that is not included then all you have to do is ask, and we will do our best to provide what you need.



Tips for a Successful Event



Choose an Event

Either a sponsored event or charged entry fee or ticket sales.

Any ideas that will raise money and awareness is great

Find a Suitable Location

Check the size & capacity,

Parking, facilities i.e.

Toilets/catering

Check Details of Event

Do you need permission for location or a licence

Do you need a risk assessment?

Work out a Schedule

Have a check list of what you need and give yourself reasonable deadlines and tick them off when complete

Check your Costs

Do you have to pay for venue/food etc. Work out a good budget. Will you sell tickets or pay on entry?

Printing & Promotion

Do you need posters and tickets for the event?

Hand them out to your friends and family/ local area.

Many Hands Make

Light Work

Ask your friends/family to help. Not only will it be more fun, but it will also spread the word about your event.

THANK YOU

We rely on generous individuals like you in the community. You should be proud of what you have achieved. We simply couldn't do it without you.



Gift Aid Declaration



Gift Aid means that for every £1.00 we raise from the sale of your goods, we can claim a further 25p from HM Revenue and Customs

Gift Aid is reclaimed by Willow Burn Hospice from the tax you pay for the current tax year. Your address is needed to identify you as a UK taxpayer.

I confirm I am a UK taxpayer and understand that if I pay less Income Tax and/or Capital Gains Tax in the current tax year than the amount of Gift Aid claimed on all my donations it is my responsibility to pay any difference. I want to Gift Aid my donation and any donations I have made within the last 4 years and all donations I make in the future until further notice

We can write to you if the proceeds from the sale of your goods exceed £100 and each time there are subsequent sales, to ask if you are happy to donate the additional amounts. Please tick this box if you would prefer **NOT** to receive this letter from us.

We can write to you at the end of the tax year informing you of the total amount raised from sales of your goods. You may need this information if you are a higher or additional rate tax payer and eligible to claim tax relief on donations. Please tick this box if you would prefer **NOT** to receive this letter from us.

Signature..... Date.....

Title Initial Surname

Home Address

Postcode Email:

Phone Number:

Willow Burn Hospice will never pass your information to third parties. However, to keep you up to date with our work, we may from time to time contact you about things that may be of interest and to send you our newsletter. If you prefer not to receive any mailings from Willow Burn, including our newsletter, please tick here.





COMMUNITY EVENT AGREEMENT

Name of event

.....

Description of event

.....

.....

.....

Is this an annual event Yes/No Date of event.....

Name of organiser:..... Contact No:.....

Address:.....

.....

.....

Email address:

EVENT DETAILS:

Venue: Start & Finish Time:.....

Children allowed: Yes/No Entry Fee: £.....

PUBLICITY: Will you need support to promote your event: (tick as appropriate)

Poster Template Ticket Template Website/ Staff Email/ Newsletter/ Social Media Promotion

FUNDRAISING:

Fundraising goal £.....

We agree to forward the funds at the event or within days

If not handed over at event, how will the funds be transferred

SIGNATURES:

Name:..... Signature:..... Date :.....
Event Organiser

Name:..... Signature:..... Date:.....
Willow Burn Hospice Staff

We would like to stay in touch with you after your event has taken place to keep you informed of Hospice events. How would you like to be contacted? **Email / Telephone / Post / I do not wish to be contacted**

How to Donate



If you would like to make a monthly donation. Please contact Fundraising for a Direct Debit form at fundraising@willowburnhospice.org.uk



You can always drop into the hospice and donate with cash, we would love to see you.



You can send a cheque, payable to Willow Burn Hospice.



You can also donate through our website www.willow-burn.co.uk



Set up a Just Giving page at: www.justgiving.com/willowburnhospice



You can donate through text. Simply text WILL33 and the amount £2/£5/£10/£20 or more TO 70070 to donate. Example [WILL33](text:WILL33) £5



You can also use Heroix to create your own fundraising page for our specific events at <http://www.everydayhero.co.uk/charity/view?charity=428>



Contact Details



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