

# HOSPICES OF HOPE FUNDRAISING PACK



**hospicesofhope**

*making everyday count  
for the terminally ill in Romania  
and surrounding countries*

We're here to help make your event or activity a success. In this pack you should find lots of useful information, ideas and tips.

We can also provide you with many resources including t-shirts, sponsorship forms, poster templates, leaflets, collection boxes, buckets and stickers.

**[www.hospicesofhope.co.uk](http://www.hospicesofhope.co.uk)**

# Thank you for agreeing to raise funds for Hospices of Hope.

Hospices of Hope is the leading palliative care charity in South East Europe and has pioneered services for children and adults with terminal and life-limiting illnesses since 1992.

We believe that everyone deserves the best possible care at the end of life. But in developing countries like Romania, Serbia or Moldova many patients still die in pain, without being offered any physical, spiritual or emotional comfort. Struggling healthcare systems offer little or nothing in the way of hospice care. Every year more than 70% of adults and children diagnosed with cancer in Romania, will experience unrelieved pain.

We have cared for over 30,000 patients and trained over 20,000 medical professionals. The first in-patient hospice opened in the city of Brasov, Romania, in 2002 and a new hospice in Bucharest for patients with advanced cancer was completed in September 2014.

We are now focussing on establishing a new Centre for children and families affected by rare and life-limiting illnesses in Copaceni, just south of Bucharest. This will close the circle of care and provide a complete range of services for our patients in Romania. We are also assisting with a campaign to establish the first in-patient hospice in Serbia.

This Fundraising Pack is designed to help you get the most out of fundraising, with everything you need to get started.

Please be assured that all the proceeds raised through your sponsorship will be put to good use and will make an invaluable impact on the care and support that our patients and their families receive from us.

If you have any further questions please do not hesitate to contact the Hospices of Hope Fundraising Team.

Thank you again for choosing to support us.



Anna Perolls  
Fundraising & Communications Manager



# Meet Cristina...



Cristina is 6 years old and is smart, happy and full of life. She likes stories, drawing, singing and walking. She has a lot of dreams: to swim and play with the fish in the sea. She said that one day she wants to get wings to fly!

Cristina is still is not aware of her relentless illness, Cerebral Palsy, yet she is totally dependent on others. Even though she has a great heart, she is a “prisoner” in a very little and helpless body. At 3 years and 11 months, she still could not roll and get up from a lying position, but her parents hope that one day she will be independent and see her dreams come true.

A letter from her parents said,

“Before the Hospice’s help we had nothing but a frightening diagnosis and medical records from which we were trying to determine what our life will be like. Cristina, our 6 year old daughter, is suffering from an illness that makes her physically dependent on us. She has a tendency to withdraw and isolate herself. The Hospice is the only place where she likes to play, talk and smile. It is a world that brings her joy, chases away her fears and shows her that stories can have a happy ending.”



**With help from fundraisers like YOU, we can carry on caring for patients like Cristina and her family.**

# Top 10 fundraising tips

## 1. Begin as soon as possible

Carry your sponsorship form (included in this pack) with you at all times and set up your online fundraising page (see points 3 & 4).

## 2. Ask everyone & anyone to sponsor you

Make a list of all your family, friends, work colleagues, sporting or social acquaintances and ask them to make a donation.

## 3. Online sponsorship

You can design your very own online fundraising page in minutes at [www.virginmoneygiving.com](http://www.virginmoneygiving.com). Your sponsors will be able to donate safely and tax-effectively from anywhere in the world. Your personal page will record all online sponsors, and you will be notified every time someone sponsors you. (Please see page 8 for instructions on how to set up your virginmoneygiving page).

## 4. Email signature

Mention your fundraising at the bottom of all your emails. Add something like 'I'm taking part in the London Marathon for Hospices of Hope! Would you like to sponsor me?'. Don't forget to add the link to your online fundraising page.

## 5. Matched funding

This is when your company matches the funds you raise. Or, they might round your total up to the nearest hundred or even thousand!

## 6. Plan an event

Events can be great fun and are a really effective way to raise money. Remember to make sure it's something that people will enjoy by doing some research first. (Please see page 6 for tips on planning your event).

## 7. Raise awareness!

Contacting your local newspaper or company newsletter helps raise awareness of your challenge and the vital work of Hospices of Hope.

## 8. Be proud

Hospices of Hope provides specialist care for children and adults in Romania and surrounding countries during the final stages of their terminal or life-limiting illness. We rely heavily on fundraising and donations as all our services are free for our patients and their families. Your donations will help us to continue our invaluable work.

## 9. Lights... camera... action!

On the day, don't forget to take lots of photos so we can show all our supporters the great work you have achieved. After the event - make sure your funds raised are collected accurately and you have kept a note so you can inform everyone about what they have contributed to!

## 10. And finally, we are here to help

We are always here to answer your questions and provide you with more fundraising ideas and tips. If you need any help, please call or email.

# A-Z ideas for fundraising

- A** Auction of items or promises; Art exhibition
- B** BBQ; Bike ride; Bag pack; Bootcamp
- C** Coffee morning; Cheese & Wine tasting; Cake sale
- D** Dress down day at work/school; Disco; Dinner Dance
- E** Easter egg hunt; Eighties night
- F** Fancy dress; Face painting; Fashion show
- G** Games evening; Golf match; Garden party
- H** Head shaving
- I** Indian curry night
- J** Jam making
- K** Karaoke night
- L** Ladies lunch/night
- M** Murder mystery; Masked Ball; Music concert
- N** Non-uniform day; Nineties/Noughties Night
- O** Outdoor pursuits; Off-road driving
- P** Pub quiz; Pampering party
- Q** Quiz night
- R** Raffle; Recipe book; Race night
- S** Salsa night; Sports tournament; Spartan Race
- T** Triathlon; Talent Show; Tombola; Tea Party
- U** Ultimate challenge (Sky dive, Bungee jump)
- V** Variety show
- W** Wine Tasting; Walking
- X** XFactor evening
- Y** Yoga
- Z** Zumba; Zorbing



# Organising a fundraising event

**This is a great way to raise money for Hospices of Hope.**

**There are lots of things to consider when planning your event but the most important thing is to be organised from the start. Here is a guide to help you plan your event:**

## **What, when and where?**

Have a look at our A-Z of event ideas or think of something you enjoy doing and organise your event around that.

Ask friends, family and colleagues to help you and try to get as many things for free as possible.

Find an appropriate venue for your event and book it in advance. Make sure it has everything you need.

Contact the Hospices of Hope Fundraising Team if you need any help or advice - we are here to help you! We can provide donor and gift aid forms, for example, or advice from someone who has done something similar before.

## **Create a plan**

Make a detailed list of all the different tasks that need to be completed in order to prepare for your event. Ask people to help you with the different tasks and give them deadlines to work to.

Think about other ideas that could help to make your event a success, such as a raffle or refreshments.

## **Promote your event**

Create posters, leaflets, invitations, emails, update your social network page and contact your local newspaper to advertise your event.

## **On the day**

Delegate everything from start to finish.

Get some good photos of the event and send them to the Fundraising Team.

## **After the event**

Keep current and accurate accounts and be sure to thank everyone involved, then you can celebrate!

Collect all the money you've raised and send it using one of the methods on the donation form on page 12. Please include the donation form with the cheque or payment details along with any sponsorship forms used. If you receive cash or cheques made payable to yourself, please bank them and then send the money to us. Remember never to send cash in the post!

# Things to consider

**We are so grateful to YOU for helping us raise vital funds for Hospices of Hope.**

**It is important when organising any event or fundraiser to consider health and safety as well as any legal restrictions (in addition to have fun!). Please read the information below which provides brief details on what you should look out for; however it is not extensive so please contact any relevant authorities. Hospices of Hope cannot accept liability for any loss, damage or injury suffered by you or anyone else as a result of taking part in a fundraising event.**

## **Refreshments**

If you are going to offer food at your event contact your local council for food hygiene regulations, or see [www.food.gov.uk](http://www.food.gov.uk)

## **Legal requirements**

If you are holding a street collection, giving out flyers or organising an event, then you may need a special licence. Please contact the Fundraising Team for advice.

## **Event Insurance**

Check that the venue and equipment you will be using are covered by insurance. If not, you may be required to provide public liability cover as you will be responsible as the organiser of the event for any claims made by third parties.

## **Health and safety**

Please think about health and safety if you are holding an event. Do you have a first aider? Have you identified any potential risks or fire hazards? Do you have a secure place to keep any money collected and can you transport it safely from the event?

## **Data Protection**

Please make sure you don't keep people's information any longer than you have to and do not share their details with any third parties without their permission.

Please ensure any publicity material you produce states "in aid of Hospices of Hope" as the charity cannot be held liable for any event that is not organised directly by its staff.

# Online fundraising page

Creating a fundraising page is easy!  
Simply visit [uk.virginmoneygiving.com](http://uk.virginmoneygiving.com) and get started!

## Follow these simple steps to set up your page:

- Find the “**Start fundraising**” area of the homepage.
- Click the link underneath – “**Create your page**”.
- Choose the type of event that is most relevant to you – if this is a solo event, you may choose the “**Personal Challenge**” option, if you are taking part in an event such as a marathon, choose “**Organised Event**”.
- Fill in the information relevant to you and your event. You will be asked which charity you are raising money for, and will find “Hospices of Hope” in the search box.
- You will be asked how much money you plan to raise. If you are unsure you can leave this blank. However, it may be more appealing for donors to see you have a target. You can always edit this amount, so aim higher rather than lower!
- When you have filled in all the necessary information, and registered on the site as a fundraiser, you will have the opportunity to “**Create your page**”. This is your opportunity to personalise your event and add a title, photos, and information about yourself and your event.
- Don’t forget to save your page within 30 minutes! You can always return to this page if you wish to edit any information. Your session will automatically log you out of the account if you are inactive for 30 minutes.
- Please contact **Amy Day** on **01959 525110** or email [amy@hospicesofhope.co.uk](mailto:amy@hospicesofhope.co.uk) to introduce yourself and ask any questions. We are very happy to help you set up your page, and would love to help you promote your event through our social media pages.
- Please note that the money raised through your online page for your sponsored event will come directly to Hospices of Hope. However, any money that you have raised offline will need to be sent to us. The safest way would be by bank transfer (details are on page 12) or by sending a cheque to our office in Otford.

## Some of the ways that our supporters have helped us already:

**Ben Clark**, aged 9 organised a charity football tournament and raised a fantastic £370.

**Leith Rugby Club**, participated in an ‘Apprentice’ style fundraising event and raised over £1,200.

**Bishops Down Primary School**, raised an incredible £1,425.37 through a Variety Show.

**Brenda & Michael Purse**, husband and wife team completed the Ride London 100 and raised a staggering £3,048.50.

**Ian Humphreys**, raised a phenomenal £4,355.37 by completing his first and last London Marathon!

## What will you do?



# How will your fundraising help?



“I have been in the care of the hospice for 8 years now. For me, this is home. Here I’ve learnt how to fight against pain and I have discovered that I am stronger than the illness. Sometimes I feel tired, I feel like the illness will break me down. But then, I come back to the hospice and I receive support and hope. The hospice has helped me to carry on.”

**Gizella Incze, Patient.**

“4 years ago I was diagnosed with colon cancer. The news devastated me. The hospice helped me regain and balance my faith. The therapy with the psychologist and the day centre activities are very important to me. Here I have seen people with the same illness as me who are doing well, and that gives me strength.”

**Aurica Nica, Patient.**



“One of our sons is not with us anymore. In the final stage of the illness, it was impossible for him to even cough. His breathing difficulties and physical pain, combined with our lack of sleep, were a considerable burden on our shoulders. The hospice team helped us, taking away for a while our worries, allowing us to entrust them with our son in the toughest moments. Nobody realises how hard it is for a family to fight with such an illness.”

**Emil Haghel, father of 5 children (all patients)**



**£5 will pay for dressings for 1 child with EB for 1 month**

**£20 will pay for 1 child’s medication for 2 weeks**

**£25 can pay for 1 child’s respite care for 1 day**

**£30 will pay for 1 child’s physio for 2 weeks**

**£50 will pay for specialist bath lotions for 1 child suffering from EB**

**£100 will pay for 1 patient’s home care for 1 month**

**£200 will pay for a support group for women with breast cancer**

**£500 will pay the cost of 10 children’s in-patient care for a day**

**£1,000 will enable our child patients and their families to celebrate Christmas**

# Sponsorship Form

Title, Forename, Surname	Sponsor's Home Address	Postcode	Amount	Gift Aid *	More info please**
J Smith	11 High Street, Otford, Kent	TN14 5PQ	£100.00	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

\*I confirm I have paid or will pay an amount of Income Tax and/or Capital Gains Tax for each tax year (6 April to 5 April) that is at least equal to the amount of tax that all the charities or Community Amateur Sports Clubs (CASCs) that I donate to will reclaim on my gifts for the tax year. I understand that other taxes such as VAT and Council Tax do not qualify. I understand the charity will reclaim 25p of tax on every £1 that I give after 6 April 2011.

\*\* Please tick if you would like more information about the work of [hospicesofhope](http://hospicesofhope.org).

# Past Events



Anca & Quintin raised over £2,500 by organising a musical concert.



Michael & Brenda raised over £3,000 by completing Ride London 100.



Inno raised over £1,000 by climbing Mount Kilimanjaro.



Kaye raised over £700 by organising a cake sale and afternoon tea.



Alex raised over £1,000 by taking part in the Yorkshire 3 Peaks challenge.



The Great Gatsby Party raised over £2,500.



Murder Mystery evening raised over £700.



Team Bagpuss at the Spartan Race raised over £7,000.

# Paying in form

Please fill in the following details so we can thank you for all your hard work and support:

Title, Forename, Surname	Date of Birth
Address (including postcode)	
Telephone (including STD Code)	Mobile
Email Address	
Total Collected	

If you are under 16 we need your parent/carer's permission to hold your information. Please ask them if this is okay and get them to sign this form so we can let you know about other events you may like to help with.

Parent/carer's signature:
Print name:

We would like to keep you informed about the vital work we do. If you do not want to receive information, please let us know by ticking this box.

We will not disclose or share any personal information supplied by you with any third party organisation without your consent.

## Checklist

Please send the following to your local fundraising office as soon as possible:

Cheque(s) for the money raised, with your name on the back. If you receive cash or cheques made payable to yourself, please bank them and write a cheque to Hospices of Hope.

All sponsorship forms

Paying in form (this sheet)

## ENGLAND

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## SCOTLAND

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