



St Margaret's
Hospice Care

Your Fundraising Guide



**You're
amazing!**



Thank you so much for choosing to fundraise for St Margaret's Hospice Care

This guide gives you everything you need to help you make the most out of your fundraising. We also have more information available via our website, go to: www.st-margarets-hospice.org.uk

The great thing about fundraising for St Margaret's Hospice Care is no matter how big or small your donation may be, it will make such a difference. So once again, thank you so much for signing up to fundraise for us - we cannot wait to hear all about it!



Your fundraising could pay for **one of our Specialist Community Nurses** to visit a patient in their own home or you could contribute towards **a patient's stay in our In-patient unit**, it all helps us ensure no one faces a life limiting illness alone.



Getting started

The thought of fundraising can be a daunting one but it can also be a fun and rewarding challenge. It can be as simple or elaborate as you like whether you raise £10 or £1000, every penny counts. Here's some ways to get you started:

Decide what to do... Whether you're fundraising towards one of our events or just trying to raise as much as possible for St Margaret's Hospice Care, there are lots of ways to go about it. Start by deciding on the fundraising activities or events you'd like to do, keep it local and something you enjoy.

Fundraising materials... Contact the fundraising team who will happily supply you with sponsorship forms, banners, collection tins, posters, leaflets and much more. Call us on **01823 333822** or **01935 709480** and select the Fundraising department.

Set yourself a fundraising target... Having a target will keep you motivated to reach your goal. Let everyone know how much you want to raise and how their donated money will help people across Somerset facing a life-limiting illness.

Set up an online giving page... It only takes a minute to set up and is quick and easy to share with all your family and friends. The money donated comes directly to us so you don't have to worry about collecting it.

Collect sponsorship... Take your sponsorship forms everywhere with you to gather donations - you never know when you might bump into someone who'll sponsor you! Don't be afraid to remind people they've sponsored you.

Spread the word... Tell everyone you're fundraising for St Margaret's Hospice Care including friends, family and colleagues. Update your Facebook status, Tweet and Instagram about it, put up posters and leave sponsorship forms in your staff room or local pub.

Boost your Fundraising:

Gift Aid

Encourage people to apply for Gift Aid on their online donations and tick the box on sponsorship forms to boost your donations. For every £1 donated, we can claim 25p at no extra cost to you!

Match funding

Find out whether your company has a matched giving scheme to match the total you raise. Match giving, or match funding, is a simple way to maximise your fundraising efforts. It is an informal, albeit corporate, arrangement between a company and an employee. Usually, a company pledges to match a sum of money relating to the amount the employee has either raised or donated to a charity. It is likely that there will be an upper limit and certain criteria applied, such as the recipient organisation being a registered charity.

Dress down day

Who doesn't love a dress down day? Ask your work colleagues to donate £1 or more and you'll be surprised with how much you can raise!

Raffles/items in a jar

Add to your fundraising by including a raffle or guess the items in the jar competition at your events or place of work.

Bakes sales

Mmmm, cake! You can't go wrong with a bake sale or up the game and make it a baking competition.



£10

could pay for.. transporting a patient to and from our Sunflower Day Care Centres, where we help them with important symptom control and practical advice



£100

could pay for.. a Specialist Community Nurse visit for one of our local patients being cared for at home



£500

could pay for.. 24 hours of In-patient care for a patient

Tips for hosting your own charity event:

- **Pick an idea** - with so much to choose from keep it local and something you enjoy
- **Select a venue** - look at appropriate venues and see if you can get free hire
- **Set a fundraising goal** - work out a realistic target from ticket sales, raffles, competitions etc
- **Choose a target audience** - working out the audience you want to attract will help you plan a better fundraiser and market it appropriately
- **Create a budget** - you'll need to raise funds above and beyond the amount you're going to spend. A budget will help keep your costs in perspective
- **Get support** - utilise your support network to give you a hand organising and promoting
- **Promote** - social media, press releases, local radio, posters, invites, email...
- **Don't forget your Health & Safety obligations** - see below and also www.hse.gov.uk/event-safety
- **Pay your money in and thank** - see page 7 of how to get your money to us and always thank your volunteers and supporters

Keep it safe and legal

There are laws governing all charity fundraising, so here are some that may be relevant to the activity you're organising. If you have any questions or want to check anything out, contact our fundraising team who will be happy to help.

Raffles

There are different legal requirements depending on the kind of raffle or competition you are running. The most straightforward is the standard raffle that I'm sure you've all taken part in before. The technical term for this is an 'incidental non-commercial lottery'. It does not require a licence but to run one of these, you must:

1. Organise the raffle as part of an event, such as a quiz night - tickets must only be sold at the event and drawn on the same day.
2. Spend less than £100 of the proceeds on organising the raffle, and less than £500 on prizes (so it is best to ask for donated prizes).
3. Sell tickets for the same price to everyone.

As raffles come under the terms of the Gambling Act, you have to obtain a licence from your local council to run raffles that fall outside the above guidelines. Visit our website to see our raffle guidelines.

Collections

If you plan to hold a collection on private property, such as a pub or shopping centre, you'll need to gain permission from the owner or manager. If you collect on the street you must get a permit from the local authority for the area you wish to collect in. Collectors must be 18 or over and wearing an ID badge and anyone under the age of 18 must be accompanied by an adult. Visit our website to see our collection guidelines.

Health and safety

Advice varies depending on the event you're planning and where it will be held. For more information about keeping your event safe and legal, get in touch with us for advice. St Margaret's Hospice Care does not accept responsibility for any loss, damage or injury as a result of your fundraising event or activity. It's essential you make sure your event is safe for all concerned and involved.

Other

If you're having entertainment or selling food and alcohol at your event, these may need a licence - check this out with us before your event by getting in touch via fundraising@st-margarets-hospice.org.uk / **01823 333822** or **01935 709480**, let us know about the event you're planning so we can make sure you're properly equipped and supported. If you would like to use our logo on any materials, please contact the fundraising team for advice so we can send the correct version to you.

Did you know?



Last year we supported **3,997** patients across Somerset



306 patients were admitted to an In-patient bed in 2019/20



Our community team looked after **2,344** patients during the year

How to pay in your donations

You will most likely find that throughout your fundraising you will receive a variety of donations via **cash**, **cheques** and **online**. Here's how it works:

Online giving pages:

You don't need to do a thing! Your donations are sent to us directly including Gift Aid.

Cheques:

Cheques are payable to St Margaret's Hospice. We are very happy to accept cheques in the post to the addresses below. Please include your name, address and what the money was raised for (Colour Run, Great Somerset Walk etc.). Please do not post cash but you can bank it yourself and post us a cheque.

Bank Transfer:

You can bank money yourself and make a bank transfer to:

Bank: **Barclays Taunton** | Account Number: **40773719** | Sort Code: **20-87-24**
Reference: **YOUR NAME***

*Please include your name as the reference so that we can make sure your money goes under the correct record.

In Person:

You are very welcome to bring your money to either our Taunton or Yeovil Hospice Hubs between 10am and 4pm. Please do not take it to our shops as they cannot process this.

Over the phone:

We can take payments over the phone by calling **01823 333822** or **01935 709480** and selecting the Fundraising department. Have your bank card at the ready!

Yeovil Hospice Hub: Fundraising Department, St Margaret's Hospice Care, Little Tarrat Lane, Yeovil, Somerset, BA20 2HU

Taunton Hospice Hub: Fundraising Department, St Margaret's Hospice Care, Heron Drive, Bishops Hull, Taunton, Somerset, TA1 5HA

What do you do with your sponsorship forms?

We need your sponsorship forms so that we can claim Gift Aid. You can post them or bring them in to either of the addresses above - just make sure they've got your contact details on them and we'll do the rest.

You're amazing! Thank you from every one of our patients, carers and families, we couldn't provide the care and support we do across Somerset without you!

St Margaret's Hospice Care Taunton Hospice,

Heron Drive, Bishops Hull, Taunton, TA1 5HA

☎ 01823 333822

St Margaret's Hospice Care Yeovil Hospice,

Little Tarrat Lane, Yeovil, BA20 2HU

☎ 01935 709480

www.st-margarets-hospice.org.uk

✉ fundraising@st-margarets-hospice.org.uk

St Margaret's Hospice Care is committed to taking your privacy seriously and protecting your personal information. If you want to know more about how we use your data go on the 'privacy statement' on our website or ask for a 'Use of your personal information' leaflet.

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