

Welcome to your

Guide to Fundraising

Tips and advice to help
you reach success



• Mount Edgcumbe Hospice • St Julia's Hospice •

Caring for our community



Event here today

In Support of





Your support makes a
huge difference to all
those whose lives we touch

Thank you for choosing to fundraise for Cornwall Hospice Care.

We hope this guide will give you the advice and support you need to achieve fundraising success and the inspiration to try something new.

You can also visit www.cornwallhospicecare.co.uk/fundraising for more information or get in touch with our team via email on fundraising@cornwallhospice.co.uk or call 01726 66868 (option 3).

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Fundraising ideas

Our supporters have never been short of amazing ideas, from the usual to the extraordinary and all in the name of funding our care.

Here are our favourites to get you thinking, whether you're fundraising at home, at work or even at school!

At home and in your local community:

- Host a neighbourhood bake sale, you'd be surprised at how much you can raise with cake.
- Sell something you've made, either at home, online or even at a local fête.
- Ask friends and family to donate instead of gifts for your birthday or an anniversary.
- Host a garden party, selling items from the BBQ for a couple of £'s.

At work:

- Organise workplace sweepstakes for tournaments like Wimbledon or for international football.
- Have a dress down day, with a top prize for the wildest dressed colleague, Christmas jumper days are always popular!

- See if your company offers matched giving, where they'll match the amount you raise £ for £. If they don't, there's no better time to start.
- Set up a tuck shop, it's cheaper than individual items in the supermarket.

At School:

- Organise a talent show. Get a group of friends together to help you plan, then everyone does a little and you make a lot!
- Hold a non-uniform day, asking everyone for £1 to take part and if the whole school is involved you'll make a great day of it.
- Have a Christmas craft sale, with games and raffles.
- Sign up to be one of our Christmas events



Top 5 fundraisers by season

Spring

- Car boot sale
- Cream tea afternoon
- Open your garden
- Quiz night
- Easter egg hunt

Summer

- Summer ball
- Car wash
- Auction of promises
- Fun run
- Teddy bears picnic

Autumn

- Cheese and wine night
- Pumpkin carving
- Cake sale
- Fancy dress party
- Sponsored silence

Winter

- New Year's Day dip
- Murder mystery night
- Christmas jumper day
- Live music night
- Supermarket bag packing

Sign up for one of our running, cycling or trekking events by visiting:

www.cornwallhospicecare.co.uk/events

Planning an event

Event planning made simple

Everyone wants their next big idea to be a success. Give yourself plenty of time and with our advice you'll enjoy it more and be sure to welcome big crowds.

Where should my event take place?

First, start with how much space you'll need and plan from there. Indoors or out, big or small, all are key factors in deciding your favoured location. What facilities will you need? Toilets are often overlooked! If home isn't suitable, what about in your workplace, or somewhere in your community?

Consider other local and national events as conflicting with existing events could limit the numbers of people who may come.

Don't forget to tell your venue why you're doing your event, you might get a discount if you mention it's for Cornwall Hospice Care.

Stick to your budget and set a realistic target

Having a realistic target will help you keep motivated and focused, so you can raise more.

Think about how much you want to raise once you've taken out your costs and don't be afraid to share your goal. Everyone will want you to succeed so seeing your progress is important.

Remember to watch every penny, it's easy sometimes to get swept up and spend your profit... businesses can help too e.g., by donating prizes for a raffle.

Spreading the word




Spreading the word

Now you know what you want to do, you need people to come!

Facebook, Twitter and Instagram are the best tools to get your message out quickly and are perfect for inviting friends and family to come along. Not online? Don't panic, postal invites or a personal phone call are always well received. There's always room for a good old fashioned poster too.

Regardless of how you invite people, the more notice you give the more likely they'll be able to come.

Don't forget to share what you are doing and tag us too:

 CornwallHospiceCare
 @Cornwallhospice
 @cornwallhospicecare

How to Order Fundraising Materials

Cornwall Hospice Care branded fundraising materials will help you raise awareness of your event. We can provide you with multiple items that include:

Empty belly posters, blank invites, quiz answer sheets, totaliser posters, banners, biodegradable balloons, buckets, tins and sponsor forms.

Head online to download your materials now at
www.cornwallhospicecare.co.uk/fundraisingmaterials



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How to fundraise online

Whatever fundraising you're doing, an online personalised sponsorship page is a great way for people to support you.

JustGiving™

JustGiving is Cornwall Hospice Care's preferred online sponsorship site, it's quick and easy to use and they send all the donations you receive to us automatically, so you don't need to worry. JustGiving also claim and pay us any Gift Aid your supporters commit to, it's a win win!

To create your JustGiving Page

1. Visit www.justgiving.com/cornwallhospice
2. Click on the button 'Fundraise for us' and follow the setup instructions
3. Share your page with friends and family

Top tips:

- Tell your story. People are interested in you and why you're doing what you're doing.
- Don't be shy. Set your target high, people will donate to help you reach it.
- Personalise it. Photos and videos are a great way to share your progress. Don't forget to link your Strava account too, which will automatically share your training.
- Use our free email signature image on our website to link your JustGiving page to your work and personal emails.

Gift Aid and Matched Giving

Gift Aid

It might just be a little tick in a box, but Gift Aid can make a huge difference when it comes to how much money we can raise to fund our care and at no extra cost to you.

Any UK taxpayer can include Gift Aid when they donate, allowing Cornwall Hospice Care to claim an extra 25p for every £1 donated.

Be sure to follow the instructions on your sponsor form and you won't go wrong.

Matched Giving

Did you know that many companies run a matched giving scheme, where they can match all or part of what you raise? Ask your employer if they do, and if they don't, now is a great time to start... it's tax-efficient to them!

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Fundraising Guidelines

Staying safe and legal

We want you to achieve the best that you can. So, before you start, read our guidelines below:

For your safety

Public liability Insurance:

Cornwall Hospice Care is unable to accept liability or responsibility for anything that might happen to people or property as a result of your fundraising activity. If you're planning an event with the general public, you'll need public liability insurance.

Food Safety: If food is sold at an event, adequate facilities should be used for the preparation and sale of the food. Anyone handling food for sale will need appropriate certification to do so.

Risk Assessment: Assessing potential risks and hazards dramatically reduces the risk of injury or harm. We can help with example risk assessments.

Staying on the right side of the law

Collections:

In a public space you'll need a collection permit from your local authority. On private property you'll need the landowner or operator's permission.

Raffles and Lotteries: If your raffle or draw takes place on the day you can use cloakroom tickets. Otherwise, in nearly all circumstances a lottery license from your local authority is required.

Selling alcohol or hosting live music: You'll need a license for both from your local authority.

Advertising material: Use of the Cornwall Hospice Care logo is allowed, but must be the 'In Support of Cornwall Hospice Care' logo, available to you at www.cornwallhospicecare.co.uk/fundraisingmaterials.

How to pay in your fundraising

Online

Visit www.cornwallhospicecare.co.uk/pay-in-sponsorship. It's quick, easy and secure.

Cash:

Cash can be donated at either of our Fundraising Offices, either Hospice or at any Cornwall Hospice Care Shop. Please ensure you include your name and enough detail so we can thank you properly. To find your nearest location go to www.cornwallhospicecare.co.uk.

Cheque:

Please make cheques payable to 'Cornwall Hospice Care' and they can be posted to us at the address on the back of this guide or delivered to either Fundraising Office or to either Hospice.

Sponsor forms:

Send your sponsor form to us using the details below.

Need help?

If you have any questions about paying in your fundraising money for Cornwall Hospice Care, please don't hesitate to get in touch. Email fundraising@cornwallhospice.co.uk or call 01726 66868 (option 3).

Cornwall Hospice Care
Fundraising Office, Daniels Lane,
St Austell, Cornwall, PL25 3HS



About Cornwall Hospice Care

Our purpose is to provide compassionate, specialised end of life care for patients, their families and carers whilst guaranteeing our high quality standards. Together with our local community in Cornwall we will continue to make every day matter.

Here's some useful facts to help you explain what we do whilst you are fundraising:

It's thanks to you, that we can help people to live well until they die.

On average
370
patients are admitted to our wards each year.

Our lymphoedema specialists deliver over
1,250
appointments annually, helping people living with the condition.

Annually, there are over
1,800
bereavement appointments delivered by our counsellors and over 80% are for pre-bereavement support.

On average
1/3
of our patients can be supported to return to their home or care home.

How your money helps

The difference you make

Our hospices are at the heart of our community and with your support and from people like you we will continue to make every day matter.



£24

Could help to fund a hospice nurse for an hour, providing peace, comfort, and calm when someone is nearing the end of their life.



£38

Could help to fund one lymphoedema appointment, helping someone recover their independence whilst living with the symptoms of having cancer.



£56

Could help to fund one of our speciality doctors for an hour, helping to alleviate someone's pain and supporting them to achieve their goals for the day.



Thank you for funding the care we give.

Web: www.cornwallhospicecare.co.uk

Email: fundraising@cornwallhospice.co.uk

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