



Your Fundraising Pack

Full of handy hints and tips on how to make the most of your event



“Organising our own event and raising money in aid of Kilbryde Hospice really made us feel like we were making a difference! “



Dear Fundraiser,

Thank you for requesting a Fundraising Pack for Kilbryde Hospice.

By choosing to support Kilbryde Hospice through your own fundraising event you are helping to raise vital funds to support our entire family of services.

We rely heavily on voluntary income to support the specialised palliative care services we provide to all in South Lanarkshire who are suffering with a life limiting illness. As a small fundraising team, with a target of over £2.5 million to raise each year, we are only able to do this with the support and contributions from people like you.

Inside you'll find lots of useful ideas and tips on how to make the most of your event - from what type of events to organise to promoting your event and easy ways to collect sponsorship and donations.

Once you have decided on your event please take the time to complete the enclosed pledge and order form, this will help answer any questions you may have and request what support and materials you need from us. If you have any questions or need further information, please don't hesitate to contact us on the details below.

With many thanks for your support.

The Fundraising Team

Telephone: 01355 202020

fundraising@kilbrydehospice.org.uk

www.kilbrydehospice.org.uk

Where to start...

Once you've decided to organise an event to help raise money for Kilbryde Hospice you now need to think about what sort of event you want to do. Here are a few tips to help you get started.

- **Theme/Activity** - Choose your type of event and give it a name.
- **Venue** - Find the ideal place and location to suit your activity.
- **Date** - Check local calendars and make sure your event does not clash with anyone else or any major sporting events. If your event is in memory of someone try to choose a specific date.
- **Guests/Audience** - Consider who the event is aimed at, who to invite and if you have a maximum or minimum number required.
- **Planning** - Is there enough time to plan and organise event? Keep it simple, achievable and fun.
- **Support** - Get help and support from family, friends and colleagues.
- **Contacts** - Build up a contact list of people who have helped and supported the event so you can thank them afterwards.
- **Fundraising** - Find as many ways as possible to make money at the event.
- **Budget** - Know your budget. Set a target and know all your costs are covered.
- **Ticket Price** - Decide on a reasonable price.
- **Promotion** - Use every channel available to you to let people know about the event, company intranet sites, local papers, radio.
- **Safety** - Find out if any rules or regulations apply to the event.
- **Sponsorship/Donations** - Approach companies to see if you can get the venue, catering, facilities or prizes donated.
- **Street Collections** - To hold a street collection you will need a street license provided by the local Council. This can take 6 - 8 weeks to be issued.





A – Z of Fundraising Ideas



Sometimes it can be a little bit daunting to know where to start when you're fundraising. What types of events are easiest to organise. What types of events are most successful, what types of events are most fun?



To help you, we've compiled an A to Z of fundraising ideas. It is by no means a comprehensive list. Do let us know if you're up for something else because we are here to help you.

AUCTION
(Silent or Promises)
AFTERNOON TEA
ABSEIL
ARTS & CRAFTS FAIR
AEROBATHON

BBQ
BUNGEE JUMP
BALLOON RACE
BARN DANCE
BINGO
BED PUSH
BRING & BUY SALE

CAR WASH
COCKTAIL NIGHT
COFFEE MORNING
CAR BOOT SALE
CLOTHES SWAP
CAKE SALE
CYCLING CHALLENGE
CAROL SINGING

DISCO
DRESS-DOWN DAY
DINNER PARTY
DROP THE DRINK
DARTS TOURNAMENT
DOG WALKING

EASTER EGG HUNT
EBAY
EXERCISE CLASS

FACE PAINTING
FANCY DRESS
FOOTBALL TOURNAMENT
FASHION SHOW
FUN RUN
FILM NIGHT
FISHING COMPETITION
FAIR

GALA
GARDEN PARTY
GAMES NIGHT
GARAGE SALE
GOLF DAY
GIVE IT UP
GUESSTIMATES

HALLOWEEN PARTY
HEAD SHAVING
HUGATHON

IT'S A KNOCKOUT
ICE SKATING
ITALIAN NIGHT
INDOOR BOWLING

JUMBLE SALE
JEWELLERY MAKING
JUSTGIVING
JAZZ EVENING

KARAOKE
KITE FLYING
KISS-A-THON
KNITTING
KEEP FIT
KICK A HABIT

LINE DANCING
LIMBO COMPETITION
LOTTERY
LEEDS 10K

MARATHON
MAGIC SHOW
MURDER MYSTERY NIGHT
MAKEOVER EVENT
MOVIE NIGHT
MUSIC QUIZ
MATCH FUNDING
MASSAGE

NON-UNIFORM DAY
NETBALL TOURNAMENT
NO SMOKING DAY

OBSTACLE COURSE
OPEN-AIR CONCERT
ODD SOCKS DAY
ODD JOB DAY

PANCAKE DAY
PARACHUTE JUMP
PET SHOW
POOL COMPETITION
PAINTBALLING
PLANT SALE
PHOTOGRAPHY COMPETITION
POKER TOURNAMENT

QUIZ NIGHT
QUIT SMOKING

RAFFLE
RACE NIGHT
ROLLER DISCO
ROUNDERS TOURNAMENT
RUGBY MATCH

SWIM
SALSA DANCING
SPONSORED EVENT
SINGING CONTEST
SWEAR BOX
SPONSORED SILENCE
SLAVE AUCTION
SPORTS DAY

TALENT NIGHT
TEA PARTY
TRESURE HUNT
TUG OF WAR
TOMBOLA
TRIVIAL PURSUIT
TREK
TENNIS MATCH
TEDDY BEAR'S PICNIC

UNWANTED GIFTS SALE
—
VALENTINE'S BALL
—
VARIETY SHOW
VOLLEYBALL MATCH

WINE TASTING
WATER FIGHT
WELLY THROWING
WATER RAFTING
WALKING
WAXING PARTY
WHEELBARROW RACE

XMAS PARTY
XMAS HAMPERS

YO-YO COMPETITION
YODELLING CONTEST
—
ZOO QUIZ
ZODIAC READING PARTY



Fundraising and Frolics



You might already have your choice of event, support or challenge in mind, in which case brilliant! Skip ahead for advice on how you can promote your event, maximise your fundraising and to read important information about keeping your event legal and safe.

If you're sure about what to do yet, there is an endless list and it depends entirely on what suits you, your friends, family, neighbours or colleagues the best.

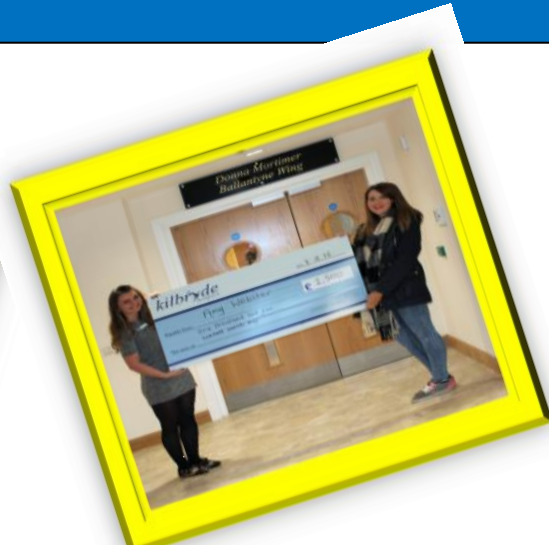
Over the next few pages you'll see we've included some popular ways to raise the pennies and pounds.

Basic recipe for a great fundraising event.

1. The team - get some sidekicks and you're stronger already.
2. The idea - whatever it is, make it easy to achieve and packed full of fun.
3. The venue (if applicable) - somebody might loan you a space if you're savvy.
4. The publicity - tell EVERYBODY you know about it and then tell some more people.

During your fundraising journey we will:

- Support you offering advice and tips.
- Invite you to a tour of the Hospice to see where your money goes.
- Help you with how to promote your event.





Community Spirit



If you have a group of friends, family, neighbours - or perhaps you're part of a local community group - and what to help the Hospice, the fundraising world is your oyster.

You've already done the hard part in getting people to help so the next step is deciding what you'd like to do. If you have your own event sorted then go to advice on how to make it the best it can be and give us a call if you need any help.

HOSPICE TOP TIP

Try to have a few people helping with the events if you can. This will mean that there are more ideas for you to pool together. You can share the tasks and the more of you there are, the more people you can tell and you will maximise your fundraising.

If you're not sure what to do, here are some ideas. A more extensive list is on page 4.

- Cake sale.
- Breakfast/afternoon tea, lunch, posh dinner.
- Dress down day.
- Comedy, DJ or band night.
- Pub quiz.
- Sports tournament.
- Community day (gardening/car wash).
- Sponsored head shave, body wax or whacky hair dye.



HOW TO TAKE PART

Once you have chosen your event you need to complete a Third Party Event Form. You can download this at the end of this fundraising pack. You can then Email us at fundraising@kilbrydehospice.org.uk or phone us on 01355 202020

Fundraising Team, Kilbryde Hospice, McGuinness Way, East Kilbride, G75 8GJ



Challenge Hospice



Challenge Hospice events have gone through the roof in recent years with people taking on an astonishing range of challenges to raise money.

The sense of pride, achievement and satisfaction is what drives all our participants to complete their challenges - whether it's their first 5K run or trekking up the famous Mount Kilimanjaro in Tanzania.

You choose the level you can achieve safely and happily. This is not meant to break you, rather to achieve a lifelong ambition while raising money for people who are facing a much different challenge every day of their life.

You may have something in mind already, if so, tell us about it so we can provide you with all the support you need.

If you would like us to help you pick a challenge then give us a call. In the meantime here are a few examples.

HOW TO TAKE PART.

Once you have chosen your event you can contact us for support and advice. Email us on the following email address:
fundraising@kilbrydehospice.org.uk

Or just give the Hospice a call. We can be reached on 01355 202020.

Kilbryde Hospice, McGuinness Way,
East Kilbride, G75 8GJ

- Run a marathon or 10K
- Cycle from Lands' End to John O Groats
- Trek the Great Wall of China or do the UK three peaks challenge.
- Extreme skydive, abseil or fire walk.





Shout About It



Now you have decided how you're going to raise money you'll need to tell everybody about it so that they can take part or sponsor you.

Things you can do:

- Email and text everybody you know
- Put up some posters and flyers—we have some templates you can use.
- Regularly update you social media profiles to ask for support.
- Put notifications in the newspapers and local radio
- You can upload you event details to community based websites for free promotion of your event.

Things we can do:

- Help you to produce posters, flyers and press release.
- Send you fundraising tee shirts, buckets, banners and tins for your event.
- Help you with contacts and ideas.
- Send a fundraiser to conduct a talk.

If you would like our help, just give us a call and tell us what you need. Contact fundraising@kilbrydehospice.org.uk or call 01355 202020





Making Money



5 Top Tips to maximise your fundraising

1. Set up your on-line giving site. We can help you with this if you are unsure.
2. Update your social media profiles and ask for donations.
3. Take your sponsorship forms everywhere you go and put a few up at work.
4. Ask your co-workers, friends, relatives and neighbours for a donation. Tell them about the Hospice. They might give you a little more.
5. Don't forget to ask everybody who sponsors you to GIFT AID their donations. We can claim an extra 25pence for every pound they give (from the Government) so you are giving more without even trying.



5 Top Tips on raising money for challenge events.

You may have to do several smaller things to make sure you reach your target, here are 5 quick and simple ideas to help you reach that goal.

1. Have a bake sale. Make 100 small cakes and sell them for £1.00 each. If you have some left over, take them into work.
2. Sponsored car wash. Ask a local supermarket to use their carpark at weekends and ask for a donation for washing the car.
3. Organise a Car Treasure Hunt. Charge £10.00 per vehicle. Leave hidden treasure in key locations around your area and supply the drivers with a map.
4. Quiz night. Find a hall or pub who will let you hold a quiz night. You can charge £10.00 per team or £5.00 per person. You can also run a raffle.
5. Bag Pack. Ask your local supermarket if you can come and fill up bags for customers. It's a great way to collect big money.



The Legal (and very important bit).



Some methods of fundraising are restricted by local and national charity law. Below are some of the laws you need to adhere to:



COLLECTIONS

You must have a license or permit from your local authority if you want to hold a street collection, house-to-house collection or any other collection in a public place. Allow up to 1 month to apply. A small fee may be payable.



RAFFLE/LOTTERY

If your raffle or draw is held within a 24 hour period, in one single venue and is part of another event you can use cloakroom tickets. Tickets should never be sold for more than £1.00 each and must be of equal value, i.e. you cannot sell individual tickets at a higher price than if they were bought in multiples. If your raffle lasts longer than 24 hours you will need a local lottery license and specially printed tickets. There are a number of things which must be legally printed on each ticket if you choose to do this. If you are unsure just call for help.



ALCOHOL

In the Main, if alcohol is being consumed or sold to the public, you will need a premises license. You can purchase one from your local council. You should ask and apply at least one month before your event.



FOOD

Whenever food is sold at an event there should be adequate facilities to prepare and serve food safely. Food handling procedures should avoid exposing food to risk of contamination. Food handlers must also receive adequate training, instruction and supervision. It is not always necessary for a Food Hygiene Certificate to be held although it is advisable.



DATA PROTECTION

Make sure any electronic or paper records you keep about people involved in a fundraising event complies with the Data Protection Act. As a rule of thumb, don't keep information about people any longer than you have to, and don't share information or data about someone without their permission.



Legal Stuff Continued



PUBLICITY

When you are writing to anybody about your event or producing any publicity items as part of your fundraising please remember to include Kilbryde Hospice's logo and registered charity number on everything. Please use these exact words — Registered Charity Number SC0032424. Call us to request our logo. Please do not use old versions found on search engines.



HEALTH & SAFETY AND INSURANCE.

It is really important to be safe and legal with your fundraising activity. We advise you to identify any potential accidents or hazards before you hold your event by completing a basic Risk Assessment. We can help you complete this and supply a template. As a third party event organiser you will not be covered by our insurance so if necessary it is advisable to set up your own. There are several companies who will provide 1 day event insurance for little cost.



FIRST AID

It is a good idea to consider First Aid facilities as part of the Risk Assessment process. These may range from having a First Aid kit on hand at small events to having a person available with a First Aid qualification.



VOLUNTEERS AND HELPERS

Please supply them with all Health & Safety information they require on the day(s). It is always a good idea to nominate a Volunteer Supervisor to help answer questions and to give an adequate briefing before the event starts.

If you are unsure whether you are running your fundraiser event correctly, or you just want to check anything then please contact us on 01355 202020



Sponsorship Forum



We need your support.

Please read the information below to help us benefit even more from Gift Aid.

Raising even more with Gift Aid.

Using Gift Aid means that for every £1.00 you give, Kilbryde Hospice will can claim back £0.25 from HMRC which helps your donations to go further.

This means that a gift of £100 can be turned into £125 just as long as the donation is made through Gift Aid. This can make a huge difference to the amount we receive - and it doesn't cost you a penny.

So if you want your gift to go further, Gift Aid it. The money raised from Gift Aid goes a long way to helping Kilbryde Hospice provide palliative care to the residents of South Lanarkshire. Look at the ways your money can help:

£80 will provide a Clinical Nurse for a day.

£10 will provide a day's meals for a patient.

£50 will provide a Nursing Assistant for a day.

£13 will provide a Complementary Therapy session for a patient.

Guide to Gift Aid.



Write your full name. To claim Gift Aid, the form must be clearly completed in the sponsors' name.



Fill in your home address. Please do not include your work address as HMRC need to know where you live to claim Gift Aid.



Avoid ditto marks. Unfortunately, we can't claim Gift Aid on your donation if ditto marks (") are used.



Write down your donation. The most important bit – how much would you like to sponsor someone for their event?



Tick the Gift Aid box. If you've read the declaration and are happy to include Gift Aid, please tick the box.
Tip: please do not fill in the form on someone else's behalf or as a couple.