



# FUNDRAISING PACK

## TIPS TO GET YOU STARTED



Willen Hospice  
always there to care

**YOU'RE AMAZING!**

Just by reading this fundraising pack, you've already started supporting a fantastic local cause, so thank you!

We're proud to be one of the best-loved charities in Milton Keynes, because of the difference we make for people living with life-limiting illnesses and at the end of their lives. While we can't change the diagnosis, we can improve the quality of life of our patients as they face and come to terms with their illness. We help our patients to live as well as they possibly can, we listen to their needs and we also support their families.

We offer this support completely free of charge, but to continue doing this we need to raise **£4.7 million every year, that's £9 a minute!**

We rely on the support, dedication and generosity of people **just like you**, so by choosing to fundraise for us, you are helping to ensure our service is here both today and in the future.

Our Fundraising Pack is full of advice and ideas to help you achieve your goals. But if you need any extra help then your friendly, local Community Fundraising team are just an email or phone call away.

So, before you get started, please accept our heartfelt thanks, and also our wishes of luck and strength with all of your efforts.

**Thank you,**

**Peta Wilkinson, CEO, Willen Hospice**

 01908 303071

 [communityfundraising@willen-hospice.org.uk](mailto:communityfundraising@willen-hospice.org.uk)

## WHERE YOUR MONEY GOES...

 **£25** could fund art and craft supplies for Art Therapy Sessions

 **£50** could buy fresh new linens for one of our patients

**£100** could pay for our Hospice at Home team to travel **220**  Care **220** miles

 **£400** could buy a week of essential medical supplies such as syringes, needles and dressings 

*"The Willen Hospice staff and volunteers helped myself and my family through the toughest six years of our lives. They made us feel welcome, safe and comfortable while we visited my mum. They supported myself and my brother through our exams, teenage life and everyday worries. I can't thank them enough for the care and support they gave us. They have the biggest hearts, and they'll forever be in my mind. A beautiful place with beautiful people."*

# IDEAS AND INSPIRATION

## Move for Willen

- Do a sponsored run, from 5K to a marathon
- Challenge yourself to a long-distance hike or cycle ride
- Swim-a-thon with a team - MK Rotary Club hold one every year
- Dance-a-thon with your friends



### Don't forget

Whatever activity you're planning, make sure you have the right kit and that you're fit enough to do it - plan ahead so you have plenty of time to train. Whether you're interested in a particular challenge, or need some inspiration then visit [www.willen-hospice.org.uk/challenges](http://www.willen-hospice.org.uk/challenges)

### Be inspired

Vikki ran the Virgin London Marathon for Willen Hospice in 2019, raising an incredible £11,000 - the most any single person has ever raised for Willen Hospice. Check out Vikki's fundraising tips on our website.



## Bake for Willen

- Hold a bake sale
- Go head-to-head in a sponsored bake-off
- Organise a coffee morning and catch up with friends and put a collection pot on the table
- Or do the opposite, and get sponsored to give something up! Choc, wine... you name it!



### Don't forget

A good understanding of food hygiene and allergens is important for any foodie fundraising. For advice and information, visit [www.food.gov.uk/food-safety](http://www.food.gov.uk/food-safety)

If you have friends or colleagues with special dietary requirements or preferences, then try to include them as well - even if you buy it.

### Be Inspired

Diviya and Yasmin from Abbeys Primary School held a bake sale to raise money for us at their school sports day. It was a sell out!



## Win for Willen

- Do a charity raffle
- Organise a quiz night
- Hold an auction - this could be a silent auction, or a promise auction
- Put on a games tournament



### Don't forget

For raffles, lotteries, or anything similar, there are some rules to follow - so be sure to have a look at the Gambling Commissions website and check out our 'Guidelines and legal bits' section in this pack.

### Be Inspired

Andy and his 'horses' raised a fantastic £400 by holding a charity Race Night at the Talbot Inn in Loughton.



## Get creative for Willen

- Hold a 'craft-ernoon' with colleagues and friends
- Organise a charity concert or gig
- How about an arts and crafts sale?
- Or a plant sale?



### Don't forget

The secret to a great sale or event is promotion! Have a read of our 'Top tips for a successful event'.

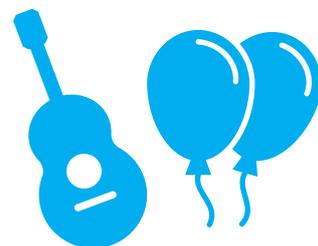
### Be inspired

A talented group of Willen Hospice volunteers and carers raised over £100 by selling their knitted Easter chicks.



## Go wacky for Willen

- Sponsored head shave
- Pooch parade
- Dress down day
- Fancy dress party



### Don't forget

Make sure to tell our Community Fundraising team about your idea. They can make sure it's safe and legal, and offer some extra advice and support.

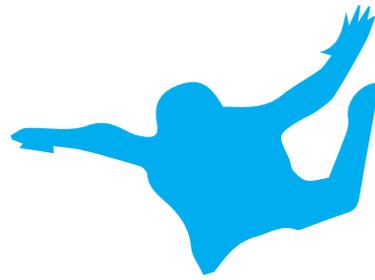
### Be inspired

Brave eight-year-old Lacey cut off 16 inches of her hair, raising £630 for Willen Hospice, and even better, she donated her hair to The Little Princess Trust.



## Take on a challenge for Willen

- Abseil
- Skydive
- Mountaineering
- Overseas treks



### Don't forget

If you want a memorable way to fundraise for us, then taking on a challenge is the way to do it. We have a dedicated 'Challenges' team who can help you choose a challenge - whether it's organised by yourself, or one of ours - you can email us at **challenges@fundraising.org.uk** or by calling **01908 303060**.



### Be inspired

In 2019, Paul Pearce completed the Race Across Europe cycling challenge, raising over £3,000 for Willen Hospice. It took him just shy of 19 days and on the last day he cycled an incredible 270 miles.

## SMALL CHANGE MAKES A BIG DIFFERENCE



If you don't have time to commit to fundraising, then why not do it on a smaller scale? Every penny really does count.

- Ask for a collection pot at your work place
- Put your loose change in a pot or jar and donate when it's full
- Sign up for regular giving and donate every month. Find out more at **www.willen-hospice.org.uk/please-donate**
- Birthday coming up? Set up a birthday Facebook Fundraiser and choose Willen Hospice - it's easy to do.
- Donate your items - we're always in need of donations for our charity shops.
- Donate your time - our Community Fundraising team could always do with extra help.
- Contact **communityfundraising@willen-hospice.org.uk**



# TOP TIPS FOR A SUCCESSFUL EVENT

## Set a budget

Do you need to spend money to make your event happen? Put a simple budget plan together to make sure that your event makes a good profit to donate.



## Download or create a poster

Check out our 'Fundraising resources' on our website for handy poster templates, as well as other useful prints and downloads. Make sure to mention the venue, date, and times on your poster. You can then put these up at your workplace, around your local community, and on supermarket notice boards - just make sure to get permission first and take them down after the event has finished.

## When and Where

Choose a date that's far enough in advance so you have plenty of time to get everything organised. Make sure the date doesn't clash with any other big local or national events - you want to make sure as many people as possible can attend. You'll also need to make sure that your venue size isn't too large, or too small for the amount of people you expect to attend.



## Local media

If you're organising a big event that you want lots of people to come to, then contact your local newspaper or radio station. You can simply get in touch with them or write a short news release to share. You can find a template on our website under 'Fundraising Resources'.

## Take lots of photos

Whether it's the planning stages, or after the event, it's great to share photos so people can 'relive' the day, or get excited for it. Make sure that your photos are good quality - not blurry or too dark.



## Prepare to plan

It's worth putting a plan together so that everything runs smoothly. You want to make sure it's 100% do-able and going ahead before you announce anything. Keep it simple and start early, and make sure to tell our Community Fundraising team about your event so they can help.



## Social media

Social media is one of the easiest and quickest ways to spread the word about an event. Create a Facebook Event and share updates - be sure to check it regularly in case people have asked any questions. If your event is ticketed then keep sharing the link.



## Create a website

Websites are free and easy to create. You can use a simple website builder like Wordpress or Squarespace to publish details about your event. If you're only holding a small event then you won't need to do this.



## Thank people

It's especially important to thank people after your event, but make sure to celebrate milestones - whether it's a big sponsor supporting your event, or 100 tickets sold. This is great to post on social media.



## Newsletters

Does your community or work place have a newsletter? Ask if you can share details about your event.



## Let us help

If you need any extra help promoting your event, then just contact our Community Fundraising team. Email [communityfundraising@willen-hospice.org.uk](mailto:communityfundraising@willen-hospice.org.uk)

# TOP TIPS FOR GETTING SPONSORSHIP

## Fundraising pages and sponsorship forms

Setting up a fundraising page is easy to do. You can use websites like **justgiving.org**, **wonderful.org**, or a **Facebook Fundraiser** to encourage people to sponsor your challenge. It helps to put some money in yourself to get the ball rolling. You can also download a sponsorship form and money collection box from our website under 'Fundraising Resources'.

## Set a fundraising target



By setting a target, you'll motivate people to support your fundraiser. We love ambition but keep your target realistic, and set an amount that you think will be achievable. If you don't reach your target, don't be disappointed - you've still done something amazing.



## Keep people updated

Make sure to share any progress, like training updates or milestones, on your fundraising page or social media. This will remind people about what you're doing, and encourage them to donate.

## Match funding



If you work for a company, then they might be able to 'match fund' the total amount you raise. For example, if you raised £200, they'll donate £200. It's worth an ask!

## Tell everyone you know



Make sure to shout loud and proud about your fundraiser. Share it on social media, at your workplace, and amongst friends and family.

## Gift Aid

*giftaid it*

Make sure that anyone eligible ticks the 'Gift Aid' box on your fundraising page or sponsorship form. This means that the government will add an extra 25% at no cost to you. Bonus!



## Share your story

If you're fundraising for Willen Hospice for a personal reason then, if you're comfortable, share your story. Showing a personal connection will encourage people who know and love you to support what you're doing - they'll see that it means a lot to you.

## Thank people

Thank people when they donate and share it on your fundraising page.



## Posters

Visit the 'Fundraising Resources' page on our website to download a fundraising poster - you can share details about what you're doing and let people know how they can sponsor you.

# WE'RE HERE TO HELP

We love it when people hold events or take on challenges to raise money for Willen Hospice, so we're here to support you all the way.



## Banners and Posters

You'll find download-able posters on our website under 'Fundraising Resources' but if you need something else then just get in touch at [communityfundraising@willen-hospice.org.uk](mailto:communityfundraising@willen-hospice.org.uk)

If you want to make your own poster, you can download a 'proud to support Willen Hospice' logo.



## T-shirts

To really look the part, we have some Willen Hospice t-shirts for you and your helpers. We do charge a small fee - but it's not much!

They cost just £3 but make a big difference.



## Collection buckets and pots

We're more than happy to give you a branded Willen Hospice collection bucket or pot to help collect donations. Once your event is over, just return it to us and we'll let you know the total amount.

## People

We try and attend as many events as we can. If you'd like one of our team members to come to your event, then just let us know. If it's a particularly big event then we'll be happy to help with collections, greeting people, giving speeches, running a stall, or whatever you'd like us to do - just give us plenty of notice so we can get it in our diary.



# GUIDELINES AND LEGAL BITS

It's essential your activities are legal, safe and following UK fundraising regulations. It may not be exciting, but it is very important.



## Holding a raffle



You don't need a licence if the tickets are only being sold during the event, but if you're selling tickets in advance then it gets a bit more complicated.

Please refer to the 'Running a Lottery' leaflet on our website which can be found on the 'Fundraising Resources' page. If you need further advice, please check the latest regulations with the Gambling Commission at [www.gamblingcommission.gov.uk](http://www.gamblingcommission.gov.uk)

If in doubt, get in touch with our Community Fundraising team at [communityfundraising@willen-hospice.org.uk](mailto:communityfundraising@willen-hospice.org.uk)

## Playing music and/or selling alcohol



You will need a **Temporary Event Notice** to do this. These cost £21 and you can get it from your local authority. You must submit your application at least 10 days before your event.

## Collecting money

If you're collecting money in a public place (eg, High Streets, parks, etc) you must have a **collection permit from your local authority**. You can collect on private land (eg, supermarkets, train stations, local companies) with the permission of the landowner.

### Here are a few useful pointers:

- You must use our buckets or pots - they're properly sealed and clearly show our name and charity number
- When holding a bucket you can smile, but do not shake the bucket or ask for money
- You should only stand in one place, unless you're in a procession
- If you're under 18, you must be accompanied by an adult



## Food safety



- We recommend you follow basic Food Safety guidelines including hygiene, refrigeration, wearing gloves when handling food etc. You can find more information at [www.food.gov.uk/food-safety](http://www.food.gov.uk/food-safety)
- It is helpful to list the ingredients and especially the allergens
- Anyone handling food should not handle cash - keep them as separate jobs for two people
- You'll need a permit to hold a sale in a public place, including a bake sale - you can get this from your local authority

## Applying for permits and licenses

For Milton Keynes, you can apply online at [www.milton-keynes.gov.uk](http://www.milton-keynes.gov.uk) or email [licensing@milton-keynes.gov.uk](mailto:licensing@milton-keynes.gov.uk)



## Insurance

If you're holding an event that will be attended by the general public then it's important to have public liability insurance. You can get this from an insurance company but make sure to check the terms of the policy before buying.



## First aid

If a large number of people are attending your event, then you'll need to make sure there's suitable first aid available. 

You can get advice from St John Ambulance ([www.sja.org.uk](http://www.sja.org.uk)), but you'll need at least one qualified first aider for a small event, and at least two for an event with 500+ people.

## Here to help

If you're unsure about anything, then just give us a call on **01908 303071** or email [communityfundraising@willen-hospice.org.uk](mailto:communityfundraising@willen-hospice.org.uk)



# NOW, LET'S GET FUNDRAISING!

# HERE'S HOW TO PAY IN THE MONEY YOU'VE RAISED.



## ONLINE GIVING PAGES

If you've raised money using an online giving page like Just Giving or Facebook Fundraising, it will automatically be transferred to us.



## CASH

Please hand this in at Willen Hospice, MK15 9AB with your sponsorship form or a note, and your address and postcode.



## BANK

Payee: Willen Hospice Ventures Ltd  
Account Name: Willen Hospice Ventures Ltd  
Account No: 30698245    Sort Code: 20-57-57  
Reference: Please add your name and the name of the fundraising.



## CHEQUE

Please make cheques payable to 'Willen Hospice Ventures Ltd' and send to: **Willen Hospice, Milton Road, Milton Keynes, MK15 9AB.**



Make sure to tell us your **name**, how the **money was raised**, and your **contact details**, so we can send you a letter or certificate of thanks.