



St Michael's
Hospice

Your fundraising guide

Everything you need to get started



“Fundraising is extremely rewarding, with your efforts translating into care for the patients at St Michael’s now and in the future. It can often be a rollercoaster, but the main thing is getting on in the first place, and I’m here, with my colleagues to support you.”

Natasha Walshe,
Events and Community Fundraiser”



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Thank you so much for deciding to fundraise for St Michael's Hospice.

Each year the Hospice supports over 2,000 people from Herefordshire and the surrounding counties. Patients come from all walks of life and are cared for at home and at the Hospice.

Terminal illness can cause all sorts of problems, often wider than the disease itself; and that's why the Hospice uses a holistic approach to palliative care, making sure every aspect of any person's life is supported, including physical, mental, emotional and financial. Your fundraising will allow patients, their families and carers to access all of the services free of charge. With only 20% of care costs covered by the NHS, your Hospice relies on your generosity to care for your community.

Thank You



Rachel Jones

Income Generation, Marketing
& Communications Director



We're here to help

Every single person who fundraises for us is invaluable – thank you for everything you are doing!

We want to support you in return, so if you have any queries, need some advice about your event, or if you would like a member of the Fundraising Team to come and talk to your group, at your school, workplace or even at your Charity Ball, please get in touch and we will try to arrange this. Call us on **01432 851000** or email **events@smhospicehereford.org**

We want to wish you the best of luck with your fundraising and hope you have a great time doing it. We're really looking forward to supporting you!

Fundraising Materials:

We can provide a letter of authority, banners, T-shirts, collection buckets, balloons and sponsor forms.

How your fundraising can help

Every penny really does make a difference to the lives of our patients. Here are some examples of exactly what your fundraising can support:

£15



could provide a day's worth of nutritious food cooked in the Hospice kitchens.

£150



could pay for a counsellor to work with a group of patients: supporting them with their mental health during a very difficult time.

£30



could pay for a counselling session.

£50



could pay for a family member to stay overnight so they can be close to their loved one.



£160



could pay for pain medication for a day for all our patients.

£650



could pay for a patient to stay in one of our Inpatient Unit beds for 24 hours, giving them around the clock care.

£3,000



could pay for Day Hospice to operate; with nurses, doctors and therapists working with patients living with a terminal illness.

£9,000



could pay for the Inpatient Unit for a day.



£16,500

is what is required to fund all of the services provided by the Hospice every single day, we are so incredibly grateful to everyone who fundraises for the Hospice.

All costs are approximate at time of print, 2024.

Get inspired

However you choose to support us, we can help set you on your way to fundraising success.

We have lots of great suggestions to inspire you but we also love seeing our community putting a new spin on an old idea or coming up with completely fresh ones.

Birthday, Wedding or Anniversary:

You could ask for donations in aid of the Hospice, instead of gifts for your special occasion.

Parties with a difference:

You could throw a pamper party, PJ party, fancy dress day or a murder mystery evening.



Go outdoors:

Dog walk, Open Garden, car wash, treasure hunt, car boot sale, golf day, sports tournament.

Make a night of it:

Barn dance, Black Tie dinner, quiz, movie night, race night, talent show.

Give up something you love:

Could you go without chocolate or alcohol for a month?



Are you a member of a sports or social club?

Why not suggest making the Hospice their charity of the year?

Love food (and drink)?:

Come Dine at Mine, Bake Off, Cheese and Wine, eating competition, G&T tasting, coffee morning, BBQ, cocktail evening... there are lots of ways to raise money for St Michael's Hospice whilst having fun with friends at the same time!

At work:

You could host a fancy dress or dress down day, an office picnic or a raffle! Perhaps arrange a day to collect unwanted clothes or goods for our shops.

For something more extreme:

How about an overseas trek, abseil, head shave, skydive, wing walk, or a zip wire?



Events Calendar

Or... leave the organisation to us

Take part in a St Michael's Hospice event:

Join us year-round for an array of exciting events, from the Big Spring Walk, Plant Fair, and RUN Hereford, to the enchanting Venus Midnight Walk, adventurous Messy Runner, Sue Parry Festival, and jolly Santa Run. There's something for everyone!

To explore our complete event calendar, simply scan the QR code above or visit: st-michaels-hospice.org.uk/events

Getting started

Decide on your event



You could use this as an opportunity to try something you have always wanted to do. What are you planning to provide? What will it include? Our advice is to go with an event that is right for you and one that you will enjoy.... the rest will follow.

The location



Where are you planning to hold your event? Could you host your event at home or at work, or maybe at a local hotel, community centre or an outdoor location? If you need to book a venue, think about things such as capacity, access and parking. If you mention that you're fundraising for us, you may be able to secure the venue for free or at a reduced rate. Don't be afraid to ask!

The date



Will you have your event at the weekend or during the week? Make sure you consider other events taking place nearby and special dates such as Bank Holidays. Make sure to give yourself enough time to plan and prepare, so that you can enjoy the build up to the event.

Set your budget



We know all about putting on great events on a tight budget and our fundraising team are here to help in any way we can. Think about what you may need to buy or hire, what might be donated and how many tickets you need to sell and at what price. The aim is to raise funds for the Hospice, so prepare a budget and stick to it as much as you can in order to maximise your fundraising!

The fundraising



Are there additional ways which can help you raise more money? Will you hold a raffle or auction on the day? Can you ask for sponsorship? Will you charge for entry? Set yourself ambitious but achievable targets. Let everyone know your target.

Online fundraising page



This is a great way to share your fundraising activity with family and friends. It only takes minutes to set up a personalised JustGiving page, which is a great way to raise sponsorship. Visit justgiving.com to get started. JustGiving pages can now be linked to Strava or other fitness tracker apps for athletes too. If you are running, walking, swimming or cycling to raise money for St Michael's Hospice, your sponsors can follow your progress every step, or stroke, of the way.



Be clear and honest about what part of your fundraising is coming to the Hospice



Please ensure any fundraising states it is 'in aid of St Michael's Hospice' and if profits are coming to the Hospice or all proceeds.

Facebook fundraising



Did you know you can set up a birthday fundraiser or Challenge fundraiser using Facebook? Asking for donations to the Hospice instead of gifts is a special way to support our patients and families.



A helping hand



Will you need any help on the day?

Talk to your family, friends and colleagues about your ideas and get them interested. Ask for their assistance whether it's marketing, event set up or asking for donations.

Gift Aid

giftaid it

If your supporters are UK taxpayers and allow us to claim gift aid on their donation, we can make an extra 25p from each £1 raised at no cost to them. We can provide forms and envelopes.

*We can only claim gift aid on personal donations not ticket proceeds. For further information about gift aid, please contact the team.

Spread the word



Let your Facebook, Twitter and Instagram followers know what you have planned, and how you are helping such a great cause. Keep them updated with how preparations are going and, of course, how they can make a donation! If you create your own materials be sure to include our 'in aid of' logo and the registered charity number (511179) on all marketing material. Contact us and tell us what you are planning so we can post it on our social media and website to help.



Have fun but stay safe.

Have fun but stay safe. Raising funds for us should be fun, but to make sure it's also safe, we've dropped in some considerations for you to think about.

Food Hygiene:

It is vitally important to ensure that you take great care when preparing food, especially around allergies. Follow the basic rules for preparing, storing, cooking and displaying food. If you are hiring a professional catering service, ensure that they comply with food handling standards and have adequate certificates and insurance. You can find more information at food.gov.uk

Children:

If you are considering involving children in your event, we recommend you consult this webpage: fundraisingregulator.org.uk/working-with-children

Collections:

If you plan to collect in the street, you will need a permit from your local council. Their website will provide details of how to apply. You will also need to get permission from the Fundraising Team. You are not allowed to collect money going house to house.

If you are collecting at a private property, such as a pub or supermarket, you need the land owners' permission and must adhere to any rules they stipulate.

All collectors must be over 16.



Contractors:

Make sure that any suppliers and venues have the right experience and can show you a certificate to confirm they comply with any insurance and health and safety standards. It's good practice to retain a copy of any third parties Public Liability Insurance certificate.

Handling money and keeping it secure:

Be extra careful if you are carrying money around or storing it. Make sure you are always accompanied and pay your money into St Michael's Hospice, as soon as possible. Ensure children do not collect donations or sponsorship without adult supervision. If you've been given a sealed collecting tin, please do not break the seal; we'll be able to count it for you and let you know your total as soon as possible.

Health and safety:

If you have members of the public at your event, you may need first aid cover. Your local branch of St John Ambulance or the Red Cross can offer advice.

Insurance:

Check you have the right insurance cover, as St Michael's Hospice cannot accept liability for any loss, damage or injury suffered by yourself or anyone else as a result of taking part in your event. If the event involves the public, you will need to have Public Liability Insurance.

Licenses:

You'll need to get a Temporary Event Notice if you are going to provide alcohol, refreshments or play music in an unlicensed venue. You can get one from your local Licensing Authority.



Raffles:

These are a great way to boost your fundraising total and are popular, but the legislation surrounding lotteries and raffles can sometimes be confusing.

Make sure you check the latest information and advice at gamblingcommission.gov.uk. If your raffle lasts longer than 24 hours you will need a lottery licence and printed tickets, which must have certain details on them.

Risk assessment:

Before organising any fundraising event, you must consider health and safety requirements. Conducting a risk assessment will ensure that you have planned for the safety of participants and will help to identify strategies needed to prevent accidents from occurring. More information on completing a risk assessment can be found on hse.gov.uk.

Remember, we are here to support you through your fundraising adventure, if you need any help just ask! Speak to the Fundraising Team on **01432 851000** or email events@smhospicehereford.org

Corporate fundraising



Discover Partnership Possibilities

Corporate partnerships are vital to helping us deliver our mission to support more people with terminal illness across the county. Being a corporate client is an excellent opportunity to build an even stronger bond with your unique blend of employees and customers, at the same time as supporting St Michael's Hospice. Here are some examples of how you can be part of the St Michael's family of partners:

- Headline partnership
- Employee opportunities
- Event sponsorship
- Corporate donations and gifts in kind
- Collecting tins and top up donations

To find out more information about these opportunities, scan the QR code.



[st-michaels-hospice.org.uk
/get-involved/corporate](https://st-michaels-hospice.org.uk/get-involved/corporate)

School fundraising

Young Hearts, Big Impact!

Young people have an important part to play in supporting St Michael's Hospice and we really value our relationships with schools and colleges within the community. Raising money is a brilliant way to bring the school together and also teaches children about the importance of helping others. There are many ways in which you can support us and we also have a range of assemblies we can deliver, with language and involvement to suit all age groups so please don't hesitate to contact us if you'd like to learn more.

To find out more information about these opportunities, scan the QR code.

[st-michaels-hospice.org.uk/
community-groups-and-schools/](http://st-michaels-hospice.org.uk/community-groups-and-schools/)



Previous Hospice heroes

We love to hear from our supporters after their event, and if you can take some photos and send them to us that's even better!

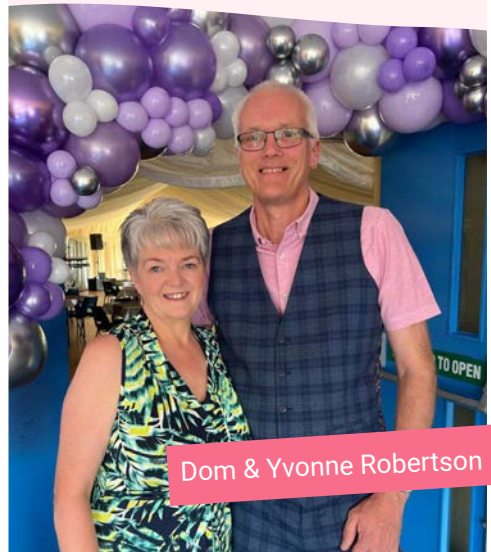
30th Wedding Anniversary

Dom and Yvonne Robertson recently celebrated their 30th Wedding Anniversary, and wanted to try to get people together to celebrate after many months of lockdown and lack of social gatherings.

"We have lived in the same village as St Michael's Hospice for over 25 years, with the loss of work colleagues and a close friend passing away in the Hospice in 2015, it holds a very special place in our hearts – what better way to celebrate our anniversary than for us to raise some additional funds for St Michael's.

We asked our guests not to buy presents, but instead buy raffle tickets in aid of St Michael's during the evening for a lovely bottle of champagne and other donated prizes.

Our friends and family were exceptionally generous and we are pleased to say we raised a tremendous £471, which we handed over to the Hospice in July 2022."



The Walking Wolfpack Welsh Tree Peaks

This 24 hour event saw 11 men take on the biggest challenge of their lives. In just one day, they walked up and down the three biggest peaks in Wales; Snowdon, Cadair Idris & Pen-y-Fan. A very difficult challenge perhaps for those who are fit but an extremely difficult challenge for a group of lads, who are more used to downing pints than scrambling down mountains.

Many team members have personal connections with the Hospice, as it has cared for family and friends in their final moments. With great spirits and camaraderie, the team completed the challenge ahead of schedule, raising £21,000 for St Michael's Hospice.



Tandem Skydive

A big thank you to Jodie Lawrence who raised £2,219.64 (much of which was gift aided) by taking on the thrill of a tandem skydive.

Jodie, who jumped from 12,000 feet in memory of her nan June Davies said, 'After nan died in 2018 at St Michael's, I wanted to give something back to say thank you to the Hospice staff for the care they provided. It was a spur of the moment decision to get in contact with Skydive Swansea, but it turned out to be one of my most unforgettable experiences of my life. Within 10 minutes of landing, I decided it was something I wanted to do again.'



Sending in your donation

We would ask that you pay in any fundraising money within 6 weeks of your activity or event.

There are several ways for you to do this:



By BACS payment:

You can pay directly into our account from your own bank or building society, either online or at any high street bank.

Account name: St Michael's Hospice

Sort Code: 16-21-20

Account no: 10077726

If you pay by BACS, please email events@smhospicehereford.org or ring **01432 851000** and tell us your name, address, amount and date of the transaction and how you raised the money (e.g. Head Shave). This will help us identify your donation when it shows up on our bank statement.



By Post

Send a cheque made payable to St Michael's Hospice to:

The Fundraising Team

St Michael's Hospice

Bartestree

Hereford

HR1 4HA

Tell us your **name, address** and how you raised the money (e.g. Head Shave). **Please do not send cash through the post.**



By Phone

Please call the Fundraising Team on **01432 851000**

to make a payment with your bank card.



In Person

Please call the Fundraising Team on **01432 851000**

to make an appointment to bring your donation to the Hospice. This will ensure a member of the team is here to greet you. If you are bringing in sponsorship, please remember to bring in your Sponsor Form. You can pay by cash, cheque or card.



Online Donation page

If you have an online donation page, such as JustGiving, you won't need to worry – the money gets sent straight to us regularly.



Facebook Fundraisers

If you have set up a Facebook fundraiser then there is no need to worry, the money automatically comes through to us weekly.

Fancy doing something else?

There are lots of ways you can continue supporting the Hospice. Once you've completed your fundraising challenge why not check out some other ways in which you can support the Hospice:

Play our Lottery

Play the lottery for just £1 per week and be in with a chance of winning £1,000 every Friday for as long as you play. Totalling £52 per year, this would provide a full hour of counselling for one of our patients to help them cope with living with a terminal illness.



st-michaels-hospice.org.uk/lottery

Set up a regular donation

We have fantastic ways of supporting St Michael's Hospice every month through regular giving.

Become a Friend of St Michael's by setting up a monthly direct debit. £5 per month (just £1.25 per week) could pay for a patient to have a hot, freshly prepared meal cooked by our in-house catering team. You'll also benefit from special treats at our events and vouchers to use in our cafés.



st-michaels-hospice.org.uk/donate



Volunteer to help the Hospice

We are always keen to hear from anyone who is interested in volunteering to help St Michael's Hospice.

This could be as a homemaker on the ward, a retail volunteer in one of our shops or helping out as a marshal at one of our fundraising events. We have opportunities to suit everyone, so please get in touch if you would like to help.

[st-michaels-hospice.org.uk/
get-involved/volunteer](https://st-michaels-hospice.org.uk/get-involved/volunteer)

Leave a gift in your Will

Using our free online will writing platform, Bequeathed, you can write a will that caters for your needs, your family's needs and leaves a legacy to St Michael's Hospice. You can give as little or as much as you'd like, knowing that the gift you leave behind will be supporting those who need it.



[st-michaels-hospice.org.uk/
make-a-free-online-will](https://st-michaels-hospice.org.uk/make-a-free-online-will)



**St Michael's
Hospice**

Keep in touch

24-hour support line: 01432 852080

St Michael's Hospice: 01432 851000

Donate or fundraise: 01432 851000





Volunteer: 01432 852090

Furniture collections: 01432 65 65 46

Find us

St Michael's Hospice, Bartestree, Herefordshire, HR1 4HA

Follow us

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-  @StMichaelsHosp
-  st-michael's-hospice



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