

# Fundraising Toolkit



**Helping you raise money  
for Primrose Hospice**

How to organise events, get sponsorship  
and achieve publicity.

01527 889796  
[primrosehospice.org](http://primrosehospice.org)  
[info@primrosehospice.org](mailto:info@primrosehospice.org)



# Thank you for your support

**At Primrose Hospice we are honoured to be able to support patients with a life limiting illnesses and their families, providing them with the care and support they need during difficult times.**

**Each year we support almost 1,000 people living in North East Worcestershire. All our services are aimed at helping our patients 'Live Well' and ensure they have choices regarding their care.**

We are delighted that you have chosen to support us at the Primrose Hospice.

Your support will help to ensure that individuals and families in your local community are able to continue to access support and care, free of charge when they are facing the hardest of times.

You are supporting us to be there when we are needed the most. From the beginning of our patient's journey, through to caring for their family through bereavement for as long as they need us. Your support is essential in making this possible.



## **Your support matters**

Supporting Primrose Hospice is a truly rewarding experience. Every donation, however large or small, really does make a difference.

This guide aims to provide you with all the information you need to plan, organise and enjoy your fundraising event.

We are here to support you every step of the way. If you would like to discuss your fundraising ideas or would like to request materials to support your event then please do get in-touch or visit our website [www.primrosehospice.org](http://www.primrosehospice.org)

**Call us on 01527 889796 or email us at [info@primrosehospice.org](mailto:info@primrosehospice.org)**

**Thank you for your support!**

# Getting started

**In this guide you'll find ideas and useful information about how you can raise money for Primrose Hospice.**

**Whether you are aiming big or small, fundraising is fun as well as rewarding.**

**You can support Primrose either on your own or as part of a team, at work or in your free time.**

## 1. Get in touch with us!

Let us know what you are planning. Our fundraising team are here to support you every step of the way. The team run many events throughout the year, and we have a wealth of knowledge and ideas.

## 2. Think of an idea.

Ask your friends what they think. Do some research to see if anyone else has done something similar and what they learned. Think about what resources you need and what expenses you will have to make it a success.

## 3. Who are you targeting?

Think about who you are trying to attract to your event. What makes them tick? What excites them? What type of venue would attract them? How many do you hope to invite? Be realistic, sometimes a big venue with a few people is worse than a crowded venue. But also be aware of maximum numbers.

## 4. When?

Think carefully about the dates and times. Make sure you don't clash with another event. Think about major sporting events, plays or concerts in your area. Give yourself enough time to plan and execute your plans. It would be better to delay an event than be rushed and not do it to your best ability.

## 5. How much?

Think about how to keep your costs to a minimum. See if you can get things for free. Maybe ask local businesses or individuals to contribute something in exchange for publicity. You could sell advertising in the programme or hold raffles. If you are sure you will get a return, it is sometimes worth spending money to gain money. Be realistic!

## 6. Detail, detail, detail.

Think about the detail. Make sure you are not breaking any laws and you comply with any regulations before you publicise your event. If you are using a venue, make sure the people in charge of the event know what you are planning and agree to it (get it in writing). More information on holding a fundraising event can be found on [www.institute-of-fundraising.org.uk](http://www.institute-of-fundraising.org.uk)

## 7. What if it rains?

Sometimes things don't go as planned. Make sure you have a contingency plan for unfortunate hiccups.

## 8. Learn

After the event, while it is still fresh in people's minds, ask for feedback and comments. Write down the positives and negatives so you are better prepared next time. Keep records of all your costs and who contributed as you may be able to call on their help again in the future.

## 9. Thank them!

Nothing helps more than a thank you! If people feel appreciated they are more likely to help in the future. So write to those who contributed – if you think a 'thank you' direct from us would be more appropriate please let us know.

## 10. Set up a Just Giving page

Setting up an online Just Giving page is a great way of keeping everyone updated on your plans and for helping to spread the word about your fundraising. Visit [www.justgiving.com/primrosehospice](http://www.justgiving.com/primrosehospice) and follow the step by step instructions to set up your page.

# Sponsorship

**Sponsored events are the most popular ways to raise money. They can be serious like running a marathon or fun like a sponsored leg shave!**

## One or many?

You could do something on your own, or team up with friends and make it a team effort. The more people involved, the better your chance of getting noticed, and therefore to make more money.

## We would like to help!

If you are doing something for our charity we may be able to help with some branded items. We have t-shirts and sponsorship forms...just call us and we'll arrange it.

## Tips

- Use technology. Create your own fundraising page at [www.justgiving.com](http://www.justgiving.com) where you can upload pictures, tell your friends and family what you are doing to raise money and send email requests for sponsorship. You can also link your fundraising page to your Facebook profile if you have one.
- Download a sponsorship form from [www.primrosehospice.org](http://www.primrosehospice.org) ring us on **01527 889796** to request one.
- Set yourself a target so people sponsoring you have an idea of the effort you are putting in and what you hope to achieve.
- If the 'unit' of measurement is distance, think of £'s per kilometre (there are more kilometres than miles!)
- Ask your employer to match the amount you raise. It is tax efficient for them and doubles the amount you raise.
- Ask people to "Gift Aid" their donation. If they are UK taxpayers it means they will increase their donation by 25% without any effort. Our sponsorship forms are printed with a column for people to tick if they agree to Gift Aid their donation.  
**We do need their full address and postcode to reclaim Gift Aid.**





# Promote your fundraising

Once you have decided on the details of your fundraising, it is time to drum up support! The more people you tell, the more successful your fundraising will be.

## Social media

Using social media is a great way to tell people about your fundraising. You can also link up to our Primrose accounts so we can see what you are doing to and we can help share your fundraising journey (tag us in #PrimroseHospice). If you have an online fundraising page, post the link on to your social media page.



@Primrose Hosp



@PrimroseHospice

## Local media

Radio stations and local newspapers are always looking for something unusual. If you give them a good story, some photographs and quotes, it makes their job easy and they are more likely to run it.

## Posters & flyers

Use our event poster to help spread the word about your event. You could, think about leaflets to distribute in cafes, bars, pubs, shops, garages, libraries etc. (You will need to get permission first!). Make sure you include all the relevant details... who, what, why, when, where. Maybe add directions if the venue is difficult to find. Add contact details so people can find out answers to any questions.

## Tell us!

Let us know about your event and we can help to raise awareness of how you are supporting Primrose.

## Need help, advice or fundraising materials?

Please call the Fundraising team on 01527 889796 or email us at [info@primrosehospice.org](mailto:info@primrosehospice.org)



# Top tips to help your fundraising

**We want you to have fun when you are raising funds for Primrose. However you must ensure you don't take any risks with safety and follow the law.**

**Collections** - It is illegal to carry out public street collections without a licence. Your local council can provide more information. It is also illegal to carry out house-to-house collections without a licence.

**Food hygiene & allergies** - Food safety laws apply when food is available - whether it is for sale or not. Make sure you follow food hygiene procedures - these are mostly common sense. You can contact your local council for information or visit [www.food.gov.uk](http://www.food.gov.uk)

**Selling alcohol** - Some venues will already have a licence to sell or supply alcohol. However, if you are using an unlicensed venue and plan to serve alcoholic drinks, you may need a temporary events notice. Check with your local council.

**Raffles** - The law around raffles, which are a form of lottery, can be quite complicated. If you hold a raffle and draw it on the same day then you do not need a licence. However if you wish to sell tickets over a period of time then you will need to contact your local authority to request a licence. Information can be found on [www.gamblingcommission.gov.uk](http://www.gamblingcommission.gov.uk)

**Health & Safety** - Writing a risk assessment will help you to think about anything that could potentially go wrong and how best to deal with it. It is also worth considering if you require insurance for your event. Think about whether you need first aiders to attend. It is worth contacting St Johns Ambulance or the Red Cross for advice.

**Photographs** - If you are taking photographs at your event, put up signs to let people know. If you have permission and a signed consent form then please do send us your photos of your event so we can share these on our social media pages.

**Handling cash** - Where possible make sure that two people handle and count any money. Try to keep accurate records of any costs associated with your event. Make sure any cash donated is kept in a secure place and banked as soon as possible.

## Primrose Hospice logo & charity details

Our logo is available upon request, so please do get in-touch if you need it. We can also send a copy of our brand guidelines. When you are writing to anyone about your event or producing any publicity materials, please remember to include our registered charity number:

**Primrose Hospice**  
**Registered Charity No. 700272**

**Don't** do anything illegal or dangerous.

**Don't** allow anyone under 16 to collect sponsorship money without adult supervision.

**Don't** let any commercial organisations use our charity logo without first checking with us.

**Don't** send any cash to us through the post. Bank any cash yourself and send us a cheque (made payable to Primrose Hospice).

**Don't** make any street or house to house collections without permission from the council/police.

**For extra guidance and resources please visit the Institute of Fundraising at [www.institute-of-fundraising.org.uk](http://www.institute-of-fundraising.org.uk)**





# After the event

We would love to hear about your fundraising, so we can thank you properly and encourage others to be inspired by your ideas! If you are happy to share your story we can use on our website and communications, please do get in-touch.

## Gift Aid

Gift Aid allows us to reclaim tax on donations made by UK taxpayers. This means that for every £1 donated, Primrose may be able to claim an additional 25p from the Government. Ask your supporters to tick the Gift Aid option on your sponsorship form or when donating online. If you are collection donations then please do ask us for Gift Aid envelopes.

## Match funding

Check whether your employer offers a Match Funding Scheme. Many companies will part of fully match your fundraising completed by employees. This is a very easy way to double your funds!

## Thank you

Don't forget to thank everyone involved, tell them how much you have raised and how **every penny raised makes a difference to Primrose.**

## Paying in your money

### Online

Donations made directly to your online fundraising pages are sent directly to us. You can also pay in any funds raised offline through our website - visit

[www.primrosehospice.org](http://www.primrosehospice.org) and click **donate.**

### By cheque

Please send cheques, made payable to Primrose Hospice to: Fundraising Team, St Godwalds Road, Bromsgrove B60 3BW.

### Debit/credit card

Donations can be made over the phone using a debit/credit card. Please call the Fundraising team on **01527 889796.**

### BACS payment

Donations can be made via BACS. Please get in-touch for our bank details.

### Cash

Where possible we would like to encourage the above donation paying in methods, however if you do have cash then please do pop in to see us at the Hospice.

**Remember to include your details when sending your donation so that we can thank you for your support!**



# How your support helps



**Sandra Burford** touched many hearts at the Primrose Hospice and her story is a wonderful example of how Hospice care means so much more.

Sandra was diagnosed with stage 4 lung cancer in July 2017. The Primrose supported Sandra from diagnosis to her passing on 21st May 2018 and continue to support the whole family.

During her time at the Primrose Sandra mentioned she would love to be involved in a big sing along so at our Christmas fayre we arranged for this to happen, take a look at the video here. The result was fantastic, with a group of people all singing along to All You Need Is Love.

Sandra's Son was due to get married in 2018, but as Sandra knew she wouldn't be able to attend the wedding, Primrose organised a pre-wedding blessing at the Hospice

**130 children are supported by our Family Support Services team each year**

**4,500 people per year benefit from our Hospice services**

"My name is **Lilly** and I am 8 years old. I live with my Dad and my dog Rufus. My Auntie Rachel lives a few doors down and I have sleepovers there at weekends when Daddy has to go to work. He works as a paramedic in a prison, he works hard to make sure everyone stays as healthy as they can in prison and helps them when they are poorly. Auntie Rachel is a Deputy Manager in a children's mental health team and helps the children she works with to feel better and happier.

I am raising money to help Primrose Hospice because they helped look after Mummy when she was really ill with stomach cancer and helped us all when she went to the stars on New Year's Day 2017. This was the worst time of my life and when I knew mummy was going to die I felt so sad and didn't want her to die.

A lady called Jenni and a lady called Heather helped me to understand more about cancer and helped me to learn more about death and what would happen to Mummy. When Mummy died Jenni did some activities with me which I loved, I really enjoy art and crafts. We made a memory box to put all of my special memories of Mummy in. I met some other children who had lost people they loved that went to Primrose.





# An A-Z of fundraising ideas



## **A**bseil

Afternoon tea

Art & craft stall

## **B**ad hair / tie day

Book / comic sale

Bike ride

Bingo

## **C**ake sale

Car boot sale

Charity car wash

Coffee mornings

## **D**ance-a-thon

Disco

Dress down day

Dog walking

## **E**aster egg hunt Exercise

machine – e.g. a

sponsored row

Ebay sale

## **F**ace painting

Fairs, fetes & bazaars

Fashion show

Food & wine tasting

Football tournament Fun

run

## **G**arden party

Gift wrapping service

## **H**alloween party

Head shave

Half marathon

## **I**t's a knockout competition

Indoor games

## **J**azz night

Jewellery making

Jumble sale

## **K**araoke

Knit-a-thon

## **L**ine dancing

Loud tie day

Lunch money donations

## **M**arathon

Masked ball

Music night

## **N**ame the....

New Year's Eve party

Non-uniform day

## **O**ffice lottery

Odd job day

## **P**amper event

Parachute for Primrose

Pub quiz

## **Q**uiz night

Quite day

## **R**ace night

Raffle

Rugby match

Running event

## **S**ports day

Swim-a-thon

Silent auction

## **T**ea party

Teddy bears picnic

Tombola

Treasure hunt

## **U**niform-free day

University challenge

## **V**alentines ball

Variety show

## **W**alkathon

Wear it backwards

## **X**mas jumper day

X-Factor style

competition

## **Y**ogathon

Yo-Yo competition

## **Z**ip wire

Zumbathon

# Notes



# Notes

**Primrose Hospice**

St. Godwalds Road, Bromsgrove B60 3BW

**t:** 01527 871051

**e:** [info@primrosehospice.org](mailto:info@primrosehospice.org) | **w:** [www.primrosehospice.org](http://www.primrosehospice.org)

Company Registration Number 2211941 | Registered charity number 700272

