



YOUR GUIDE TO FUNDRAISING *IN AID OF* PRIMROSE HOSPICE & FAMILY SUPPORT CENTRE



primrose
hospice

Care Compassion Community



primrosehospice.org

T: 01527 899796

Registered Charity No. 700272

Welcome, and thank you for choosing to support Primrose Hospice!



Each year, Primrose Hospice & Family Support Centre has to raise **£1.95 million** to continue providing vital services, all free of charge.

This simply wouldn't be possible without dedicated and compassionate supporters like you. Inside this pack, you'll find everything you need to get started with your fundraising journey, including key information and resources.

If you have any questions or need a helping hand at any stage, our friendly fundraising team is here for you.

📞 Call us: 01527 898796

✉ Email: fundraising@primrosehospice.org

Together, we can make a lasting difference.
Thank you and happy fundraising!

What's inside?

- 1 FUNDRAISING KIT
- 2-3 SETTING UP YOUR ONLINE FUNDRAISING PAGE
- 4-5 PRINTABLE SPONSORSHIP FORM
- 6 PROMOTING YOUR "IN AID OF" FUNDRAISER OR EVENT
- 7 FUNDRAISING ADVICE & GUIDELINES
- 8 YOUR FINAL FUNDRAISING STEPS

FUNDRAISING KIT

We'd love for you and your event to stand out while fundraising for Primrose Hospice!



T-Shirts
S, M, L, XL, XXL



Running Vests
S, M, L, XL



Beanie Hat
One Size



PVC Banners
Small & Large

**Collection
Buckets & Cans**



Get in touch with our team to find out what fundraising materials are available to support your fundraising.

SETTING UP YOUR ONLINE FUNDRAISING PAGE

Online fundraising pages make it easy for people to donate. With just a few quick steps, you'll be all set to share your story across email, social media, messaging apps and more.

Before you get started, here are a few key things to consider first:

- Why are you raising money for Primrose Hospice? Are you doing it in memory of someone or general support?
- Will you be taking part in an organised event (like a marathon or fun run), or are you planning your own activity?
- How much do you hope to raise?

Thinking about these things beforehand will make setting up your page easier.

JustGiving™

- Visit www.justgiving.com or scan the QR code, and click on 'Start Fundraising'.
- Select 'Yes, I'm fundraising for charity' and 'Next'.
- Complete the sign up page with your details and your marketing preferences. These marketing preferences are for JustGiving, not the Primrose Hospice.
- Type 'Primrose Hospice' into the search for a cause box and select Primrose Hospice.
- You will then be asked if you are fundraising in memory of someone, if you select 'yes' it will ask you who you are remembering, or select no, then 'Next'.
- Select if you are taking part in an event, doing your own activity or if you are just fundraising. You will be asked a series of questions based on your answer. Provide as much detail as you can.
- Complete the 'How much you would like to raise' section and select 'Next'.
- Now the important part, personalising your page! See page 3 for tips on how to make your page stand out, including choosing a great cover picture.
- You're nearly done! You will then be asked about keeping in touch, this is consent for the Primrose Hospice to contact you.
- Click 'Launch my page' and you're done!
- If you are taking part in a running challenge it's a great idea to link your JustGiving page your fitness tracker, JustGiving can link to Strava and Fitbit accounts.



How to add money that you've raised off-line

1. Log in to your account and click on your name/icon in the top right corner and select 'Fundraising'
2. Click 'Edit' on the page you'd like to add the balance to
3. Click 'Donations' along the side of the page or within the collapsed menu option
4. Select 'Manage offline donations' followed by 'Add offline donation'. Then fill in the 'Name' field (if relevant) and the 'Amount' field and then 'Add'.
5. The offline donation amount and name will show in the supporter's section of your fundraising page and your fundraising total.

Some events organised by third parties, like the London Marathon, may use different fundraising platforms. Please ask the fundraising team for more information.



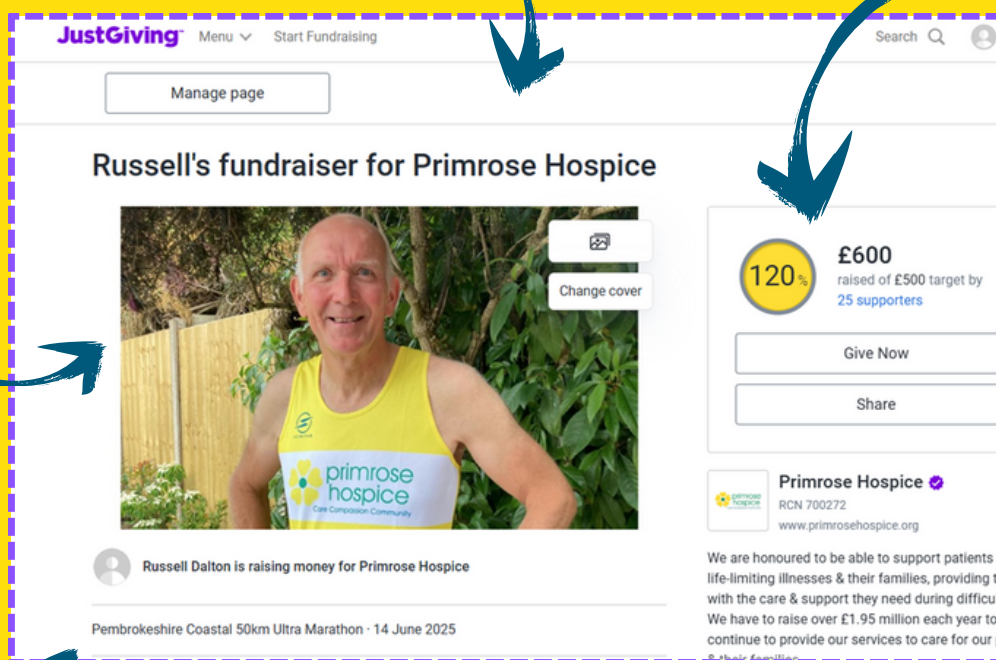
A great fundraising page in action...

Give your page a great title. "Name - fundraiser for Primrose Hospice" is a default title. We encourage you to make it personal and engaging to capture your audience's attention and inspire support.

Set yourself a fundraising target to aim for, it helps motivate you and gives your supporters something to rally behind.

Share a photo of yourself or your event/challenge. Wearing your Primrose running vest or T-shirt makes your picture stand out.

Let your friends, family, and community know what you're doing and when. Sharing the details builds excitement and encourages others to get involved.

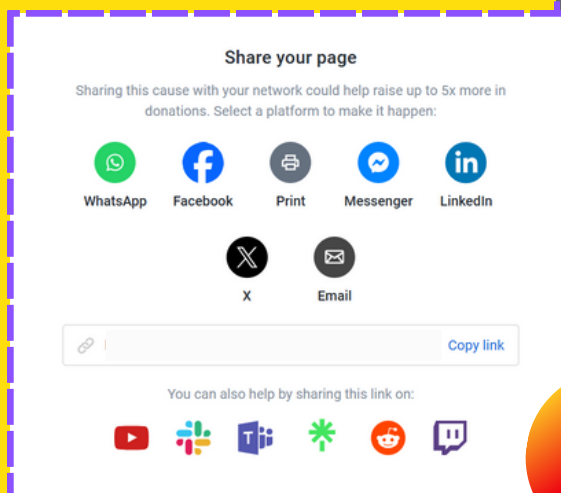
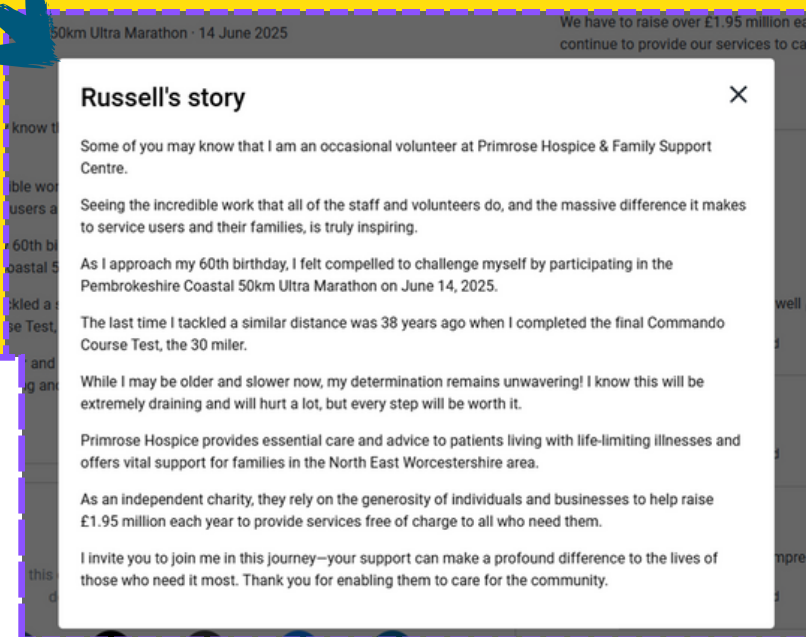


You can update your target at anytime, by logging into your Just Giving account.

You can also add "offline donations" please refer to page 2 for instructions.

The more personal your story, the more powerful the impact.

Tell your supporters why you've chosen to fundraise for Primrose, sharing how much it means to you will inspire them to support you.



Once you're happy with your page, share it with friends and family through social media, email, or messaging – and start raising vital funds!

Sponsorship Form

name _____

address _____

_____ postcode _____

phone _____ mobile _____

e-mail _____

I'm doing this because _____

make your sponsorship worth even more...

If I have ticked the box headed 'gift aid', I confirm that I am a UK Income or Capital Gains taxpayer. I have read this statement and want Primrose Hospice to reclaim tax on the donation detailed below, given on the date shown. I understand that I must pay an amount of Income Tax and/or Capital Gains Tax in the tax year at least equal to the amount of tax that Primrose Hospice will reclaim on my gifts for that tax year. I understand that other taxes such as VAT and Council Tax do not qualify. I understand that Primrose Hospice will reclaim 25p of tax on every £1 that I have given.

Your information will only be used to claim back the gift aid

giftaid it

full name	home address (for giftaid we must have a full address)	email address	post code	amount	gift aid	date
Mr Ben Sample	1 Sample Road Redditch	ben.sample@ email.com	B60 3BW	£25.00	16/09/25	✓

You can also set up an online sponsorship page at www.justgiving.com.

Please bring your completed sponsorship form and money to the fundraising team at Primrose Hospice.

office use total	£	total gift aid	£	date recieved	/	/
------------------	---	----------------	---	---------------	---	---

make your sponsorship worth even more...

If I have ticked the box headed 'gift aid', I confirm that I am a UK Income or Capital Gains taxpayer. I have read this statement and want Primrose Hospice to reclaim tax on the donation detailed below, given on the date shown. I understand that I must pay an amount of Income Tax and/or Capital Gains Tax in the tax year at least equal to the amount of tax that Primrose Hospice will reclaim on my gifts for that tax year. I understand that other taxes such as VAT and Council Tax do not qualify. I understand that Primrose Hospice will reclaim 25p of tax on every £1 that I have given.

Your information will only be used to claim back the gift aid

giftaid it

full name	home address (for giftaid we must have a full address)	email address	post code	amount	gift aid	date

PROMOTING YOUR "IN AID OF" FUNDRAISER OR EVENT

We're so grateful that you've chosen to support Primrose Hospice. Please see below for marketing suggestions which you may find useful.

JustGiving

We encourage you to create your own JustGiving fundraising page to help promote and collect donations. These pages are easy to share on social media and messaging platforms.

What We Can Help With:

We'll happily display a A5/A4 promotional poster/leaflet on our "In Aid Of" boards at the hospice. Please note: You'll need to supply two printed copies of your poster/leaflet.

Letter Of Authorization:

If you are collecting prizes or vouchers for a raffle, please contact our fundraising team. We can provide you with an official letter of authority to support your requests.

Social Media:

We encourage you to utilise your own social media and Facebook community groups to share your fundraising page. You are also welcome to share onto our Primrose Facebook Supporters, using this QR code.



We can feature your "in aid of" fundraiser up to twice on our Facebook and Instagram stories. Please provide an image that is ready to post or share. We post a maximum of once a week on Facebook Stories, so timing may vary.

Local Media:

The Advertiser and The Standard newspapers are very supportive of Primrose Hospice and welcome articles about our community's fundraising activities. If you would like to send them an article, please use the below contact details. We are more than happy to provide a quote for your article.

The Standard papers (Bromsgrove, Redditch & Droitwich): bromsgrovestandard.co.uk/info/contact

The Advertiser papers (Bromsgrove and Redditch): bromsgroveadvertiser.co.uk/contact/

Try to keep articles no longer than 250 words, remember to include a photo and a short title.

Event Support:

A member of our team may be able to attend your event, this will depend on staff availability. We may also reach out to volunteers to attend if appropriate and availability allows.

Fundraising Materials:

We can supply buckets, collection cans, banners, and t-shirts to support your fundraising (*refer to page 1*). However, we are unable to purchase or supply specific materials or personalised resources for individual events. We can supply you with our logo digitally and generate QR codes for you, please get in touch with our team for more information.

A Few Things to Note:

Unfortunately, we cannot sell tickets, raffle entries, or products on your behalf at the hospice site or in our shops. If you would like to ask for donations for any of the above, you may do this of your own accord or to sell them at one of our events you can attend as a volunteer. Please contact our fundraising team to discuss this further. Unfortunately, we are unable to publish your event on our website.

If you have any questions or need further guidance, our Fundraising Team is here to help.

📞 Call us: 01527 898796

✉ Email: fundraising@primrosehospice.org

FUNDRAISING ADVICE & GUIDELINES

Having fun is at the heart of fundraising, but there are a few important things to remember too. Here's how to make sure everything runs smoothly and stays legal.

Health & Safety Essentials

Your responsibility: We're here to help, but the event/fundraiser is yours to run. Carry out a risk assessment to spot anything that could cause harm, especially if the public are involved.

Food & drink: Planning to serve food or alcohol? Check the latest guidance with your local council and review food-hygiene regulations online.

Public liability insurance: Any public-facing event must be covered. We can't accept any responsibility for your event. Make sure you have a policy in place any activity takes place.

Licenses & Permissions

- **Street and house-to-house collections:** It's illegal to shake a bucket in public without a licence. Please contact our fundraising team as we have arrangements with local supermarkets for approved collections if this is a way you would like to fundraise.
- **Entertainment licences:** Venues without an existing licence will need one for live music, dancing, film screenings, or similar activities. Ask your local council for more information.
- **Raffles, lotteries & competitions:** These are brilliant fundraisers, but strict rules apply. You may need a licence, check the Gambling Commission's guidelines.
- **Under-16s:** You can't sell raffle or lottery tickets to anyone under 16. If children will be present at your event, ensure you have parental permission and adequate adult supervision.

Branding & Money Handling

- **How to describe your event:** Please describe it as "in aid of Primrose Hospice" (rather than "on behalf of") this makes it clear you're an independent supporter.
- **Be transparent about costs:** If you plan to deduct any expenses from the money you raise, you must clearly inform donors before they give. Failing to do so could be considered misleading and may carry legal consequence.
- **Collecting funds:** Let us know if you plan to collect cash. We'll walk you through best practice and supply sealed collection tins/buckets.

Visit fundraisingregulator.org.uk for more information.

YOUR FINAL FUNDRAISING STEPS

How to send in your donations:

Thank you for your incredible support! Here's how you can send the money you've raised.



- **Online Fundraising Pages:** Donations made through JustGiving are sent directly to us, no action needed from you.
- **By Cheque:** Please make cheques payable to Primrose Hospice Limited and post them to: Finance Team, Primrose Hospice, St Godwald's Road, Bromsgrove, B60 3BW.
- **Bank Transfer (BACS):** You can donate online via our website, or contact our fundraising team to request our bank details for a direct transfer. Call: 01527 889796.
- **Debit/Credit Card:** To make a donation over the phone, please call our fundraising team and we'll be happy to help.
- **Cash Donations:** You're welcome to bring cash donations directly to the hospice. Just ask for the fundraising team when you arrive.



Don't forget! Please include your name and details when sending in your donation, so we can send you a thank you and acknowledge your support.

Things to remember!

Boost your donations with Gift Aid

If your supporters are UK taxpayers, they can tick the Gift Aid box when donating online or via your sponsorship form. We may be able to claim an extra 25p for every £1 from the Government, at no extra cost to them! **Important:** Gift Aid can only be claimed on personal donations, not money collected from others. Please don't select Gift Aid when paying in group fundraising online.

We love celebrating our fantastic fundraisers!

Send us your photos and a short quote about your fundraising experience and you could be featured on our Thankful Thursday's social media posts or even in our biannual bulletin. It's a great way to share your moment, inspire others, and show just how much your support means to us.

Match Funding – Double your impact!

Many employers offer match funding schemes, where they'll match some or all of the money you raise. It's a simple way to boost your total, so don't forget to check if your workplace supports it.

Thanking your supporters

We'll be sure to thank you for your incredible effort, but don't forget to thank your supporters too! Let them know how much you raised and how every penny helps make a difference. If there's someone you'd like us to thank on your behalf, get in touch with our team we're always happy to help you share the appreciation.

giftaid it

THANK YOU SO MUCH FOR YOUR SUPPORT!



Community involvement is vital in helping Primrose Hospice & Family Support Centre continue our work and there are plenty of ways to stay involved, whether it's through volunteering, joining one of our events, or supporting us in other ways.

Visit our website to explore how you can continue making a difference.

primrosehospice.org

