



Your Fundraising Pack

All the information you need to make the most of your event



“We had a brilliant time organising our own event and raising money for the hospice - really made us feel like we were making a difference!”



Dear Fundraiser,

Thank you for requesting a fundraising pack for Southern Area Hospice Services. By choosing to support us through your own fundraising event you are helping us to raise vital funds to continue our support and care for our patients.

The fundraising department has the momentous task of funding approximately two thirds of the running costs of the Hospice annually. To date, this has only been made possible with the fantastic continued support from our volunteers and the local community across the Southern Health Board region in assisting the fundraising team throughout the year.

Inside you will find lots of useful hints and tips on how to make the most out of your event – From what type of event 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 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

Fern House

Courtenay Hill

Newry

BT34 2EA

T: 028 3025 1333

www.southernareahospiceservices.org

fundraising@southernareahospiceservices.org



www.facebook.com/southernareahospice

[@HospiceSAHS](https://twitter.com/HospiceSAHS)

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Southern Area Hospice Services is a charity providing care free of charge to local people with cancer, and other terminal illnesses, such as Multiple Sclerosis, Motor Neurone Disease, HIV and Aids.

Care is provided for patients residing in the Southern Health Trust Area, from Kilkeel to Ballygawley and from Crossmaglen to Portadown.

Services include: an Inpatient Unit, Day Hospice Units in Newry and Dungannon, Outpatient Clinics in Newry, Dungannon and Craigavon, a Palliative Care Team in Daisy Hill and Craigavon Area Hospitals, a Homecare Nurse in Armagh / Dungannon Districts, Bereavement Support Services and The Donaldson Counselling & Therapy Centre.

Southern Area Hospice cares for almost 1,000 patients annually.

Southern Area Hospice Services relies on 73p in every pound coming from fundraising to enable us to care for and support patients and their families.

The Fundraising Department has to raise £2.3 million in 2014 to maintain the level of care currently available. This equates to £191,666 per month, £44,230 per week or £6,301 per day.

More than 80% of income goes towards direct patient care.

Southern Area Hospice Services relies heavily on the generosity of local people and the support of a network of over 300 volunteers who help our staff deliver our services in many different ways – from patient care to fundraising.

For more details contact Southern Area Hospice Services at:

- **Web:** www.southernareahospiceservices.org
- **Email:** info@southernareahospiceservices.org
- **Facebook:** www.facebook/SouthernAreaHospice
- **Twitter:** www.twitter/hospiceSAHS



Where to Start?

If you have decided to organise your own event, you can now think about what kind of event you would like to do. Here are some helpful tips to get you started...

Activity – Choose your type of event and give it a name

Venue – Find an ideal location to suit your event

Date – Check your event does not clash with any other major events

Planning – Is there enough time to plan an event? Keep it achievable

Guests – Consider who the event is aimed at, who to invite and how many people you need/want and fun!

Support – Don't be afraid to ask for help from friends, family and colleagues.

Contacts – Build up a list of contacts of people who have supported the event, so you can thank them afterwards, and can be used for future reference.

Fundraising – Try to think of as many ways as possible to make money at the event!

Ticket prices – Decide on a reasonable price

Budget – Know your budget! Set a target and know your costs

Sponsorship – Approach companies to see if you can get the venue, catering facilities or prizes donated!

Promotion – You can use the radio, newspapers, posters, Facebook, Twitter and word of mouth to let people know about your event!

Safety – Find out if any rules or regulations apply to the event.

Street Collections – To hold a street collection you will need a street license provided by the PSNI, these can take at least 6 weeks to be issued.



A-Z of Fundraising Ideas

A

Abseiling
Aerobics
Afternoon Tea Party
Arts & Crafts Stall
Assault Course
Auctions

B

Bad Hair Day
Ball
BBQ
Beard Shaving
Bingo
Book Stalls

C

Cabaret Night
Cake Stall
Car Boot Sale
Carol Singing
Casino Night
Christmas Fair
Coffee Morning
Cover a Distance in Coins
Christmas Cards

D

Disco
Drawing Competition
Dinner Dance

E

Easter Egg Hunt
Ebay Day
Egg and Spoon Race
European Food Day

F

Face Painting
Family Fun Day
Fancy Dress
Fashion Show
Fireworks Night
Football Match
Fun Runs



G
Golf Day
Guess the weight/amount (Sweets in a Jar)
Gym Equipment Challenge

H
Hair – Mad Hair Days
Head Shave
Honesty Box
Horse Racing

J
Job Swap
Jumble Sale
Jailbreak

K
Karaoke Night

L
Line Dancing
Light up a Life

M
Magic Show
Music Quiz
Marathon
Mini – Olympics

N
Name the baby competition
National Days
Nature Walk

O
Opera Night

P
Painting Competition
Pantomime
Plant a Tree
Plant Sale
Pet Show
Parachute Jump



Q

Quiz

R

Raffle
Race Night
Ready Steady Cook
Ramble

S

Santa Dash
Seventies event
Santa's Grotto
Sky Diving
Sports Day



T

Treasure Hunt
Tug of War
TV Show Replicas

U

Non-Uniform day

V

Valentines Day Ball
Volleyball

W

Waxing
Wheelbarrow Race
Wine Tasting

X

X-Factor

Z

Zumba



How we can Help

Sponsor Forms

Sponsor cards are available on request and cannot be photocopied. To get sponsor cards please contact fundraising on: 028 3025 1333

Tickets/Posters

We can design tickets/posters and print in house for events, all we need are the details and how many you need printing.

'In support of' or 'In aid of'

Please make clear that it is your event in support of your charity – you are responsible for the event.



Banners

Can be used in or outdoors. They can be fixed with cable ties or string. These are loaned to the event and must be signed for and returned to the hospice. (Limited Availability)

Buckets

Used for collections. Must be sealed by fundraising and returned after the event.



T-Shirts

T-shirts can be provided and we ask that they are returned after your event.

Representative at Event

Requests must be made with as much notice as possible. Please speak to the fundraising team to discuss further.



Promoting your Event

Once you've decided on your event, planned all the details and made sure it is safe and legal, it's time to start telling everyone about it!

Remember for a successful event you want as many people as possible to know about it. Don't forget to tell them the important information they need, this includes:

- What the event is?
- When and where the event is taking place?
- Who is organising the event?
- Why you have decided to fundraise?
- How much money you hope to raise?
- How people can support, get tickets, attend your event?
- Contact details?



Posters

We can design posters and print in house A4 and A3. To have posters designed by the team simply contact us with what content you want on, any personal photos and how many you need. Your event will be shown on our website fundraising events page and if applicable displayed in our newsletter. The poster will also be displayed in the fundraising reception at the hospice.

Word of Mouth

Tell all your friends, family and colleagues about your event and ask them to pass on the details to their contacts.

Social Media

Facebook and Twitter are a great way of getting the information out there, we can promote it on our pages too!



<https://www.facebook.com/SouthernAreaHospice>



<https://twitter.com/hospiceSAHS>

Health, Safety and Legal

Please remember that you are responsible for ensuring your fundraising activities are safe and legal and that Southern Area Hospice Services cannot take any responsibility for any injuries, losses or damages incurred.

The following are a guideline for your event and if you require any more advice don't hesitate to call us on 028 3025 1333

Do

- Make sure your event is adequately supervised and all volunteers and helpers are properly briefed.
- Do carry out a risk assessment and contact any relevant bodies if required, e.g. police, council and trading standards.
- Do assess your first aid requirements; ask yourself if it is worth seeking more help and advice.
- Follow the laws and regulations regarding lotteries and raffles, more info can be found at www.institute-of-fundraising.org.uk
- Include our name, logo and registered charity number on all publications, making it clear the event is in aid of Southern Area Hospice Services.

Don't

- Don't do anything dangerous, illegal or irresponsible
- Don't collect money in the street without permission from the council, police or property owner.
- Don't allow anyone under the age of 16 to collect money without adult supervision
- Please don't use our logo, name or registered charity number without our permission.

Also Consider:

Food - Contact your local council for food hygiene regulations for events

Alcohol - Check if the venue is licensed or contact the local council to find out about a temporary license

Security – Think about who and where the money will be stored after your event.

Collecting Money

Once you have decided on your event, planned all the details and made sure it is safe and legal, it's now time to start telling everyone about it

Sponsor forms

Contact us on **028 3025 1333** if you wish to collect money via a sponsorship form.



At JustGiving.com you can set up your very own personalised fundraising page, allowing your family, friends and colleagues to make secure online sponsorship payments with a debit or credit card and letting you spend less time collecting and counting money, and more time preparing your event.

www.justgiving.com

giftaid it

Giftaid is a scheme run by the government which allows charities to reclaim the basic rate of tax on donations made by UK taxpayers. If you pay UK tax and tick yes for gift aid the government will give us 25% on top of your donation, and it won't cost you a penny. Please encourage all your eligible family and friends to tick the Gift Aid declaration box on your sponsorship form, clearly stating their name, postcode and address to help raise more vital funds for the Southern Area Hospice.

Match Giving

Many organisations offer a match giving scheme, where they will match either pound for pound or up to an agreed amount that their employees raise for charity. To find out if your employer operates such a scheme talk to your manager or finance team.

Once you have completed your fundraising event and collected in your monies you can drop any money off or send all sponsorship forms and cheques to:

(Please don't send cash in the post)

Southern Area Hospice Services

Fern House

Courtenay Hill

Newry

County Down

BT34 2EA

Or you can call us on: 028 3025 1333

FUNDRAISING CONTACT SHEET

Personal details

Name of Contact; _____

Name of Group/Business/School involved: _____

Address: _____

_____ Postcode: _____

Telephone No: Home _____ Work _____ Mobile _____

Date: _____ Email _____

Event Details

Event: _____ Date: _____

Location: _____ Time: _____

Indicate Numbers Required:

Authorisation letter PR (Posters / Tickets / Press Release) Buckets

T Shirts Banner Sponsor cards (serial numbers) _____

Notes: _____

Additional Information

Once complete please return to Fundraising:

By post: Denise Doyle, Southern Area Hospice - Fundraising Office, Fern House, Courtenay Hill, Newry, BT34 2EA

Email: doyled@southernareahospiceservices.org

Or telephone: (028) 302 51333

Thank you for helping us to help others