



Southern Area
Hospice Services

Your Fundraising Pack



Welcome!

Dear Fundraiser,

We are delighted that you have decided to take on a challenge for our cause. Welcome to Team Hospice! By choosing to support us through your own fundraising you are helping us to raise vital funds to continue our support and care for patients and their families across the Southern Health Board area.

It costs approximately £4.2 million to run our local hospice and the Income Generation Team has the momentous task of funding almost three quarters of the running costs of the Hospice annually which is £3.1 million. To date, this has only been made possible with the fantastic continued support from people like you in the local community.

Inside you will find lots of useful hints and tips on how to make the most out of your fundraising – from what type of event to organise to promoting your event and easy ways to collect sponsorship and donations. Fundraising in today's economic climate can be difficult, but it can also be lots of FUN! So please, enjoy yourself along the way and be as creative as possible! Our Fundraising Team is always on hand to answer any questions you may have and to give you inspiration when needed so please keep in touch. Whether your target is £50 or £5,000 – we'll make sure you get there in the end. We always do!

On behalf of everyone cared for by Southern Area Hospice Services, thank you for your support and the very best of luck with your fundraising.

The Fundraising Team

Fern House

Courtenay Hill

Newry

BT34 2EA

T: 028 3026 7711

www.southernareahospiceservices.org

fundraising@southernareahospiceservices.org



www.facebook.com/southernareahospice

@HospiceSAHS

Key Facts



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:

- 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
- Hospice Information and Resource Centre in Dungannon.

1000

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

80

More than 80% of the 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.

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. Generally, somewhere well-known or local to you is a good bet.
- DATE** - Check your event does not clash with any other major events.
- GUESTS** - Consider who the event is aimed at, and what type of audience you are targeting, who to invite and how many people you need/want.
- PLANNING**- Is there enough time to plan an event? Keep it achievable and fun!
- SUPPORT**- Don't be afraid to ask for help from friends, family and colleagues, you will be surprised just how many people will want to help you out.
- 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- maybe include a raffle or auction. Our team are always here to help you with ideas!
- TICKET PRICE** - Decide on a reasonable price. (Hint: a lower price will usually get bigger numbers through the door)
- BUDGET**- Know your budget. Set a target and know your costs before you promote anything.
- SPONSORSHIP** - Approach companies to see if you can get the venue, catering facilities or prizes donated - we can provide you with authorisation letters, so people know your ask is legit.
- PROMOTION**- You can use the radio, newspapers, posters, Facebook, Instagram, Twitter, and word of mouth to let people know about your event. We can also add info about your event on to our website community calendar.
- HEALTH & SAFETY** - Find out if any rules or regulations apply to the event and ensure you have procedures in place in case of an emergency.
- 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 and must be requested via your SAHS Fundraising Officer.

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
Cycling Challenge
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



I

Irish dancing night
Ironing service
Italian food cookoff

J

Job Swap
Jumble Sale
Jailbreak
Jazz evening



K

Karaoke Night
Knitting class
Kayaking challenge
Keep fit class

L

Line Dancing
Light up a Life
Lottery
Lucky Dip



m

Magic Show
Music Quiz
Marathon
Mini - Olympics
Midnight Memory Walk

n

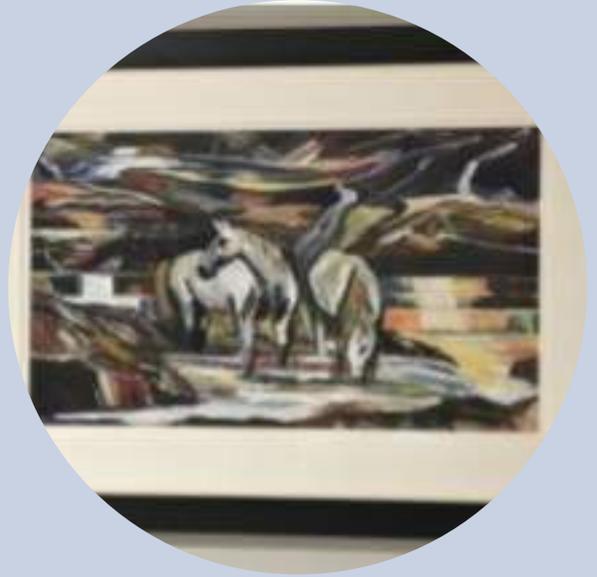
Name the baby competition
National Days
Nature Walk
Non-Uniform Day
New Years resolution



O

Opera Night
Obstacle Course
One Day of silence
Office Olympics

P Painting Competition
Pantomime
Plant a Tree
PlayStation playoff
Pet Show



Q Quiz
Queens & Kings Party



R Raffle
Race Night
Ready Steady Cook
Ramble
Rainbow Day



S Santa Dash
Scavenger Hunt
Santa's Grotto
Sports Day
Skydive
Silent Auction
SwearBox

T

- Treasure Hunt
- Tug of War
- TV Show Replicas
- Talent Show
- Teddy Bear Picnic
- Toy Appeal



U

- Ultra marathon
- Unwanted gifts

V

- Valentines Day Ball
- Volleyball tournament
- Vintage Car/Tractor Run
- Vintage Clothes sale



W

- Waxing
- Wheelbarrow Race
- Wine Tasting
- Wedding Favours

X

X-factor
Xmas Play
Xmas Fayre



y

Yoga-thon
Yacht Racing
Yoyo competition

Z

Zombie Run
Zumba class
Zorbing
Zipline





How we can help!

Sponsor cards

Sponsor cards are available on request and cannot be photocopied. To get sponsor cards please contact fundraising on: 028 30267711.

Tickets & Posters

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

'In Support of' & '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 immediately after the event.

T-shirts

T-shirts can be provided and we ask that they are returned immediately 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:

1. What the event is?
2. When and where the event is taking place?
3. Who is organising the event?
4. Why you have decided to fundraise?
5. How much money you hope to raise?
6. How people can support, get tickets, attend your event?
7. 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 Community fundraising events page and displayed in our newsletter. Make sure you display the poster in as many places possible so it reaches a wide audience.

Social Media

Social media is your best way of promoting your event as you can reach such a huge amount of people by simply creating an event page or post and asking your friends and followers to like and share. Facebook Instagram and Twitter are a great way of getting the information out there, we can promote it on our pages too!

Word of Mouth

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



Health Safety & 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 30267711

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. Street Collection permits must be requested via your Fundraising Officer.
- 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.
- We do not allow door to door collections for the purpose of fundraising.

Street Collection Instructions

The following are a guideline for your event and if you require any more advice don't hesitate to call us on 028 30267711

Materials needed: Official Hospice Buckets with lids and tamper proof seals, Hospice T-Shirts/Hi Viz Vests, Flag Day Permit copies, ID badge and a set of instructions for each collector.

YOU MUST NAME THE PERSON IN CHARGE OF COLLECTION AND INFORM ON AN OFFICIAL STREET COLLECTION FORM.

Please Note:

- 1) The person in charge of the collection must ensure they read the street collection regulations from the PSNI (which are on the Flag Day permit) beforehand and advise all those taking up the collection with them of the regulations. If you do not have a copy of this permit, please contact the Fundraising Dept asap.**
- 2) Only Official Hospice merchandise should be used to carry out the collection.**
- 3) All buckets used must be sealed closed using the lid and tamper proof seal provided and only opened by the person in charge. In a safe place out of view of the public.**
- 4) Please note you and all those collecting are representing Southern Area Hospice Services; please ensure you are respectful and thankful to the public whether they choose to donate.**
- 5) Please comply with all current Covid-19 guidelines regarding, facemasks, social distancing – please hold the bucket at arm's length when receiving a donation. Sanitise your hands regularly.**
- 6) Please do not ask for donations, shake the bucket, stand in the road, or use your mobile while collecting,**
- 7) If at any time you feel at risk, please go into the nearest shop and contact the person in Charge or the Hospice directly on (028) 3026 7711.**
- 8) All sealed buckets to be returned to the person in charge for counting**

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 and collecting some money! Some of the ways you can do this are:

Sponsor Cards

Contact us on 028 30267711 if you wish to collect money using our official sponsorship cards.



JustGiving or Facebook Fundraiser

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. Visit www.justgiving.com to set up an account.

Facebook now gives you the option to set up a Fundraising page for a charity of your choice. For more information on how to set yours up visit our website or contact Fundraising for instructions.

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.

Returning Money



Make an online Donation - If you have set up your own JustGiving page or Facebook Fundraiser, the money raised will go directly into our bank account. (Please just get in touch and let us know you have been fundraising for us so we can get a few details.)



Pay in your Money by Bank Transfer - If you would like to pay your money in by BACS, please contact our Fundraising Team on (028) 30267711 or email fundraising@southernareahospiceservices.org to get our bank details.



Arrange a cheque presentation - We love getting a photo with our fundraisers and our big cheque to show everyone how well you have done and how much you have raised so contact us and we can arrange this and you can hand your money in in person.



Donate by Post - Please send cheques payable to Southern Area Hospice Services. Don't forget to tell us where you're from and how you raised the money so we can thank you properly. Please do not send cash in the post.



Donate over the Phone - If you'd prefer to pay your money over the phone, why not call our Fundraising Team on (028) 30267711 and we can take your donation by card!

