

**Sue Ryder
Wheatfields
Hospice**

Your Guide to Fundraising



**palliative,
neurological
and bereavement
support**



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Thank you

We can't say it enough – thank you so much for choosing to fundraise for Sue Ryder Wheatfields Hospice. Without you, and people like you, we simply would not be able to continue providing care for local patients and their families. You make it possible for us to be there when it matters.

This guide aims to give you some hints and tips to help you make the most of your fundraising.

If you need any materials, advice, or would like to talk about your fundraising please do contact the fundraising team – we are here to help.

You can contact the team on:

call: 0113 203 3336

email: wheatfields.fundraising@sueryder.org

 Sue Ryder Wheatfields Hospice

 @SRWheatfields



Sue Ryder Wheatfields Hospice

Sue Ryder Wheatfields Hospice is based in Headingley, Leeds, and provides expert palliative care and support for people who are living with a life limiting condition, as well as supporting their families.

Our inpatient hospice provides round-the-clock assessment and specialist care to help manage patients' symptoms. Our day service helps people living with long term conditions to avoid unnecessary trips to hospital, as well as offering social opportunities alongside others experiencing similar circumstances. We also offer community services for people who prefer to receive palliative care at home.

Our expert team includes doctors, nurses, care assistants, physiotherapists, social workers and bereavement support workers. They all work seamlessly together to support people through the most difficult times of their lives.

Whether somebody is dealing with a terminal illness or the loss of a loved one, we're there when it matters. Sue Ryder staff and volunteers provide people with the compassion and expert care they need, to help them live the best life they can.



Helen's story

Helen Hopkins, 35, set up a fundraising group with a family focus in memory of her husband, Dan, after he was cared for at Sue Ryder.

'We were at the hospice in July 2018 and nothing was ever too much trouble for the Sue Ryder Nurses and care team around us. We didn't have to explain anything; they knew what we were going through and I was able to go from being Dan's carer to being his wife again.'

'While we were at Sue Ryder I read a leaflet about how much it costs to keep the hospice going and I wanted to give back. Our son George was only nine months old when Dan died so I decided to do something fun with a family focus. I wanted to raise funds and also show people that hospice care is for people of any adult age.'

'Lots of friends knew what we went through as a family and they were all so willing to help support the hospice. I never knew the loss of one person would bring so many people together in support. We held our first fundraising event as a group at Christmas and raised £800.'

'I wanted a cake stall at our Easter Family Fun Day, so put a shout-out for cakes on Facebook and I had 60 people who were all willing to help. It really blew me away. We also arranged an Easter Scavenger Hunt, Balloon Race, Bouncy Castle, Hook a Duck and Guess the Eggs in the Jar – just lots of family fun.'

'The hospice is like a second family to us. They're all amazing and I feel like I am giving something back for the support they gave and continue to give us.'

How your money helps



It costs £3.8million every year to run all of our services. That's £319,000 a month, or £10,500 a day. We receive £1.8million of this funding from the government. To raise the remaining £2million needed to provide our palliative care each year, we rely on people like you.

£19 could pay for one hour of our expert care, helping people to live the best life they possibly can

£60 could provide one session of bereavement counselling for someone struggling to cope with the loss of a loved one

£100 could pay for a visit from one of our community nurses. They work closely with families, GPs and community teams to ensure patients receive expert care personalised to their needs.

£500 could pay for a bed for a day of inpatient care for a hospice patient

£1,100 could pay for a syringe driver to give constant symptom relief for patients

£3,200 could buy a specialist bed to ensure patients have as much comfort and support as possible





Getting started

You've decided to raise money for Sue Ryder Wheatfields Hospice – thank you!

1 Decide what you're going to do to fundraise

It could be organising your own event in your community; taking on a sponsored challenge; celebrating a special date such as a birthday, anniversary or wedding; or taking part in an organised event. Take a look at our fundraising A-Z later in this pack for some suggestions.

2 Think who can support you in your fundraising

Do you have family, friends or colleagues who can come together and support you? Together, you can reach more people, and share out the organising.

3 Set a fundraising target

People who set themselves a target tend to raise significantly more than those who don't. So set yourself a target, and aim high.

4 Set up an online fundraising page

It's straightforward, safe, and a great way to gain sponsorship. The more you personalise your page, the more donations you will receive.

5 Tell your story

Let people know what you're doing, why, and who for. Don't be afraid to ask people to support you – they will want to get behind your activity if you inspire them with your story. If you're holding an event, promote it far and wide to get lots of people to come along. We have some top tips to help later in this guide.

6 Get organised

Plan your fundraising activity, what you need to organise and by when, who is going to do what, and think about all the things you need to do to keep everything safe and legal.

7 Enjoy yourself

Fundraising can be really good fun, and a great way to get people together, so choose something you enjoy doing.

8 Get help with fundraising resources

We can provide you with all sorts of fundraising materials and resources to help you raise as much as possible. Just get in touch.



Fundraising online

Fundraising online is a great way to allow people to sponsor you. Your online page can easily be shared, and is a great way of keeping your sponsors up to date with how you're getting on.

Set up your own page through the link below and the money will come straight to us. It's worth putting a little work into your page – set a target, tell people what you're doing and why you've chosen to support us, and add a photo.

Head to www.justgiving.com/sueryder to set up your page.

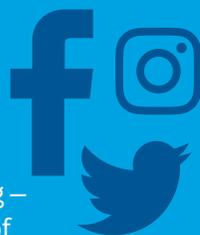
Once you've set up your page, then share it far and wide with family, friends and colleagues. You can share it via email, on whichever social media channels you use, and on any posters you might create.

Share your story

By fundraising for us, you are doing an amazing thing – you should be very proud of yourself, and people will want to know what you're doing. So, share your story. You can post on Facebook and Twitter, write a blog, or record a video and pop it on YouTube.

You could also contact your local press and radio to see if they're interested – we have a press release template to help with this if you need it, and if you want to talk about contacting local media, our team are here to help.

We love hearing what you're up to and seeing photos, so do be sure to get in touch.





Fundraising ideas



As well as setting up your online fundraising page, and really promoting what you're doing, you can consider the following things:

Matched giving

Lots of companies have matched giving schemes for employees who are fundraising for charity, so it's well worth asking your employer if they have a scheme like this. If not, ask if you can email your colleagues, put up some posters or post something on your work intranet.

Gift Aid

Gift Aid is great as it means we can claim 25p on every £1 donation at no extra cost to you or your supporters. Gift Aid can only be claimed on donations from a UK taxpayer, and online fundraising pages allow supporters to automatically tick Gift Aid on their donation. If you use a sponsor form, people need to fill in their details themselves, and tick the Gift Aid box – then we can claim the Gift Aid back.

giftaid it

Making a plan

Plans produce results. Why not divide your fundraising target into smaller sums and think about how you can reach each smaller sum. Our A-Z below has lots of ideas.



A Auction – A fantastic addition to any fundraising event. Ask people and local businesses to donate prizes.

B Birthday – Donate your birthday. Ask your friends and family to donate to your fundraising instead of giving you presents or sending you a card.

C Cake sale – Hold a sale at work, home, or in your community. Spice things up with a bake off competition.

D Dress-down day – Host a dress down day and request donations. Pyjamas, onesies, a costume theme of your choice?



E Eighties night – Find a venue, get a DJ, sort some food and drinks and you've got a smashing fundraiser

F Fundraise At Work – Hold an event, do a team challenge or choose us as your charity of the year.





G Get active – sign up for one of our challenges or organise your own.

H Helping hand – Offer to babysit, garden, or lend a hand around someone’s house in lieu of donations.

I International evening – Host a dinner party and take inspiration from a cuisine or favourite holiday destination.

J Jumble sale – Charge an entry fee, get some drinks, everyone brings unwanted items along.

K Karaoke – Charge people and entry fee, and approach local companies for prizes for the best and worst singers.

L Leg wax – A sponsored leg or chest wax, haircut, beard or head shave raises cash and either saves or creates bad hair days.

M Movie night – Set a date, get some popcorn, drinks, charge a ticket price and you’re set.

N Name the teddy – It’s an old classic – get a teddy bear, and get people to guess its name in return for a donation



O Olympic sports day – Charge an entry fee, get everyone together and organise a day of fun and sports

P Get Packing – Spend the morning packing bags in your local supermarket. Just bring a bucket and spread the word about our work.

Q Quiz – Sell tickets in advance, find a venue and host your own pub quiz. You can find tons of questions online. Boost your income with a raffle and/or auction.

R Raffle – Approach friends, colleagues and local businesses to donate raffle prizes.



S Sell, sell, sell – Search your wardrobe, attic or cupboard under the stairs and eBay all that unwanted clutter.

T Tea party – A good cup of tea can change the world. Add cakes and cucumber sandwiches for a more sophisticated affair.

U Uniform free day – See if your children’s school (or a local school) will allow a sponsored non-uniform day.

V Valentine’s Day – You could organise a singles event, a speed dating, or a full blown Valentine’s Day ball

W Wine and cheese evening – Provide the biggest selection of cheese you can find. Ask everyone to bring a bottle, and sell tickets.

X X-factor competition – Hold a singing competition if you’re up for it, or perhaps a simple sweepstake on the real thing instead. Ask a local company to donate a prize for the winner.

Y You crafty thing – Are you an expert knitter, painter or soap maker? Put your crafty talents to use and auction or sell your lovely stuff.

Z Zumbathon – Your local gym or fitness instructor may be willing to run a session for charity. You get people signed up and get the professional to run the class.





Keep it safe and legal

First Aid

You'll need a well stocked First Aid kit to hand, and ideally someone who is first aid trained (especially for bigger events.)

Food Hygiene

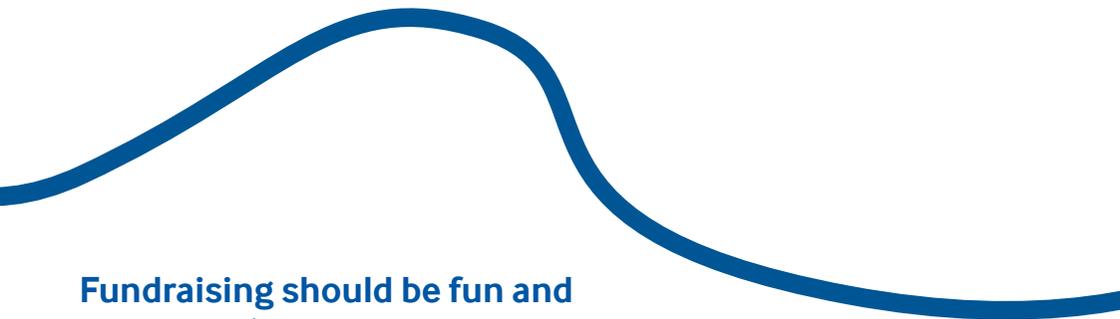
Check the Food Standards Agency guidelines if you're serving food to ensure it is being done safely.

Raffles

If you're holding a raffle, remember to charge a standard price for the ticket and draw the winner on the same day. For anything more complicated, you'll need to get more information from your local council's licensing department.

Collections

There are a couple of different rules for collections. If your collection will be on private land, you'll need permission from the owner. If it's in public, then you'll need a license from your local authority. Ensure all your collection boxes or buckets are sealed and secure.



Fundraising should be fun and exciting. It's also important that what you do is safe and legal for you and everyone involved.

Risk Assessment

When planning a fundraising event, it might be necessary to complete a risk assessment. If this is something you need, our team can help.

Handling money

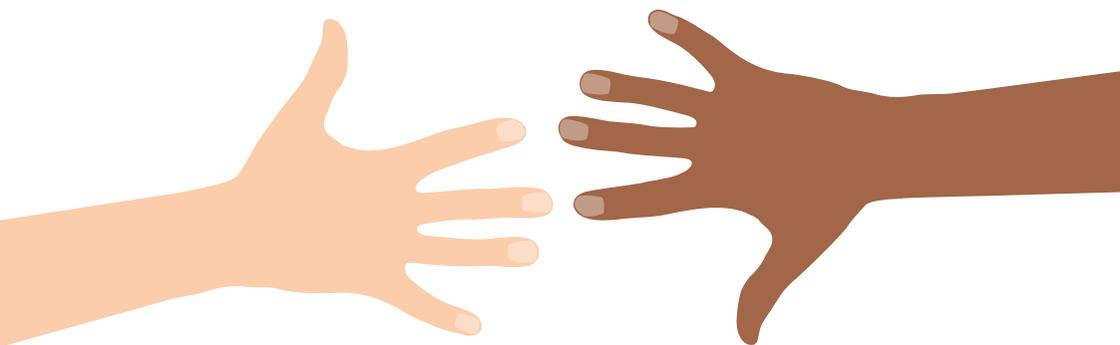
When counting money, a second person should be with you to verify the amount raised. Money should be kept in a secure place, and paid in as soon as possible.

Permission and licenses

We recommend getting in touch with your local authority to check whether you need a licence for your fundraising. This may include public entertainment, recorded music, or the sale of alcohol.

Insurance

If you're inviting the general public, you'll need Public Liability Insurance for your event. Your venue may already hold this so check before getting in touch with any insurers.



How we can help

The fundraising team is here to help! We can help with fundraising materials such as collection tins, buckets, posters, banners and balloons etc. We're also happy to help with advice on your fundraising activity if you need it. You'll have a main contact in the team who will be in touch with in the lead up to and after your activity, to make sure you have everything you need, and to stay in touch so you know how much of a difference your hard work is making.

Paying your money in

We ask that you pay any money in as soon as possible after your activity has taken place, so that we can put it straight to good use here.

Please don't send cash in the post. You can either bring it in to the hospice, write us a cheque, pay over the phone with a debit or credit card, pay it in online via our website, or transfer the money into our bank account.

Cheques should be made payable to Sue Ryder and sent along with a cover note with your name and details of what the money is from to:

Fundraising Team
Sue Ryder Wheatfields Hospice
Grove Road
Headingley
Leeds
LS6 2AE



**Thank you so much again
for your wonderful support.**

You make our care possible.

“ You don't realise what goes on at a hospice until you spend time there, and we were overwhelmed by the care they showed my mum. Getting involved is such a great way to give back to Sue Ryder which has helped my family so much. ”

Sharon, whose mum Norma received care from Sue Ryder before passing away.

There when it matters

Sue Ryder supports people through the most difficult times of their lives. Whether that's a terminal illness, the loss of a loved one or a neurological condition – we're there when it matters.

For over 65 years our doctors, nurses and carers have given people the compassion and expert care they need to help them live the best life they possibly can. We take the time to understand what's important to people and give them choice and control over their care. For some this may mean specialist care in one of our centres, whilst others might need support in their own home.

Contact us

If you have any questions, or if you need anything to help with your fundraising, please get in touch. We love to hear from you. You can get in touch in a number of ways:

call: **0113 203 3336**

email: **wheatfields.fundraising@sueryder.org**

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