

Your guide to fundraising





Everything we do depends on the generous donations from you, our supporters!

Inside this pack you can find tips and tricks to support you with all things fundraising and in turn, become one of our Springhill Hospice Heroes! Without you, we wouldn't be able to provide the vital care and support to the people in your community who need our specialist care at an extremely difficult time.



Your fundraising can provide care for someone like Wayne

"Wayne was a lovely, caring, thoughtful, family man. He was diagnosed about 7 years ago and it started with him feeling quite poorly and tired. We thought that something wasn't quite right so we went to the doctors and it came back he had prostate cancer. After a while it was clear there wasn't a lot more they could do, so it was decided that palliative care would be best for him. As soon as the palliative care nurses came, everything changed for the better. He stayed at Springhill Hospice for a good few weeks and they got him back to a really good place because the service was fantastic; he was much more like his old self. I'll always remember the laughter I heard with the nurses because it's not a sad place. It's a very calm atmosphere at the Hospice... it's not sad and Wayne loved having a laugh with the nurses. In fact, I don't know what he was talking to them about but I'd be stood outside his room waiting for the them to sort him out and all I could hear was this laughter coming out of the room, which was lovely. It was nice, it was really nice. And of course, Wilson the Dog. He absolutely loved Wilson. Wilson would come in everyday, make a B-line for his room, jump on the bed and give him lots of doggy kisses. He would always call me when I was at home to remind me to bring in treats for Wilson.

Wayne passed away at home a few weeks after he stayed at the Hospice for a second time. Two of the nurses from the Hospice came, and what was lovely was as soon as they came in, they just talked to him. "Hi Wayne, you alright? Come on, lets get you sorted." They were just talking to him all the time and for me, that was lovely and it's something that I will always remember because it was so special. Just the dignity and respect that they paid, it was just fantastic, and I can't thank them enough. Like I said, it's something I'll always remember."

Sandra Vere, Wayne's Partner

Online Fundraising

If you are planning on setting up an online giving page we always recommend using Justgiving. Justgiving is a super easy to use platform and you don't have to worry about getting the money you raise over to us as it's automatically sent through.

JustGiving®

It's easy to use and saves us on admin costs as it transfers money direct to us!

1. Head to www.justgiving.com to set up an account or log in and set up your fundraising page.
2. Set yourself a **target!** This on average means you will **raise 46% more** than a page with no target.
3. **Tell your story!** Sharing the motivation behind your fundraising can help with raising additional support.
4. Add a **photo!** A picture of you and your loved ones can **boost your fundraising total by up to 14%!**
5. **Share, share, share!** Let people know what you are doing via WhatsApp, Facebook, Instagram or email your contacts - we all like to see what other people are up to.





User tips

If your fundraiser involves running or walking, you may want to use Strava to show off your progress.

What is Strava?

A free fitness tracking app, which allows you to monitor and share accomplishments of any training with your family, friends and colleagues.

Why use it?

You can link your Strava to your Justgiving fundraising page and share any practice walks and progress you make. You can keep it simple and record distances or add photos.

How do I use it?

1. Download the **Strava app** and register - www.strava.com, its all free!
2. Log in to your JustGiving account and search for your page
3. Scroll down to and press the 'connect Strava' button.
4. Confirm the Strava permissions, and save your fitness settings/preferences.
5. Start exercising and Strava will track it and update your page.



The power of Social Media



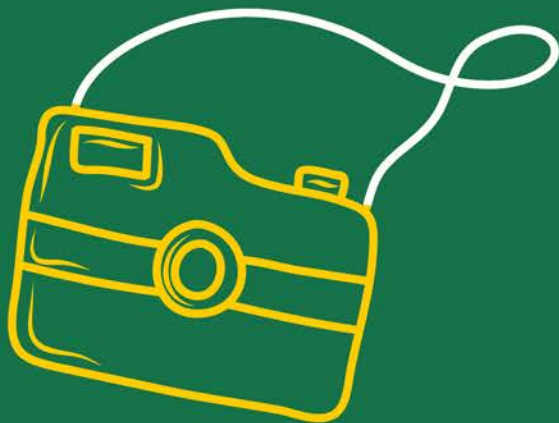
Share your efforts on social media to help boost your sponsorship, promote your event and share your JustGiving page



Post in your friend and family group chats



Spread the word of your fundraising activity using eye catching photos



Create hashtags to share your progress



Tag us

-  Springhill Hospice
-  springhillhospice
-  springhill-hospice-rochdale

What your support means to us

How your fundraising supports people like Wayne...

£100

Would pay for a week of home cooked meals for a patient



£1,000

Would pay for 7 hours of specialist nursing care across the Hospice



£500

Would pay for 1 week of a night sitter's time to ensure our patients don't feel alone through the night



£2,000

Would pay for 50 hours of specialist bereavement support for a patient's loved one



Aim for the stars

All of our Community Hospice Hero's mean the world to us and to highlight your amazing achievements, you will be bestowed with a Springhill Hospice Hero badge to wear with pride!



██████████ If you raise over £5,000, you will receive our gold Hospice Hero badge



██████████ If you raise between £1,000 and £5,000, you will receive our silver Hospice Hero badge



██████████ If you raise between £500 and £1,000, you will receive our bronze Hospice Hero badge



Here to help

Need to download a sponsorship form? Click the link below!

[Click here to download!](#)

To tell us about your event, please [click here!](#)

Looking for some inspiration? Scan the QR code or [click here](#) to look at some of our fundraising ideas and upcoming events!



Frequently Asked Questions

Can I use the Springhill Hospice Logo?

As a fundraiser, you can use our **In Support of Springhill** logo to show your fundraiser is in aid of Springhill Hospice. Contact the Fundraising Department to receive a copy of our charity logo. If you need help putting together a poster for your event, let us know and our Marketing Team can work their magic.

Do I get any fundraising supplies such as buckets, posters and t-shirts?

If you contact fundraising@springhill.org.uk or call **01706 641790** you will be able to speak with our Community Fundraiser, who will arrange delivery or collection of any fundraising supplies you require.

How do I claim Gift Aid on the money I raise?

If your sponsor is a UK taxpayer, the government will give Springhill **25p for every £1 donated**. Your sponsor will just have to follow a few simple steps by either filling in their details onto your paper sponsorship form, or if they are donating via JustGiving they must tick the box to say they are a UK taxpayer.

How do I pay my money in?

Once you've finished your fundraising activity, it is time to tally up your donations. If you have used **JustGiving**, your donations will already be with us. If you've collected them in yourself then please get in contact with the Fundraising Team at fundraising@springhill.org.uk or call us on **01706 641790** to discuss the easiest way to pay it in.

Will I receive an acknowledgment for my donations?

The Community Fundraiser will write a letter of thanks and include a certificate with the total you raised so you can proudly display to friends and family.

Thank you for making every moment count!

Our vision at Springhill is that every person in the borough of Rochdale, Heywood and Middleton, who is facing a life-limiting illness, should receive the specialist care and support they need, along with their families, free of charge. By choosing to support us, you are helping our nursing team deliver this crucial service.

So don't hesitate, become a Hospice Hero today!



- 01706 641790
- fundraising@springhill.org.uk
- www.springhill.org.uk/fundraise
- Springhill Hospice
- springhillhospice
- springhill-hospice-rochdale