



Dear Supporter

Thank you for taking the first step to helping us raise the £3m a year it costs to keep the doors of Springhill Hospice open. The services we provide at Springhill are not just for in-patients at the end of their lives, although this is a very important part of what we do. We also provide:

- respite care
- pain and symptom control
- counselling for patients and family members
- Day Hospice
- Hospice at Home
- Bereavement Services

This fundraising pack aims to give you all the information, inspiration and assistance you need to successfully raise money for our wonderful Hospice.

We've tried to keep the information simple and concise. Read all the pack to get an idea of how to get the best out of your efforts and truly enjoy your fundraising experience.

When your decisions are made and you have your action plan drawn up, simply complete the fundraising registration form and disclaimer at the back of this pack and send it back to us here at the Hospice. You can post it or email it or why not come and bring it in and meet the Fundraising Team.

Thank you so much for your support. Remember, we are here to help, so please get in touch.

Best Wishes

**The Fundraising Team
Springhill Hospice**



BROAD LANE
ROCHDALE
OL16 4PZ

www.springhill.org.uk



Who We Are

Springhill Hospice is an independent hospice and a registered charity. Since the Hospice opened its doors in 1989, we have cared for thousands of people living with life limiting illnesses throughout Rochdale, Middleton, Heywood and Littleborough, as well as from parts of Rossendale, Oldham and North Manchester.

The majority of the funds we need to keep the Hospice running come from community support and fundraising activities.

What We Do

We provide physical, emotional and spiritual support for the patient, their family and carers:

- in the Hospice
- in our Day Hospice
- through our Hospice at Home Services

£3m is a lot of money to raise each year. We receive approximately 30% of our running costs from the NHS. The shortfall has to be met through many avenues of fundraising:- the Hospice Lottery, our charity shops, fundraising events and the efforts of you, our local community.

**All of the services
the Hospice provides
are free of charge to
the patient and their
family.**



HOW CAN I RAISE MONEY FOR SPRINGHILL HOSPICE?

There are so many ways you can help:

- Take part in or support our Hospice events
- Organise your own fundraising event
- Join our Hospice Lottery (pamphlet enclosed)
- Donate items to one of our Hospice shops (list enclosed)
- Make a donation (don't forget to tick the Gift Aid Box)
- Make a financial gift in memory of a loved one
- Become one of our Regular Givers, setting up a monthly direct debit
- Start a fundraising support group
- Include Springhill Hospice in your Will

Remember,
every penny
counts!

JOIN US AND JOIN IN

Let us do the organising, you simply turn up

The fundraising department at Springhill Hospice have created a range of events designed to maximise fun, enjoyment and fundraising. Here is just an example of the events that we put on;

- Woman of Rochdale and Man of Rochdale - Two amazing luncheons, gathering together the Men and Women of Rochdale to celebrate their achievements, culminating in the crowning of the year's Woman of Rochdale and Man of Rochdale. Time to get out your posh frock and dickie bow!
- Spring and Christmas Fairs - Twice a year the Hospice is transformed into a festive wonderland, the halls are adorned with either Easter chicks and bunnies or snow flakes and reindeer and hundreds of people flock to see what over 60 stalls have to offer.
- Go Green for Springhill Hospice - The whole of Rochdale embracing the colour green for one day a year! Anything goes. A chance for a lot of people to give a little and make a difference.
- Midnight Walk - Girls, and more recently guys, take on 13 miles at Midnight. More like a long, energetic good night out than a traditional sponsored walk.

Other events include, Summer Serenade, Children's Voices for Springhill Hospice, Golf Day, Lights of Love, Woofs & Wellies, Hospice to Hospice Walk and Santa Fun Run



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DO IT YOURSELF



Six Simple Steps to Fundraising Success

So, you've seen our list of events but fancy going it alone, well you're definitely not alone, our experienced fundraising team are on hand to give help and advice.

Here is our guide to successful fundraising.

Step 1 - In the beginning.....

- Whether going it alone or planning an event with a group of friends, grab yourself a pen and paper. Fundraising should be FUN, so put pen to paper and write down a few ideas of things you and your friends like to do.
- Set yourself a fundraising target....keep it real. Doubling a lower target is a lot more exhilarating than not reaching your target at all!
- Raising money doesn't have to involve jumping out of an aeroplane or trekking through inhospitable wastelands....but you can if you want!
- You can raise money by doing anything from baking a tray of cookies and selling them at work, organising 'a bit of a do' at your local pub or taking on a personal challenge like a sponsored swim, slim or walk. Here are a few ideas that may tickle your fancy:

At Work

Coffee Break Cake Sale
Own Clothes Day
Quiz Night
Football Match

At School

Own Clothes Day
Cake Sale
Sponsored Silence
Sponsored Walk to school

At Rest

Sponsored Slim
No Soap Operas
for a month!
Dryathlon
Pub Night
Fundraiser

At Play

Run a 5k
Or a 10k
Or a MARATHON!
Sky Dive



OTHER WAYS TO HELP:

- Become a Patron of Springhill Hospice
- Become a Business Buddy
- Play on our Lottery
- Be a Regular or Payroll Giver
- Donate a Raffle Prize
- Have a Collecting Pot
- Volunteer at the Hospice or at an event
- Invite us to meet your community group to give a talk about the work of Springhill Hospice
- Put us in touch with your employers and colleagues about Gifts in Kind
- Donate to our charity shop
- Donate your Old Stamps and Ink Cartridges for us to recycle
- Bake a cake for our Fairs
- Include Springhill Hospice in your Will

**Remember -
if people can pay to
take part or sponsor
you to take part, it's a
fundraiser -
anything goes!**

Step 2 - Help is at hand

- “You should have asked”, “I wished you’d have asked”, “I’d have loved to have helped” - familiar cries from friends, neighbours, family and work colleagues. People do, genuinely, love to help, so ask.
- Share your ideas, plans and proposals. Make sure as many people as possible know about what you’re doing and why? Offers of assistance will come flooding in.



Step 3 - Who, what, when, where, how?

- Once you've decided what you want to do, set a date, a time, a place and share the jobs with helpers and set people to work.
- Meet regularly and keep channels of communication open. Good communication is essential.

Step 4 - Shout it from the rooftops

- The more people know what you or your group are doing the more money you will raise and the more fun it will be.

Home computers have made it so simple to put together posters, tickets and promotional material, or if you're struggling ask friends to help.

- Depending on your fundraising event ask work, local shops, friends, your local newspaper etc, to put up your publicity poster and perhaps sell tickets.
- Use social media. Create a Facebook event page, use Twitter, Instagram and even Snapchat and tell everyone in your address book what you're doing – in turn ask them to tell all their friends.
- Give our Fundraising team a copy of your poster so we can put it on our Facebook page, put it on our notice boards around the Hospice and in our Hospice shops.

*Keep all your
helpers and
supporters
informed*

*If you're training to run a
marathon tell people about
your aches and pains, how far
you're running and how much
you've raised so far. Putting
on a tea-party, keep people
involved, give them regular
updates on who's baking.*



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Step 5 - Show Me The Money

Running a marathon or walking the Pennine Way, losing weight with a sponsored slim or planning a blow out with a pie eating contest? There are many ways to asking people to sponsor you or donate money.

• Good old-fashioned paper sponsor form - If it ain't broken don't fix it.

Paper sponsor forms are still the favourite way of raising sponsor money. They are portable, lightweight, aerodynamic and everyone knows how to use them. This pack contains one of our sponsor forms, they are simple to use for Auntie Doris and the Managing Director alike.

• The new fangled way – On-line giving

Websites such as www.everydayhero.co.uk and www.justgiving.co.uk are a fantastic, low cost way for people to sponsor you – INSTANTLY. No mess, no fuss. Sponsors pay immediately and the money is transferred directly into our bank account – no chasing for money after the event! It is simple to set up and also a brilliant way of getting sponsorship from people who are geographically challenged! Living in Canada is no longer an excuse!

- Cash is King - You can't beat good old fashioned cash. Keep it safe though. If your event is on a large scale, perhaps open a bank account or if you'd simply prefer not to keep cash around the house, hand it in at the Hospice, even before the event.
- Be Cheeky - Don't ask, don't get. Ask everyone to sponsor you or to come to your event. Age, sex, distance and status are no barrier – although we don't think you'll get much response from Buckingham Palace!

HOT TIP: Try and get your biggest sponsor first – others will then follow suit. If Uncle Peter sponsors you £50 to run a marathon, Cousin Claire will try and match or beat it. Now that's healthy competition.

Why not ask your employer, many companies offer match funding which can massively boost your fundraising total.

Always remember - If your sponsor pays tax, tick the gift aid box and ask them to write down their name and address - The government will then give us an extra 20% on top of any eligible donation.



STEP 6 - Who's a clever fundraiser then?



SPRINGHILL HOSPICE

Event over? Money collected in?
Come and tell us all about it so we can:-

- firstly say a MASSIVE THANK YOU
- secondly take a photo of you/your group handing over a big fat cheque
- thirdly, allow us to celebrate your success on our Facebook and Twitter pages and send a story to the local rag.

Have we missed anything? We hope not but if you have ANY questions or queries we are always around to answer them - good luck.

THE COMMUNITY NEEDS SPRINGHILL HOSPICE - SPRINGHILL HOSPICE NEEDS YOU



Don't forget to 'like' us on Facebook, follow us on Twitter and post details of your fundraising on our page.



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