



Phyllis<sup>®</sup>  
Tuckwell

Hospice Care  
...because every  
day is precious

# Challenge Toolkit



Support your local charity

# Welcome

Thank you for choosing to fundraise for Phyllis Tuckwell Hospice Care!

Did you know we have to raise over £20,000 each and every day to keep our services going? And we couldn't do it without YOU!

As you may know, Phyllis Tuckwell Hospice Care provides supportive and end of life care for adult patients and families living with cancer or another serious progressive illness, in West Surrey and part of North East Hampshire. Every day we support over 250 patients and relatives - at the Hospice in Farnham, at the Beacon Centre in Guildford and in their own homes, through medical care, nursing, therapies, counselling, social work and practical support. All our services are free of charge, but as the NHS/Government only covers 20% of our costs, we have to raise over £20,000 a day and therefore rely heavily on the support and generosity of our local community, and people like you.

This toolkit has everything you need to get your fundraising kick-started and we are so grateful to you for choosing to support us. We are always here for a chat, so if you have any questions or need any further help, please do get in touch with the team!

Thank you and Good luck!



Our Fundraising Team

# Donations Make a Difference



Meet Cathy

Cathy has Dynamic Airway Collapse and uses an oxygen cylinder, as even smallest levels of activity – such as talking and moving – leave her out of breath. In 2014, during a Day Hospice visit, she suffered an attack and could not breathe at all. She was rushed to the Hospice's In-Patient Unit.

*"I was very ill," she says. "If I had been anywhere else, I don't think I would have pulled through".*

Cathy stayed in IPU for three months.

*"I was in an awful state. I couldn't do anything for myself, so they did it all for me, with a smile and a chat. They used to wheel my bed out to the gardens, so I could enjoy the nice weather."*

*"It was the kindness of the people here that made me pull through," Cathy says. "They were wonderful. They kept my daughter well informed too, and made time to speak to her and answer any questions she had. It made a big difference."*

Cathy has now returned home, but visits Day Hospice weekly.

*"It's such an uplifting place to be. I've had massage, relaxation classes and healing sessions - I had very swollen legs and feet, and I found the massages particularly beneficial."*

Cathy has also had help from the Physiotherapy team, and is now able to walk short distances again. And the Patient and Family Support (PAFS) team have helped her with housing, rent and benefits. *"They did so much for me. They took away all the external worries I had, so I didn't have to worry about anything. I can't tell you what a relief it was. I had been trying to do it all myself and was getting nowhere."*

## Shopping list

**£34** Hourly cost of providing care through our Day Hospice.

**£92** Hourly cost of providing care through our Hospice Care at Home team.

**£138** A Physiotherapist for a day, improving the quality of life for patients.

**£131** A Nurse for a day who cares for up to five patients.

**£146** A Complementary Therapist for a day, providing comfort and relief.

**£135** An Occupational Therapist for a day, helping patients improve day-to-day life.

**£2,208** Our total Hospice Care at Home service for a day.

**£769** One full-time Clinical Nurse Specialist for a week, working out in the community.

**£8,842** Running our In-Patient Unit for a day, 24 hours a day.

**£9.8M** To provide all our services for one year!

*"Being here makes you feel uplifted," she says. "They give you confidence. It's the one place you can go to and totally be yourself. They go over and beyond their job. They're marvellous!"*

# Fundraising Ideas A-Z

**A** Auction, abseil, assault course, aerobics, afternoon tea.

**B** Bring and Buy sale, BBQ, Barn Dance, bag pack.

**C** Car boot sale, cake stall, coffee morning, concert, cycling.

**D** Dinner dance, disco, dog show, darts tournament.

**E** Easter egg hunt, eyebrow shaving, eating contest.



Charity Cake Sale

**F** Fashion show, fancy dress party, football tournament, fete, fishing competition.

**G** Guess the weight, game show, golf day, garden party.

**H** Halloween ball, head shave, hat day, horse show, hoopla.

**I** It's a Knockout, Irish themed evening, ironing, indoor market.

**J** Jumble sale, jailbreak, jazz festival, jigsaw marathon.

**K** Karaoke evening, karting challenge, karate competition.

**L** Line dancing, ladies' lunch, left-handed day.

**M** Masked ball, music quiz, murder mystery, medieval evening.

**N** Non-uniform day, New Year's Eve party, nature trail.

**O** Odd jobs, open gardens.

**P** Pancake day, paintballing, Play Your Cards Right, pancake race.

**Q** Quiz night, quilt making, Quality Street eating contest.

**R** Raffle, race night, raft race, recycling, rock concert, running.

**S** Sponsored slim, swim, shave, silent auction.

**T** Treasure hunt, tombola, teddy bears picnic, theme day, tea@3 party.

**U** University Challenge, uniform day, unwanted gift sale.

**V** Valentines ball, variety show, vehicle rally, Vindaloo supper.

**W** Wine@9 party, walking, waxing, wine and cheese, wellie throwing.

**X** Xmas party/panto, xmas cards, xmas hamper, x-factor competition.

**Y** Yacht race, yellow day, yoga-thon.

**Z** Zumbathon.



Dash of Colour

# Getfit For Phyllis:

## Walking

**Taking on the three peaks challenge, the legendary Kili, a desert trek or a coast to coast walk? Here are some tips to help you on your way...**

### Get training early!

Even if your planned trip is over a year away, it's never too early to get started on your training. Look to build your strength and fitness gradually, giving your body time to adapt to the new demands that you are placing on it.

That way you can enjoy your trek training and avoid risking injury by trying to do too much too soon.

Stick to your training plan and always check with your GP prior to signing up to a challenge.

Don't overdo it!

### Think about your feet

Your footwear is the most important piece of kit you will need!

A supportive hiking boot with ankle protection is important but beware of ankle cuffs that are too high as they can irritate the achilles tendon at the base of your calf. Look for an

ankle cuff that is scooped away at the back.

Make sure that your trekking boots are thoroughly broken in and your feet have bedded in — the time for blisters is now, not during your trek. When purchasing your boots, try to shop in the afternoon when your feet have expanded slightly so that you get the correct size.

With plenty of footwear focus, it's easy to forget about the best type of socks to wear. The right boots with the wrong socks will ruin your trekking trip so when trying on boots, wear the same socks that you intend to use for your trek.

Look for materials such as Coolmax that has sweat wicking properties or consider the new Gore-tex range that wick sweat away but are also waterproof.

### Build your walking training

Walking training will be the

foundation of your training program and it is important to build steadily towards the sorts of distances that you will be doing on your trek.

Initially, intersperse training days with rest days but as your fitness improves, look to include some 'back-to-back' training days.

### Train on similar walking terrain

Walking training is essential but it is also important to try and mimic the conditions that you will experience.

Try and train on similar terrain to that of your trekking location. For example, for a trek that includes mountain climbing, try some weekend scrambling as part of your training or practice walking at night or train for hot weather by taking a Bikram yoga class.

### Practice with your backpack

Walking training is essential but it is also important to try and mimic the conditions that you will experience.

### Water, water and more water!

Whether you are in a hot climate or not, your fluid requirements will increase significantly when trekking. Losses on the breath and

from sweating will serve to reduce your blood volume, resulting in your heart having to work much harder.

By the time you feel thirsty you will already be dehydrated so try and drink small, frequent quantities of water throughout the day. Drink lots of water in the week running up to your challenge too.

### Fuel your body

Similarly to hydration, your energy requirements will increase whilst you are trekking. Aim to eat small, frequent meals and snacks on the go to maintain energy levels.

During your training, experiment with eating 'on the go', so that you get used to the feeling of food in your stomach when you are trekking. Try to avoid fried or sugary foods and too much dairy in your diet whilst training.

### Fit to trek

The fitter you are before you depart, the easier your trek will be. You will have spent a lot of time, effort (and probably money too!) to get to your trekking location, so it makes sense to get the most out of your trip by being in good shape and having suitable kit.

# Getfit For Phyllis:

## Cycling

### Cycling your way across the channel to Paris or taking part in Prudential Ride London? Here are some handy tips to keep you going...

#### Get pedalling...

It's never too early to start pedalling, but don't rush it! Most injuries originate from trying too much too soon; start off with gentle flat rides around your local park and over the weeks build this into hillier longer rides.

Building up your fitness gradually allows your body to adapt to the new demands you are placing on it, so stick to your training plan and DON'T overdo it!

#### Equipment!

Nothing is more daunting than signing up for a cycling event and then realising you can't even remember what colour your bike is! It's time to heave your bike out of the shed and get it ready for your event.

Making sure your bike is up for your challenge is as important as making sure you are ready, so here are some basic things to do (once you've dug it out from under the lawnmower and pots of paint!)

1) Take it to your local bike shop for a service – like a car, your bike needs to be serviced; this services ensures all the mechanical parts to the bike run

8 smoothly.

2) Get a bike fit – this can also be done in your local bike shop. Getting your bike fitted to you will reduce the risk of injury and make bike rides comfortable!

3) There are all sorts of gadgets and gizmos available to enhance your cycling – you will need the basics to begin with; a bike, front and rear lights, a helmet, a spare inner tube (or two), tyre levers and yourself. Other accessories can be bought over time and fit to your budget.

#### Vary your routes

Once you have completed a route successfully, it is all too easy to fall into the trap of using this route over and over again, beating your PB's and stealing those King of the Mountain titles. Switch it up! Use a flat route to test your interval training, find a hill to test your strength and find a route with all these elements for a longer training ride.

Get out there and enjoy the sights, sounds and smells of the great outdoors, come rain or shine there are some fantastic cycle routes out there, you just need to find them!

#### Practice in your kit!

The professionals wear it, so why can't you? Lycra makes you more

aerodynamic and really helps when you are reaching those quick speeds as you descend from those hills you've climbed. It may not be the most flattering of materials but it is incredibly comfortable and helps reduce the chafing which you may get if you wore a pair of jeans on your ride.

You may have caught snippets of Mark Cavendish or Bradley Wiggins on the TV and you may have noticed they always wear a helmet. When taking part in a sportive or an organised ride, a majority state that you must wear a helmet to take part or you will be disqualified; don't run the risk of not receiving your medal, strap on your lid.

#### Water, water and more water!

Whether you are in a hot climate or not, your fluid requirements will increase significantly when cycling. Make sure you rehydrate at every opportunity you can, without water your muscles will fatigue and what may start off as an easy ride, could turn into a disaster.

For every hour you are cycling, you should be rehydrating with one litre of water, come rain or shine you need to keep your water levels topped up.

#### Fuel your body

Similarly to hydration, your energy requirements will increase whilst you are cycling. Your muscles will use up their glycogen stores pretty quickly, so you need to get fuel in there as soon as possible, the fuel needs to be eaten on the go and easy to eat.

Snack items such as flap jacks and bananas are ideal to replacing your glycogen stores; they are easy to eat on the go and are the top choice of many

cyclists. Alternatively make sure you have some spare change on you and stop at a café for some tea and cake! You will find most café owners are used to cyclists coming in to refuel!

Of course all this tea and cake would not be good on the waistline if eaten every day, moderation is the key – a balanced diet will really help keep you on track to completing your challenge.

#### Fit to cycle

The fitter you are before you depart, the easier your cycle will be. You will have spent hours on your bike, making new friends, spending lots of money on new colourful jerseys and trying to claim all the King of the Mountain Strava segments, so it makes sense to get the most out of your trip by being in good shape and having suitable kit.

Make sure the kit you have works for you and you have tried and tested it, don't leave it to the challenge to wear in your new shorts, you will be uncomfortable and you won't enjoy it!

#### Rules of the road

Like with any challenge you take on, there is the important factor of safety. Learning the rules of the road will get you ahead of the game and help keep you safe when you are out and about exploring. Make sure you and anyone you are cycling with knows the basics and you are all aware of the space you create.

# Getfit For Phyllis: Running

**Taking part in a 5k or even running from London to Edinburgh? Here are some handy tips to keep you motivated...**

## **Get training early!**

It's never too early to begin your training, even if your event isn't for another year, preparation is the key! Building on your fitness early will help you reach your goal and enable you even to go smoothly.

Start off with a 5k and build on this week by week, there are plenty of training plans out there, find one which works for you and DON'T overdo it!

## **Think about your feet**

The most important thing you need to think about whilst training is your feet, whether you choose to do your challenge in the flashiest pair of Asics or simply barefoot, your feet will bear the brunt of your new challenge.

If you are looking to get a pair of new trainers, head on down to a specialist running store, they will be able to analyse your gait and measure you up for trainers

suitable for your needs. Every pair of feet are different, so getting something to fit you is vital.

Once you have purchased your trainers it's time to wear them in; don't purchase trainers the day before a long run or an important event, make sure you have time to wear them in and mould them to your feet, there is nothing worse than blisters half way through a 20 mile training run!

In addition to your trainers it's also time to think about what socks are the best for you. There are so many pairs out there to choose from and it can get a little confusing, but a pair with a supportive band and double layered are great for reducing the risk of blisters and making sure they don't fall down at the most crucial moment.

## **Build your training**

Whether this is your first or seventeenth marathon training is the key to success, as daunting as

it may seem, taking things day by day instead of rushing in will mean you see vast improvements and will reduce the risk of injury.

The first run is always the hardest, but once you have figured out your running stroke, pace and breathing style you will find the hours melt away and before you know it you'll be running under 2 hour half marathons!

## **Running terrain**

Running on different terrain will train different muscle groups, so don't train for a road race solely on a treadmill, your body won't thank you and you could come away with an injury.

Mix it up and throw in some hills, your muscles will work together in harmony and you will be much stronger for it.

## **Practice in your kit**

Don't underestimate training in your kit! Jumping into a marathon with flashy new shorts and sports top will not make for an enjoyable run; so make sure you practice in what you will be wearing on race day.

Some people like running vests others prefer an old t-shirt, whatever works for you and you feel comfortable in, should be your race kit.

## **Water, water and more water!**

Whether you are in a hot climate or not, your fluid requirements will increase significantly when running. Make sure you are rehydrating as much as possible, because by the time you feel thirsty you will already be dehydrated. Drink lots of water in the week running up to your challenge too.

## **Fuel your body**

Similarly to hydration, your energy requirements will increase whilst you are running. Aim to eat small, frequent meals and snacks on the go to maintain energy levels – there are also all sorts of gels and sports drinks available, you may have seen Paula Radcliffe taking these onboard whilst running the London Marathon. Unless you have trained with gels and sports drinks, don't eat them on race day – they can cause an upset stomach if you are not used to them and could ruin your challenge!

## **Fit to run**

The fitter you are before you depart, the easier your run will be. You will have spent many hours running and getting your running playlist ready, so it makes sense to get to race day in good shape and having kit which is suitable for you.

# Sponsorship & Online Giving

## Set up a personalised fundraising page now!

The easiest, quickest and safest way of raising money from your friends, family and colleagues is by setting up an online giving page. We have accounts with both Virginmoneygiving and Justgiving so take your pick!

### Why set up a page?

- Simple way to raise money for Phyllis Tuckwell as it drops straight into our bank account - no need to chase people for money!
- It takes less than 10 minutes of your time - do it over a coffee or whilst watching TV!
- People can donate anonymously or write you an encouraging message - it's up to them.



- We can collect Gift Aid automatically if the donor ticks that they are a UK tax payer.
- You can set a target and track your progress - adding offline donations too.
- Spread the word of your page by posting the link on social media and instantly your friends, family, colleagues and contacts around the world can donate!

## Top Tips

- Remember to personalise your page – keep adding photos and write why you have chosen to fundraise for us. Your sponsors want to read your story.
- Ask someone close to you to make a large donation first on your page. People tend to match whatever the last sponsorship amount was!
- You can edit your page at any time with updates and news on how you are getting on.
- Encourage your sponsors to claim Gift Aid if they are UK tax payers by ticking yes when they donate. We can claim 25% more and it won't cost them a penny!
- Consider adding the link to the bottom of your email signature or business cards to get the word out even further.

## Offline sponsorship form

We have included some paper sponsorship forms to help you kick start your fundraising offline too!

Think about all the places you could circulate a sponsorship form – friends, family, colleagues, clubs, church, your local pub? It is a good idea to carry a form with you wherever you go.

Sponsors can tick the Gift Aid box here too so we don't miss out on claiming that all important 25% extra.

# Paying in your sponsorship money



# 1

## Who should I make cheques payable to?

Phyllis Tuckwell.

# 2

## What is Gift Aid?

*giftaid it*

If individuals who are sponsoring you declare that they are a UK taxpayer when making a donation, it enables us to reclaim the tax back from the Inland Revenue for the gift they have given. So for every £1 they give we can currently claim an extra 25p on top of their gift at no additional cost to them.

# 3

## Can Phyllis Tuckwell claim Gift Aid on all the money I raise?

Gift Aid can only be claimed if each donor who is a UK taxpayer fills out a Gift Aid declaration or ticks the box on a sponsorship form. Specific details have to be given in order for a Gift Aid declaration to be valid:

- Home address and postcode
- Record of donation amount
- Signature and date

Gift Aid can only be claimed on personal donations of money. It cannot be claimed on company donations or donations through the sale of items/tickets e.g. raffle tickets, sale of goods, tickets to an event.

# 4

## What are the different ways people can sponsor me?

**By post:** Donations can be sent directly to the Hospice at the address on the contact details page. If your sponsors choose to send donations straight to us, it is important they state your name and the title of the event ('Sponsored Weight Loss') so we can make sure this is attributed to you.

**By phone:** People can call the fundraising team directly – 01252 729446 and make a donation over the phone. Again, it is vital that they mention the donation is in sponsorship of you so that we can make sure it is allocated to your sponsorship total.

**Online:** Through your JustGiving or VirginMoneyGiving personal online fundraising page.

**Cash:** Through collection tins and buckets or through your events.

# 5

## What is the best way to get sponsorship money to Phyllis Tuckwell?

- Drop in to the Hospice if you are passing and bring it in person - we would love to see you!
- Post it to: Phyllis Tuckwell, Waverley Lane, Farnham, Surrey GU9 8BL.

Please make sure there is a covering note making it clear that all money enclosed is in sponsorship of your challenge. This will ensure the money is allocated to your name and it helps us track your ongoing sponsorship total. **We strongly discourage sending large amounts of cash in the post - please phone us for advice before putting money in the post.**

- Collection tins/buckets: All money raised must be counted at the Hospice so tins and buckets must be returned to the Hospice sealed and unopened.
- Online: By far the easiest and safest way to receive sponsorship money through your JustGiving page or VirginMoneyGiving!

# Thank you!

Phyllis Tuckwell®  
Hospice Care  
...because every day is precious



**A huge thank you to all of our supporters who fundraise for us every year - we couldn't do it without you!**



## Are you interested in supporting Phyllis Tuckwell Hospice Care in other ways?

- Corporate giving - is your company looking to support a charity?
- Regular giving - donate a regular gift to us
- Tuckwell Chase Lottery - join for £1 a week
- A gift in your Will
- Join one of our organised events - see our events diary at [www.pth.org.uk](http://www.pth.org.uk)
- Celebrate & Donate - in lieu of presents on a special occasion, ask for donations
- Volunteer opportunities - retail, fundraising, drivers, receptionist; we have lots to do!
- Donate to your local Phyllis Tuckwell shop or buy something!

If you would like any further support with your fundraising do get in touch with the team:

[fundraising@pth.org.uk](mailto:fundraising@pth.org.uk)

01252 729446

[www.pth.org.uk](http://www.pth.org.uk)

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and Twitter @PTHospice

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