

Fundraising Event Toolkit



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



Support your local charity

Welcome

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

“Did you know we have to raise over £15,000 each and every day to keep our services going? And we couldn’t do it without YOU!”



Our Fundraising Team

As you may know, Phyllis Tuckwell Hospice Care provides supportive and end of life care for adult patients and families affected by cancer or other serious progressive illnesses, in West Surrey and North East Hampshire. Every day we support over 250 patients and relatives - in their own homes, in the community, at the Hospice in Farnham and at the Beacon Centre in Guildford, 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 £15,000 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!

2 **Thank you and Good Luck!**

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

£30 Hourly cost of providing care through our Day Hospice.

£78 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.

£127 A Nurse for a day who cares for up to five patients.

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

£158 An Occupational Therapist for a day, helping patients improve day-to-day life.

£1,883 Our total Hospice Care at Home service for a day.

£962 One full-time Clinical Nurse Specialist for a week, working out in the community.

£8,089 Running our In-Patient Unit for a day, 24 hours a day.

£9m 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

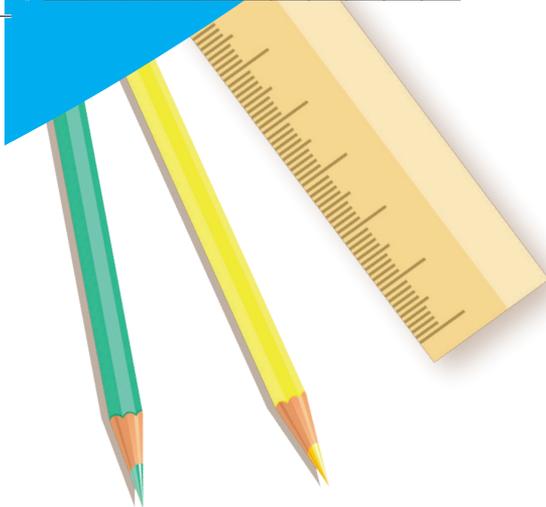
Jumble sale, jailbreak, jazz festival, jigsaw marathon.

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

Your Community Event!

So you have chosen to hold your own community event for Phyllis Tuckell but where do you begin?

It can be daunting to organise an event if you haven't fundraised before so here are a few helpful tips to get you on the way and make your event a huge success...

First steps...

- To confirm dates, venue and ideas of what you want to do. Our A-Z of fundraising ideas may help!
- Think about costings = what will you need to buy up front, can you beg borrow and steal anything? (Sadly we cannot provide you any money to get started with so you may need to spend a little first and take costs out of the profits).
- How much will you charge to take part/attend? Will you have other fundraising asks on the day e.g. raffle, tombola, auction, cake sale, heads & tails game?
- Think about licences..... if you intend to raise money on private land you will need permission to use the land and agree you can bucket collect/



raise money on their site. Usually this will be agreed in writing via an email. Check out our tips on bucket collections on page 13. If you want to sell alcohol or put on entertainment you will need a licence from the local council.

- Get in touch with the team and we can chat through ways we can support your event and provide extra ideas to increase your fundraising target!

What we can offer you

- Letters of authorisation stating you are holding an event in aid of us on XXX date. You can use this as an approach for using private land for an event, and when approaching local companies for donations for raffle or auction prizes. Most companies are pretty generous and keen to help out when they can!
- Supporting with designing and printing off flyers and posters to advertise your event.
- Advertising the event on PTH Facebook, Twitter and our website.



- Providing equipment such as t-shirts, balloons, raffle drum, signage, branded Phyllis Tuckwell gazebo (dependent on availability), collection buckets, tins, and small raffle prizes.
- We can make a request to our fundraising volunteers who may be able to support you at your event with raffle ticket selling, manning a stall, meet and greet, marshalling etc (dependent on availability).
- Request for an ambassador volunteer to come along and say a few words on behalf of PTH.

We can support you in planning the event and making sure it is legal but the beauty of community fundraising is; it is **YOUR event and you can raise money however you like!**

Raffles

How to organise a charity raffle

Raffle fundraisers are simple to organise and can be a very successful way to raise money for Phyllis Tuckwell. Your only costs are the raffle books themselves, and the proceeds are limited only by the number of tickets you sell, minus the cost of the prizes – however, prizes will usually be donated.

Raffles work for any size group, and will work well at any time of the year.

Where can I find raffle books?

Known as raffle and cloakroom tickets, you can purchase a book of 1000 tickets for less than £5 in your local post office, stationery store such as Staples, or online sites such as Amazon.



Prizes

The success of your raffle will be down to the prizes themselves.

1. Put yourself in your potential supporter's shoes – What would you hope to win if you were to buy raffle tickets?
2. Who are you selling tickets to? Young adults? Elderly? Female? Male? Technology enthusiasts? New mums?
3. Focus on securing 3 top prizes, such as a spa day, an overnight stay in a hotel, a dinner for two, a hamper of alcohol. The more expensive and luxurious your prizes, the more tickets you will sell.
4. Bottles of wine, small teddies, chocolates, and beauty items can make great secondary prizes.
5. Don't have too many items on your raffle table, 10-15 items is sufficient.
6. Keep costs down by asking for the prizes to be donated. Ask neighbours, friends and family for unwanted gifts, and telephone and write to local businesses. Ask the community team to send you an authorisation letter when writing or visiting local shops.
7. Gift wrap donated items with cellophane and ribbons to make the raffle table look exciting!
8. Face to face is always best when asking for donations.



Tips for your raffle

- If you have a high value or newsworthy prize, you could organise a local VIP to award the prize to the lucky winner and invite the local press to cover the prize giving.
- Plan a raffle around a significant event, such as Easter or Christmas.

Whatever type of raffle you are organising, there are important rules and regulations which you must abide by.

Organise a small raffle

- A small raffle does not need to be registered with the Gambling Commission/Local Authority.
- Tickets can **only** be sold on the day of the draw.
- Individual tickets should not cost more than £1.
- A maximum of £250 can be spent on prizes, but donated prizes can be accepted.

Organise a private raffle

- A private raffle does not need to be registered with the Gambling Commission/Local Authority.
- If you are holding a raffle in your work place, tickets can only be sold to those people working in the company. If you are holding a raffle in your club or society, you must only sell tickets to the club or society members.

Organise a society raffle

- A society raffle does need a license so you will need to contact your local council to obtain a license. A license costs around £30-£40 for a year and a 'return' must be submitted back to council within the specified time limit. This should state how many tickets were printed, how many were sold etc. Your local council should supply details of this when they issue your licence. Comprehensive information on the laws surrounding lotteries and raffles are available on the Gambling Commission's website: www.gamblingcommission.gov.uk

What are the benefits of holding a society raffle?

- Tickets can be sold over a period of time.
- Tickets can be sold to the general public.
- Individual tickets can be sold for a maximum price of £2.

Auctions

How to organise a charity auction

Auctions can raise significant funds and with good planning, they are easy to set up. Unlike raffles and lotteries, auctions have the benefit of not falling under gambling law.

There are two types of auctions which you might like to consider, a live auction or a silent auction. You may even like to offer both at your event, to gain full benefit from both systems.

What are Silent Auctions?

Silent auctions are auctions held without an auctioneer.

Usually, a silent auction is conducted by setting up tables or displays of items or services upon which people can bid. You may like to set a minimum bid for each item, especially if the item is of high value.

To bid for an item, people place their names and bids on a sheet of paper located next to the item.

Silent auctions give people a chance to look at the different items available for auction and decide which item/s they would like to bid upon.

Often one sheet of paper shows all previous bids so that people participating in the silent auction know that they need to bid higher in order to 'win' the item. They also have the opportunity to revisit bidding sheets before the auction is closed to increase their chances of securing the item.

Alternately, you might like to keep the bids of others at a silent auction private. You would need to ask people to bid on small sheets of paper and deposit this into a sealed bag or box placed next to each item. At the end of the auction, the highest bidder wins the item, for whatever price he or she offered.

Advantages:

- They are easier to run than live auctions.
- You don't need to pay or ask for help from a professional auctioneer.
- They won't detract from the entertainment if provided at your event.
- You don't need to secure a large venue with a large crowd of people, you can conduct a silent auction in your work place, or at home by accepting email or phone bids from your friends and family.



Live Auction

The alternative to a silent auction is a live auction. People gather at a venue to place bids and unlike a silent auction, a live auction is fast and loud; either shouting or holding up signs for their bids. It is strongly advised to ask an auctioneer, or a confident loud speaker, to help your auction run smoothly.

Advantages:

- Live auctions take advantage of the impulse buy.
- Good auctioneers can spur people on to contribute more than they normally would for items.
- Knowing that others will be aware of what is being spent may influence people to bid more.



Tips for your auction

- Establishing terms and conditions in advance is important to help avoid problems later. For example, what would you do if the auction prize was no longer available? What will you do if someone decides they no longer want to purchase the auction item?
- For live auctions, you will need to think about potential reserve prices for your items and provide these to the auctioneer.



Bucket and Tin Collections

Collections are great fun and don't need much of your time to organise or do! Before organising your collection, please contact the community fundraising team to ensure you are legal and have obtained the correct permission.

The most common collections are:

- Street collections - If you are holding a collection in the street, you will need to obtain a licence from your local authority.
- Private collections - If your collection is being held on a private property such as within a shopping centre or railway station, you must obtain permission from the landowner or manager.

Street collections

Street collections can sometimes feel like more effort than other collections, but the results are usually quite good, especially if you are collecting on a Saturday or market day. Some street collection permits will request that you stand in a certain place but if not, make sure you:

- Spread out. By law you must be at least 20 m (60 ft) apart from other collectors, unless you are an adult accompanying a child.
- Take a little time to find a place that works for you. Some people like to collect in a busy crowd, others prefer a quiet side street.

When you have found somewhere that works then stay put. Not many people will give you money if you wander around the whole time. You are better off in one place.

If you have been given a local authority permit, make sure you stand on a street or site that is covered by the permit. Shopping centres and outside the front of supermarkets may be privately owned and you may be asked to move on.

Supermarkets and other stores

Large supermarkets have been proven to be the most successful places to collect – lots of people, lots of spare change and lots of opportunities to tell people about how great Phyllis Tuckwell is!

You may or may not have a letter of confirmation for your collection (depending on the style of the store), but either way you should sign in when you arrive by going to the customer services desk.

When you arrive the store staff will inform you where to collect. This may be either in the foyer, by the tills, or just outside the doors, depending on the store. Say “hello” to as many people as you can! Supermarkets can be busy places, so catch people’s attention by saying hello and acknowledging them with a smile.





Fundraising bag packs

You've probably seen the Scouts or Brownies do one of these before. Basically, we offer to pack people's shopping in return for a small donation. Bag packs require more people to take part, so they/this will require more organising on your part.

Place your bucket at the end of the till within easy reach of passing customers.

Ask, ask, ask: "Would you like me to pack your bags?". Keep asking everyone who comes through the tills so they know why you're there.

Some people won't want you to pack their shopping but will still make a donation.

Use the time you spend packing to talk to the customer about Phyllis Tuckwell.

Top Tips for collecting

- The first rule of collecting is to have fun. You're more likely to get donations if you're happy to be there.
- Smile! People will know that you are friendly and approachable. And if you can make them smile too they will often donate.
- Make sure you stand out. We will provide you with bright kit to make sure that it's obvious you're collecting money for Phyllis Tuckwell.
- Make eye contact when you are talking to people.
- Stay positive. The first half hour is often the most difficult and you'll soon get into the swing of it.
- Why not take something fun with you - wear a bright hat or dress up in a costume?
- Say "Hello". Many people will only donate if you speak to them directly.
- Take a break when you need one.
- Move. Dancing and bobbing around makes you stand out.
- Always say Thank you!

What to take on the day

- Copy of your street permit or site confirmation letter
- Your sealed tin or bucket with stickers already stuck on and lid sealed
- Phyllis Tuckwell stickers
- Tabard or sash
- Something fun to make you stand out
- Dress for the occasion and weather, remember to wear comfortable shoes!
- Take plenty of snacks and drinks to keep your energy levels up

After your collection...

- Thank the onsite manager of your collection, and sign out if required
- Make sure you travel home safely with your money.
- Either unseal the tins/buckets and count the money with at least 2 people present or call the Community Fundraising team to bring in your bucket/s to be counted.
- Please remember to return all collecting items to Phyllis Tuckwell, Waverley Lane, Farnham, Surrey GU9 8BL



Paying in your 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 is the best way to get 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 stating your name, contact details and how the money was raised. This will ensure the money is allocated to your name and it helps us track your ongoing 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 should be counted at the Hospice so tins and buckets should be returned to the Hospice sealed and unopened.
- Online: By far the easiest and safest way to receive 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
- 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

01252 729446

www.pth.org.uk

Follow us on Facebook and Twitter @PTHospice