



Severn
Hospice

here and at home

Your Fundraising Guide

YOU'RE ABOUT
TO DO
SOMETHING
AMAZING...

THANK YOU FOR CHOOSING TO FUNDRAISE FOR US...

For every £3
we spend
on care,
we have to
raise £2

Behind every family we help there is a huge caring team and hundreds of kind supporters like you who make it all possible.

Each year we need to raise around £10 million so we can care and support patients and their loved ones living with incurable illness across Shropshire, Telford and Wrekin and Mid Wales.

And it's thanks to you that we can continue to care.

Just like our care that's personalised, we like to support your fundraising journey in a way that's

useful to you. So, as you take on one of our events, we'll be with you every step of the way!

We hope this guide will give you some inspiration and practical advice to make your fundraising a huge success.

Welcome to the Severn Hospice fundraising family. Together we can do it!



“

I couldn't have wished for a better place for my dad to be. The comfort he received was priceless.”



“

Even if I have a bad day, I come out of the gardening and tonic sessions feeling uplifted and as if I have achieved something.”

“

We were totally blown away by the support that was given to us all – mum especially. Our dad was cared for with dignity, respect and a little bit of humour too throughout his care with Hospice at Home.”

YOU MAKE THIS DIFFERENCE

£50 will help cover the costs of a home visit by one of our specialist nurses

£200 means we can stay with a family and care for their loved one through the night

£350 lets ten children join one of our specialist bereavement groups, Elephants Never Forget.

£657 means we can provide 24 hours of care for a person on our wards.

SUPERCHARGE YOUR SPONSORSHIP

Get online

Online giving is the easiest way to kickstart your fundraising. It's quick and simple – just go to [justgiving.com/severnhospice](https://www.justgiving.com/severnhospice) to set up your team's page and then share, share, share! Remember to personalise your page - include photos, tell your story and share why you are fundraising.

Don't worry if you've never used JustGiving before, it's easy to set up - and we've got a step-by-step guide if you need a hand to get started.

Shout about it

Social media is such a great way to promote your fundraising and share updates with your friends, family and workmates. Remember to mention you are raising money for us and why it's important to you. **And don't forget to tag us in!**

Give your fundraising an extra boost

Match funding

Why not ask your workplace if they will match all or part of your fundraising?

Gift Aid it – the little tick means more!

Your fundraising can be worth 25% more. Just ask your supporters if they pay tax – then all they have to do is tick the box on your sponsorship form, donation envelope or JustGiving page and we'll do the rest. It's that simple and it's at no extra cost to you or them!

It all adds up - for every £1 they donate, we'll get £1.25!



Easy ways to raise even more

How about hosting a raffle, tombola, sweepstake or auction to boost your total – for colleagues, customers or with family and friends? Or what about a quiz? Now that's a good question!

How did it go?

We love to hear all about how you get on. Send us your photos and share some of the highlights so we can thank you and celebrate your success.

And remember to say a big thank you to friends, family, workmates and volunteers that have supported you. Sharing how much you have raised with their help makes everyone feel great!

GOING FURTHER WITH FUNDRAISING?

If you are giving your sponsorship a boost with more fabulous fundraising activities, then there are a few things you may need to consider to keep it legal and safe.

Insurance

If you're planning an event that involves the public, you will need to think about insurance. Some venues already have this, so it's worth checking with them first.

Stay safe

It's important that your event is safe, and this means assessing potential risks and hazards for you, your helpers and anyone attending or taking part. Consider things like handling money safely, first aid, security, fire exits and possible accidents.

Food safety

If you're serving or selling food you may wish to check the Food Standard Agency guidelines on preparing, handling, cooking and storing food. You'll find them at food.gov.uk.



Licences and permissions

You'll need to consider whether you need any licences to keep your fundraiser legal. This could be a temporary event licence if you're serving alcohol in an unlicensed premises or hosting live music.

We'd love to see lots of photos from your fundraiser! Make sure everyone in the photo is happy you're going to share it with us.

Raffles

There are rules about running raffles, tombolas, sweepstakes and other lotteries.

Take a look at these websites for more details; gamblingcommission.gov.uk or fundraisingregulator.org.uk and if you have any questions just give us a shout.



WE'RE HERE TO HELP

Whatever you're doing to
fundraise, we're here to support
you every step of the way.

Whether you'd like to generally pick
our brains, find out about permissions
and licencing or borrow resources,
we can help make your fundraising
journey easy, successful and fun!



Phil and Nicky from our fundraising team

Get in touch
fundraising@severnospice.org.uk
01952 221351

**We've got lots of resources to help with your fundraising.
Simply get in touch and we'll get them out to you.**



Collection buckets, tins and boxes



Indoor and outdoor banners and posters



Bunting



Donation envelopes and hospice factsheets



Advice and more

PAYING IN YOUR FUNDRAISING

There are several ways you can pay in your donation and sponsorship.



Online

Visit severnhospice.org.uk/donate and pay in with a credit or debit card. It's quick, easy and secure. Be sure to tell us about your fundraising when prompted and if you are raising money in memory of someone special so we can say thank you.

If you set up an online page such as JustGiving or a Facebook fundraiser then there's no need to worry about paying in!



Post

You can post a cheque to us at Severn Hospice, Bicton Heath, Shrewsbury, SY3 8HS. Please make your cheque payable to Severn Hospice.



Phone

Call our friendly finance team on 01743 236565 to pay in over the phone by card.



Bank transfer

If you'd find it easier to make a transfer, our bank details are available upon request.



In person

You can drop off your donation in cash or cheque at either of our hospices at Apley Castle or Bicton Heath or at one of our community shops. We love to say thank you in person! Please make your cheque payable to Severn Hospice.

[Click here to find your nearest shop.](#)

It's because you care that we can.



Registered charity 512394

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Visit
severnhospice.org.uk

