



**Birmingham**  
Hospice

# Fundraising Guide



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Hospice



**Together, we're making every moment matter**

# A BIG THANK YOU!

**Thank you for doing something amazing and supporting Birmingham Hospice.**

Birmingham Hospice provides specialist end of life care for people living with a terminal illness and for their families. Each year, after NHS funding, we need to raise £5.5 million from voluntary donations so local people can receive the vital care and support they need.

We believe people from all communities should have access to the compassionate care and expert support they need; whenever and wherever they need it. This would not be possible without your incredible fundraising efforts.

**Together, we can make every moment matter for hundreds of local people every day.**



Before you get started, here are three simple steps to remember when fundraising for Birmingham Hospice:



## **1 Promote your event**

Once you've finalised the details, it's time to shout about it! Spread the word on social media, contact local newspapers and ask your family and friends to share your event too!



## **2 Set a target**

This is a great motivator and tells your supporters how much you aim to raise. Whether its £5 or £500, every penny will help people to live well with their illness.



## **3 Donate and make a difference**

When your donations have been collected, send them to the hospice and celebrate your success! You'll also receive a thank you letter and certificate to thank you for your support.

Our dedicated fundraising team is here to help you through your fundraising journey - we'll support you every step of the way!

Please email [fundraise@birminghamhospice.org.uk](mailto:fundraise@birminghamhospice.org.uk) or call 0121 752 8779.

# WAYS TO MAKE EVERY

If you're looking for more inspiration, we've put together some of our favourite fundraising ideas to help you get started!

## Join a hospice event

From **Ride the Reservoir** and **Party in the Park** to an **In Memory Walk** and **Jingle Bell Jog**, our calendar is full of terrific events for you to get involved with.



## Shop with us

Visit one of our **charity shops** and see what pre-loved goods you can find or **donate** your own unwanted items for us to sell and generate vital funds.

## Take your fundraising sky high!

Sign up to a **Wing Walk**, **Skydive** or **Abseil** and raise sponsorship whilst taking part in an adrenaline pumping experience.



## Organise a collection

Contact local employers and ask if they'd like one of our **collection tins** to display in their business to encourage customers and staff to make a donation.

## Community fundraiser

Host a **garden party**, or **quiz night**, run a **sports tournament** or even organise a **village fete** - there's plenty of great ways to communally support our charity.



## Get baking

A **bake sale** or **coffee morning** is a great way to catch up with old friends or have a natter with colleagues, whilst eating something yummy and raising money!

# MOMENT MATTER

## Corporate contribution

Your workplace could support you by holding an **office sweepstake** or pledging to **match** the amount you raise. If you have a charity day, why not support our annual **Treecycling** campaign?



## Occasion donation

Turn a **special occasion**, such as a birthday or anniversary, into a fundraiser by asking for donations to our hospice **in lieu of gifts**.

## Fundraise - athon

Run a full or half **marathon**, bust a move with a **dance-athon**, get comfy with your friends and family for a **movie marathon** or even ask your local **gym** to run a **fitness challenge**.



## Dress down day

Plan a **dress down** or '**non-'uniform'** day at your workplace or school. Or, why not make it a **fancy dress day** (or week!) where each participant pays a small fee to wear something fun.

## Give it up

**Break a habit** or challenge yourself to **give something up**, such as chocolate or tea, for a period of time and ask people to sponsor you.



## Donate in memory

From dedicating a leaf on our **Memory Tree** to joining us at our **Light up a Life** services, there are many poignant ways to remember your loved ones whilst supporting our hospice.

# GET INSPIRED!

For fundraising inspiration, some of our wonderful supporters have kindly shared how and why they continue to support Birmingham Hospice.



**Catherine** hosts an annual coffee morning for those who supported and loved her mum, whilst raising money for the hospice. As you can see, she gets the entire family involved with baking the tasty treats!

"Being able to give something back helps mum's memory live on, and I know she would be so happy to see everyone together supporting and raising money. We have a great time baking and eating cake!"

**Fae** took part in the Manchester Marathon, running an incredible 26.2 miles and raising an outstanding £1099!

"The hospice has had a profound effect on my family. Hospices provide such an important service. I hope that my money has helped make a difference."



**Pete** and his family host an annual quiz, including a raffle and much more - raising an amazing amount for the hospice.

"We love seeing people interacting at the quiz, and seeing everyone enjoying themselves! It's great to see so many people attend and have a great time."



**The Palette Network** have partnered with our charity as we share the same ethos and they continue to support us in any way they can.

"Our aim is to continue to work with and support these amazing people in any way that we can and to grow the relationship going forward."



# HOW WE CAN HELP YOU!

No matter how you choose to support Birmingham Hospice, our dedicated team of fundraisers are on hand to support you every step of the way.

We can supply you with the tools and merchandise you need to ensure your fundraising journey is as successful as it can be!

**The fundraising tools we can provide you with include:**

- Collection Buckets
- Collection Tin and Boxes
- T-shirts
- Bunting
- Balloons
- Banners
- Stickers
- And more!

Get in touch by emailing [fundraise@birminghamhospice.org.uk](mailto:fundraise@birminghamhospice.org.uk) or call 0121 752 8779.



# PROMOTE YOUR EVENT!

## Make some noise!

Social media is a great way to promote your event and keep your supporters updated with your fundraising progress, event plans or training.

Encourage your family and friends to share your posts, and don't forget you can find us on **Facebook**, **Twitter**, **Instagram** and **LinkedIn**!

Remember to tag **@brumshospice** in your posts for a shout out and so we can see how your fundraising is going!



## Pin up your poster!

We can provide you with event poster to help advertise your fundraiser and tell people how they can support you.

You can find some in this pack, but if you need any more materials or support, please email [fundraise@birninghamhospice.org.uk](mailto:fundraise@birninghamhospice.org.uk) or call 0121 752 8779.

## Blogs are brilliant!

Contact local influencers, bloggers, press offices, community websites or their social media pages and ask them to promote your fundraising.

They could also retweet your event, share your online donation page or share your story with their followers.

**You could even write a blog for the hospice's website!** Simply speak to your Community Fundraiser who will be able to support you with this.





# THE IMPORTANT STUFF....

When planning your event, there are a couple of items you need to consider and 'tick off' to ensure that everything runs smoothly.

## Insurance

If you're organising your own event, our public liability insurance will **not** cover your event and/or be liable for any loss or injury. You may need to arrange your own insurance, unless you're covered by your own home insurance.

## Branding

If you'd like some Birmingham Hospice branded marketing materials to help promote your event, such as balloons, banners and collection buckets - contact your Community Fundraiser who'll be happy to send these to you.

## Raffles and lotteries

If your charity raffle prize is worth more than £200 or you'll be selling tickets for longer than 24 hours, you'll need a small lottery licence.

To find out more, visit [www.gamblingcommission.gov.uk](http://www.gamblingcommission.gov.uk)



We wish you the best of luck with any event you decide to organise or take part in, and remember, we're here to support you every step of the way!

Phone: **0121 752 8779**

Email: **[fundraise@birminghamhospice.org.uk](mailto:fundraise@birminghamhospice.org.uk)**

# DONATE AND MAKE A DIFFERENCE!

## Online donation pages!

**JustGiving**<sup>™</sup>

An effective way to collect sponsorship is through an online donation page, such as **Just Giving** or a **Facebook Fundraising page**. They're free and simple to set up and, when someone makes a donation, the money is sent straight to the hospice.



Plus, collect donations in lieu of birthday gifts by setting up a **Facebook Birthday Fundraiser** where your family and friends can easily donate.

## Offline donations

You can also collect donations using the sponsorship form provided in your event fundraising pack. **There's a number of ways you can pay in your funds:**



### Online

Visit [www.birminghamhospice.org.uk/donate](http://www.birminghamhospice.org.uk/donate) and select the reason you're donating.



### Phone

Call our team on **0121 752 8779** to donate over the phone with a credit or debit card.



### Post (cheques only)

Make your cheque payable to 'Birmingham Hospice' and post to:  
**176 Raddlebarn Road, Selly Park, Birmingham, B29 7DA** - Or,  
**76 Grange Road, Erdington, Birmingham, B24 0DF**



### In person

You can drop off your donation at either of our hospices in **Selly Park** or **Erdington**. Alternatively, a member of our Fundraising Team will happily come and collect it from you.



### Bank transfer

Our bank details are available on request.

## Give your donation an extra boost!

*giftaid it*

Did you know, if you're a UK taxpayer, you can include **Gift Aid** when you donate? **This means that we receive an extra 25p for every £1 that is donated!**

Don't forget to encourage anyone who is sponsoring you to tick the Gift Aid box too!

# WHAT'S NEXT..?

Once you've paid in your sponsorship, we'd love for you to continue supporting our charity in any way that you can. Here's just a couple of ideas of how you could stay involved with Birmingham Hospice.

## 1 Annual Event

Make your fundraiser a yearly event! It's a great opportunity to bring your community together whilst continuing to make a difference to local people.



## 2 Regular giving

A monthly donation, no matter how big or small, enables more people to receive the vital care and support they need when living with a terminal diagnosis.



## 3 Volunteer with us

Could you kindly donate your time? From supporting our events to becoming a shop volunteer - we'd love for you to lend a hand.



## 4 Gift in wills

Leaving a gift in your will is one of the most valuable and lasting ways you can support individuals and families that need our help.



## 5 House Clearance

We can send a member of staff to help with the process of clearing a property. We'll provide a quote and, if agreed, make an appointment for removal.



## 6 Recycle with us

From mobile phones to ink cartridges, get involved in one of our recycling schemes and support our charity whilst also helping the environment!



**Good luck and thank you for supporting Birmingham Hospice!**

# Thank you for supporting



[www.birminghamhospice.org.uk](http://www.birminghamhospice.org.uk)  
[fundraise@birminghamhospice.org.uk](mailto:fundraise@birminghamhospice.org.uk)

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