



BIRMINGHAM HOSPICE SWIM CHALLENGE

FUNDRAISING GUIDE

**YOU CHOOSE THE LOCATION
AND DISTANCE – ON YOUR
HOLIDAYS OR AT YOUR
LOCAL POOL!**

**1 MAY –
1 SEPTEMBER
2025**



Registered with
FUNDRAISING
REGULATOR

Charity no: 1156964

MAKE WAVES FOR
LOCAL HOSPICE CARE

**TOGETHER,
WE'RE MAKING EVERY
MOMENT MATTER**



 **Birmingham**
Hospice

THANK YOU!

THANK YOU FOR TAKING ON A SWIM CHALLENGE FOR BIRMINGHAM HOSPICE

Birmingham Hospice provides specialist end of life care for people living with a terminal diagnosis, and their families. Making every moment matter for patients and their loved ones is at the heart of everything we do. We believe that everyone living with a terminal diagnosis should be able to live and die with dignity and in comfort, and access the care of their choice, whenever and wherever they need it.

This is only possible because of support from people like you - **thank you.**

This guide has all the information you need for your swim challenge, including:

- How to get started with your fundraising
- How you can earn badges and certificates
- Sponsorship forms

Our friendly Events Team is here for you throughout the challenge. They will be sharing useful tips and tricks for fundraising and are available if you have any questions.

GET IN TOUCH
EVENTS@
BIRMINGHAMHOSPICE.ORG.UK
0121 465 2009

THE CHALLENGE

MAKE WAVES FOR LOCAL HOSPICE CARE

Whether you brave an energising open water swim or opt for the lane of your local pool, swim your way and ensure local people living with a terminal diagnosis get the care and support they deserve. You'll have four months to get your lengths in and complete the challenge.

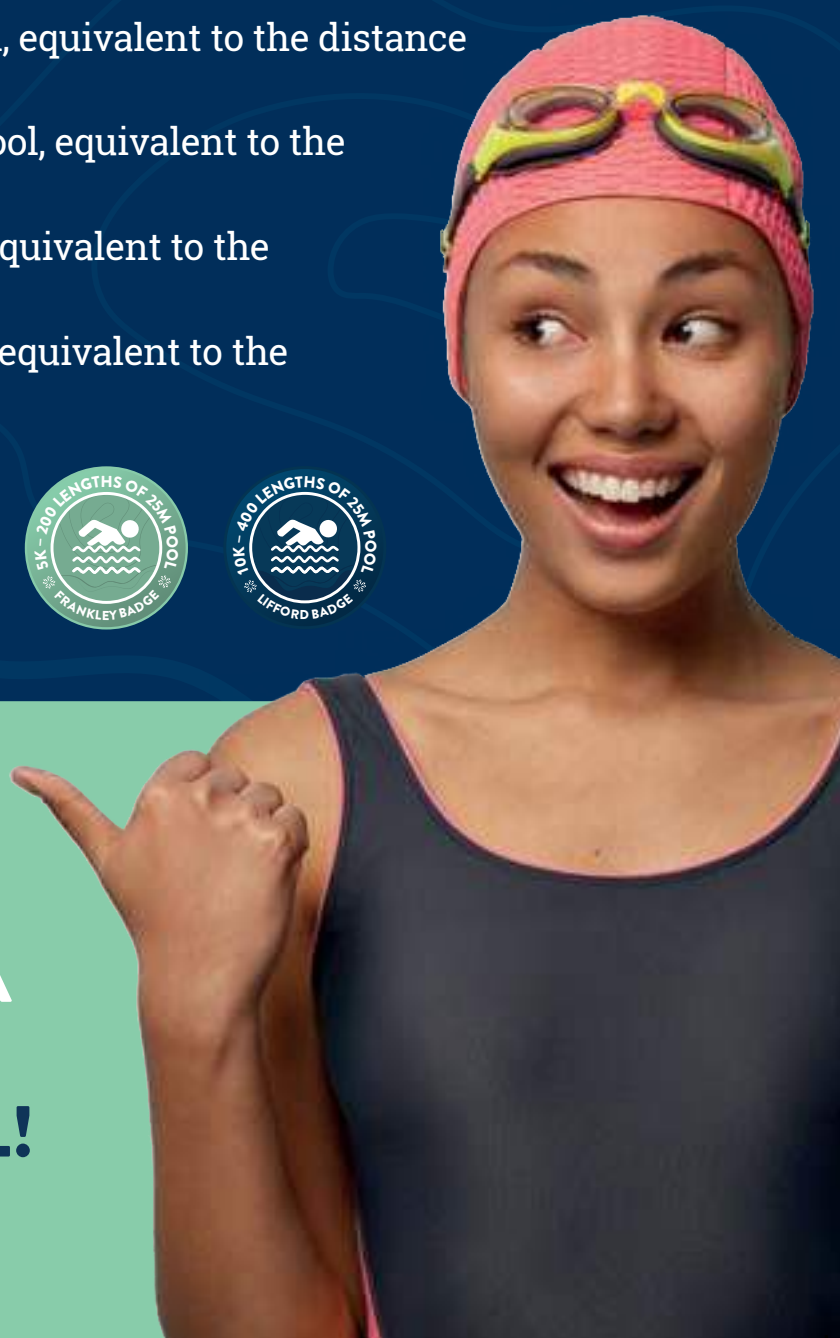
How far can I swim?

Inspired by Birmingham's waterways, you will be awarded with a digital badge celebrating a local reservoir for your chosen distance:

- **250m:** 10 lengths of a 25m pool (our junior challenge), equivalent to the distance of Edgbaston reservoir
- **1 mile:** 64 lengths of a 25m pool, equivalent to the distance of Bartley Green reservoir
- **2 miles:** 125 lengths of a 25m pool, equivalent to the distance of Aston reservoir
- **5k:** 200 lengths of a 25m pool, equivalent to the distance of Frankley reservoir
- **10k:** 400 lengths of a 25m pool, equivalent to the distance of Lifford reservoir



IF YOU RAISE
OVER £200 YOU
WILL ALSO GET A
**BIRMINGHAM
HOSPICE MEDAL!**



GETTING STARTED WITH YOUR FUNDRAISING

Getting sponsored and raising money for Birmingham Hospice is what really makes the difference for local people living with a terminal diagnosis.

Here's how your fundraising will help:

- **£21** could buy a teddy bear with a recording of a loved one's voice for a bereaved child
- **£56** pays for a bereavement support session to help a family member cope with the loss of a loved one
- **£95** pays for a specialist bereavement support session to help a child coping with the loss of a loved one
- **£166** covers the cost of a home visit from an occupational therapist
- **£525** could pay for 24 hours of nursing support for a person being cared for on one of our Inpatient Units

Deciding how you'll be fundraising:

There are a number of ways to collect donations/sponsorship in support of Birmingham Hospice.

Online fundraising page: An online donation page is perhaps the easiest method for both you (to set up and collect the money) and for us (to receive the money). Research also shows that people give more online, so choosing this method can help to easily boost your fundraising total.

There are lots of different platforms you can use to set up a fundraising donation page, but once you've signed up to the swim challenge, you will automatically have an Enthuse fundraising page set up for you. Using this is a really easy way to share your challenge with family, friends or co-workers and gather your sponsorship.

Paper sponsorship forms: You can also collect donations offline by using the sponsorship form provided in your pack. You can pay in these donations via our website, to our bank account, by post or in person. Please ensure you fill in your details and the name of the challenge on the form.

Once you've sent in your donation and we've received donations from all the other challenge participants, we'll send you a thank you letter which you can share with the people who kindly supported you. Please note, this may take up to eight weeks.

Gift Aid: Did you know that, as a UK taxpayer, you can include Gift Aid when you donate? This means that an extra 25p for every £1 donated will be added at no cost to you! Don't forget to encourage anyone who is sponsoring you to tick the Gift Aid box!

MAXIMISING YOUR FUNDRAISING

If you're keen to maximise your fundraising efforts, here are few things you might like to consider.

Remember, the money you raise really can make a big difference to local people living with life-limiting illness, and their families.

Shout about it! Now you've decided on how you're going to fundraise, it's time to shout about your incredible challenge! Whatever you're preferred communication method, make sure everyone you know is aware of what you're doing. You can text, call, share it on social media, or a good old fashioned face-to-face catch up will also do the trick!

Get off to a flying start: Ask a family member or someone you think might pledge a lot of money to make your first donation, as this will encourage others to follow suit and donate a similar amount.

Get personal: Personalise your fundraising page by uploading photos and telling people about the event and why you are taking part.

Boost your funds: Check if your company offers a match funding scheme, as this could instantly double your efforts.

And lastly, enjoy yourself. Be sure to let us know how you are getting on during this challenge and your training. Make sure you take lots of photos and share these with friends and us, as we would love to see how you are doing and potentially use these images in future marketing materials.





giftaid it

Name:

My fundraising goal:

Birmingham Hospice provides expert palliative and end of life care for people and their families living with life-limiting illnesses. Offering personalised support at home, in local communities or at the hospices, we help people across Birmingham to live well with their illness, right up to the very end of life

If I have ticked the box headed 'Gift Aid? v', I confirm that I am a happy for all gifts of money that I have made to Birmingham Hospice in the past four years and all future gifts of money that I make to be Gift Aid donations. I am a UK tax payer and understand that, if I pay less Income Tax and/or Capital Gains Tax in the current tax year than the amount of Gift Aid claimed on all my donations, it is my responsibility to pay any difference.

Remember to fill in all of your details!

[illegible]



Remember to fill in all of your details!

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