



Birmingham Hospice

Fundraising Guide



Birmingham
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. This year, we need to raise £7.2 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 it's £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 or call 0121 465 2009.

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 **Rainbow Rush** to the **Hearts and Stars Memory Walk** and **Chocolate 5K**, 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 **skydive** and raise sponsorship while taking part in an adrenaline pumping experience.



Organise a collection

Ask local businesses if they'd like to display one of our **collection tins**. Or, contact us for guidance on getting a license before holding your **own collection** on the street or at a local supermarket!



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, while 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.



The Bra-B-Q Committee host an annual BBQ in their local pub garden after their friend died from breast cancer. The day is always packed out and thousands of pounds are raised while people enjoy delicious food and luxury raffle prizes.

"The work the hospice does is incredible, so we love to organise an event where we have some fun and raise some money for a very special place."

Hiten took part in Birmingham Running Festival to raise funds for Birmingham Hospice, and also has taken on our Medal Mission challenge!

"Birmingham Hospice is an excellent hospice which has provided support to family and friends by the quality of care and compassion they offer. I enjoy running for them."



Will Wong, owner of **Chung Ying Cantonese Restaurant**, hosts a regular quiz night at the restaurant.

"I love hosting the quiz nights at my restaurant, as Birmingham Hospice has now become a charity that is very close to my heart. The work they do is fantastic and I can't wait to continue working with them."



Jane hosted a bake sale as part of her fundraising target she had set herself, in memory of a dear family friend.

"It was so wonderful to see the community coming together to support the hospice, and getting to enjoy some homemade cake at the same time!"



HOW WE CAN HELP YOU

No matter how you choose to support Birmingham Hospice, our dedicated team of fundraisers will be 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 or call **0121 465 2009**.



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**, **X**, **Instagram**, **TikTok** 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 an 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@birminghamhospice.org.uk or call **0121 465 2009**.

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 repost 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.

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.

Bucket Collections

If you borrow any of our collection buckets, it is your responsibility to ensure they are kept safely sealed. You may need a licence to collect in a public space – visit birmingham.gov.uk for more information.

Our Logo

If you'd like to use the Birmingham Hospice logo, please check with us.

Gift Aid

We can reclaim up to 25% of every £1 donated to us through Gift Aid. Please encourage your donors to complete a Gift Aid declaration when they donate – or use JustGiving.

Photographs

You must have the written permission of parents/carers to take or use photos of children under 18.

Risk Assessment

Before holding any event, please carry out a risk assessment. We can provide a template on request.

Food Safety

If you are providing any food, including cakes, please read the Food Standards Agency's guidelines on food safety. These can be found on their website: www.food.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!

DONATE AND MAKE A DIFFERENCE

Online donation pages

JustGiving™

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 fundraising pack. **There's a number of ways you can pay in your funds:**



Online

Visit www.birminghamhospice.org.uk/donate to donate via card and select the reason you're donating, or add a comment about how you raised the money.



Phone

Call our team on **0121 465 2009** 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**.



In person

Drop off your donation at **Selly Park (176 Raddlebarn Road, B29 7DA)** or **Erdington (76 Grange Road, B24 0DF)**. Alternatively, a member of our Fundraising Team will happily come and collect it from you.



Bank transfer

Our bank details are available on request - just email fundraise@birminghamhospice.org.uk.

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 while also helping the environment.



Good luck and thank you for supporting Birmingham Hospice!

Thank you for supporting



www.birminghamhospice.org.uk
fundraise@birminghamhospice.org.uk

0121 465 2009

