



**Birmingham**  
Hospice



# ENTERPRISE CHALLENGE





# CONTENTS

Welcome from Birmingham Hospice	3
Enterprise ideas	4
Planning table	5
Enterprise plan	6
Spending	7
Fundraising	8
Timeline	9
Telephone script	10
Poster	11





# STUDENT WELCOME

## Thank you for taking on the Birmingham Hospice Enterprise Challenge!

At Birmingham Hospice, our mission is to ensure everyone has access to compassionate, specialist care at the end of their life, wherever and whenever it's needed.

Hospices specialise in compassionate care for people living with a terminal illness focusing on comfort, quality of life and dignity, rather than curing the disease.

Our care services reach people across Birmingham and the surrounding areas. We offer care in people's homes or at our Inpatient Units and Living Well Centres at Selly Park and Erdington.

This year we estimate it could cost £20 million to run Birmingham Hospice, and we need to raise at least £8 million from fundraising activity, income from our shops and voluntary donations to cover the costs of running our charity.

The Birmingham Hospice Enterprise Challenge is an opportunity to develop a range of workplace skills whilst raising vital funds. Your challenge is to turn £50 into a minimum of £500! This will be your chance to develop a range of

entrepreneurial skills, such as problem solving, teamwork, presentation, time management and budgeting.

The challenge will take place during this term, where you will plan and deliver your Enterprise Challenge idea. This Enterprise Challenge Support Pack is designed to help you every step of the way – from planning to delivery, and will also help you seek out opportunities to work with departments across your school.

Our Fundraising Team is also on hand to support you through your challenge and can provide a range of support materials including buckets, banners, balloons, sponsorship forms and letter of authenticity to send to local businesses and organisations.

We look forward to working with you over the coming months and can't wait to see your challenge ideas. Thank you for supporting Birmingham Hospice.

**JOHN HURLEY**  
Community Fundraiser



# TOP 10 ENTERPRISE IDEAS

Here are some ideas to get you started:

1

## **RUN A SPORTING OR MUSIC EVENT IN SCHOOL:**

Use the original £50 to organise and run an event, with all ticket sales and merchandise helping you to your total.



6

## **UPCYCLING:**

Transform pre-loved items into something that can be re-loved at a price. And why not work with your Design Technology department to make this happen?



2



## **TREASURE HUNT:**

Host a treasure hunt or escape room and receive donations at each clue or charge an entrance fee.

7

## **RAFFLE/AUCTION:**

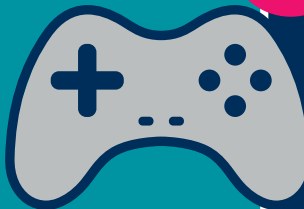
Approach local businesses to source prizes that your community will be keen to get their hands on. You could use your budget to host an event for the prize draw or auction.



3

## **GAMING MARATHON:**

Find out who the real gaming boss is in school, by organising a gaming tournament where players pay to enter.



8

## **CAR WASH:**

Put together a team of car washers to add some sparkle to teachers or parents' cars in exchange for a donation.



4

## **SUMMER FAYRE:**

Host a summer fayre in school with different class groups in charge of their own stalls.

9

## **FOOD FESTIVAL:**

Organise a food festival in school with different stalls selling foods from around the world. This could be an opportunity to work with the Food Technology department.



5

## **TEAM UP WITH A LOCAL BUSINESS:**

Use the expertise of those in the industry to work together on your Enterprise Challenge. Our Corporate Team can help to make introductions.



10

## **MOVIE NIGHT:**

Create the big-screen vibes in school by hosting your own movie night, selling tickets for entry and selling popcorn and snacks.



# PLANNING TABLE



<b>INITIAL IDEAS</b>	<b>STRENGTHS</b>	<b>WEAKNESSES</b>	<b>UNIQUE SELLING POINT</b> What makes the idea appealing to your audience and different to others?	<b>BARRIERS OR POTENTIAL THREATS</b> What could prevent this idea from happening?	<b>FEASIBILITY</b> Likelihood of this happening, considering budget, timescale etc. on a scale of 1-5 (5 being most likely)

# ENTERPRISE PLAN

Once you have agreed on your campaign, fill in the information below.

**PROJECT NAME:**

.....

**BUSINESS IDEA:**

.....

**DATE & LOCATION:**

.....

**MORE INFORMATION ON WHAT YOU WILL BE DOING:**

.....

**REASON FOR YOUR SELECTION:**

.....

.....

**INCOME GOAL:** £

**PROPOSED ROI (RETURN ON INVESTMENT):**

e.g. £50 budget from Birmingham Hospice,  
estimated fundraising total of £500, ROI= 10:1

**HOW ARE PEOPLE GOING TO SUPPORT THE CHALLENGE?:**

Donate  Volunteer  Sponsor  Spread the Word  Other (specify below)

.....

**HOW YOU WILL TAKE DONATIONS:**

Cash  Card Reader  JustGiving  Toucan App  Other (specify below)

.....

**PROJECT TEAM AND ROLES:**

.....

.....

.....

.....

**SMART TARGETS** (set targets that are Specific, Measurable, Achievable, Relevant, and Time-bound):

.....

.....

.....

# SPENDING

**PROJECT NAME:** .....

**BUDGET:**

**FUNDRAISING TARGET:**

**COSTINGS:** What you plan to spend your budget on for the campaign. Make sure you research any products that you intend to buy to secure the most cost-effective prices. The table below, or similar, could be created using Excel with formulas added for calculations (see PowerPoint on Budgeting for support).

ITEM	COST (£)	REMAINING BUDGET (£)	IMPORTANCE (HIGH/MEDIUM/LOW)
e.g. Raffle tickets	£3.99	£46.01	High

# FUNDRAISING

**FUNDRAISING METHODS:** Using research of similar campaigns, identify ways you will generate income and what you propose to charge for the different elements:

FUNDRAISING METHOD	CHARGE	REASON FOR THIS PRICE	EXPECTED RETURN
e.g. Ticket sales	£5.00	Similar events locally charging the same price	£5 × 80 = £400
			£ _____ × _____ = £ _____
			£ _____ × _____ = £ _____
			£ _____ × _____ = £ _____
			£ _____ × _____ = £ _____
			£ _____ × _____ = £ _____
<b>TOTAL:</b>			£ _____

**SMART BUSINESS THINKING**

How will you attract supporters?  
.....  
.....

How you can further increase your profit? e.g. Match Funding  
.....  
.....

**PROFIT GOAL:**

*Good luck - think like an entrepreneur!*

# TIMELINE



OBJECTIVE / TASK	PRIORITY LEVEL	PERSON(S) RESPONSIBLE	RESOURCES NEEDED	DATE FOR COMPLETION	PROGRESS	NOTES	DATE ACHIEVED
e.g. Research local football tournaments	High	Sam, Aisha	Internet access	08/06/26	Not started / In progress / Completed	Divide research between team members	

# TELEPHONE SCRIPT

(Information can be adapted for email purposes and shortened where necessary)

**DEVELOPING YOUR SKILLS:** Making cold calls helps you develop strong communication and persuasion skills, as you learn how to clearly present your ideas and engage professionals confidently. It also improves resilience and adaptability, since handling rejection and thinking on your feet are essential parts of the process.

Hi there,

This is *[your Name]* calling from *[your school name]* on behalf of Birmingham Hospice.

We're getting in touch because we are participating in the Birmingham Hospice Enterprise Challenge to raise funds for the hospice, and we need your help.

Birmingham Hospice is the primary provider of adult hospice care in the city and its surrounding areas, caring for up to 670 local people living with a life-limiting illness and their families each day. They need to raise £8 million through fundraising activity, voluntary donations and retail income to cover the costs of running the charity.

As part of our challenge here at *[your school name]* we have set ourselves a target of raising *[your target]* for Birmingham Hospice to help people in our local community living with a terminal diagnosis. We are reaching out to businesses across Birmingham to help us raise money. We would love to hold an *[auction/raffle]* full of wonderful prizes where all money raised will go to Birmingham Hospice.

We were hoping that *[their company name]* may be willing to supply us with a suitable prize for our *[auction/raffle]*. Any suitable product you could donate to us would be much appreciated.

Here's how your support will help Birmingham Hospice: *(choose 1 or 2 from this list)*

- £22 could pay for a teddy bear with the recording of a loved one's voice for children to treasure forever.
- £43 could fund one hour of their Living Well Centre services which help patients socialise and look after their wellbeing.
- £100 could pay for a specialist bereavement support session to help those who have lost a loved one.
- £374 could fund a whole day of nursing in the community to ensure they reach people who need them most.
- £556 could pay for 24 hours of nursing support in Birmingham Hospice's Inpatient Units, offering specialist care from the team of medical experts.

If you're able to support, we would be forever grateful and will be sure you receive a thank you from the Birmingham Hospice team.

*[If they are happy to donate a prize]*

That's fantastic, thank you so much, please send it to *[your email or school address]*

*[If they are NOT happy to donate a prize]*

Please do not worry, I appreciate you taking the time to speak to me today.

*[If sending an email include]*

For more information, please do not hesitate to contact me at *[your school name]* address below, via email, *[your contact details]* or visit our fundraising page at *[insert link to your JustGiving page]*. I hope to hear from you soon, however in the meantime, thank you for your support in advance.

Warmest wishes,

*[your name]*

## NOTE for reference in case people haven't heard of Birmingham Hospice

Birmingham Hospice has a history spanning more than a century, beginning in 1910 with the founding of the Taylor Memorial Home in Sparkhill by Dr Mary Darby Sturge to care for women with cancer; this later evolved into John Taylor Hospice in Erdington. In 1979, a second organisation, Birmingham St Mary's Hospice in Selly Park, was established by Monica Pearce to expand modern hospice care in the city.

Both hospices grew independently for decades before merging in 2021, and in March 2023 the organisation adopted its current name, Birmingham Hospice, to reflect the community and city it serves.



**ENTERPRISE  
CHALLENGE**

**At**

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**we are taking on the Birmingham Hospice  
Enterprise Challenge.**

**Join us for**

---

**on**

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