

Welcome to Tough Woofer!



**East Cheshire
Hospice**

Where people come to live

Thank you very much for registering to take part in Tough Woofer!

Tough Woofer is organised to raise money for the patients and families we care for at East Cheshire Hospice. All the services we provide at the Hospice are free, and to continue to do this we need to raise £345 per night per patient.

This is your Fundraising Pack, it contains information you will need for the day and some helpful hints for your fundraising, including;

- **Tough Woofer Itinerary**—everything you need to know about the event day
- **Sponsor Form** - take it everywhere you go and ask everyone you know to sponsor you!
- **Sponsorship Return Form** - please ensure any money you raise is returned to East Cheshire Hospice within three months of completing your event
- **Fundraising Top Tips** – ideas to get your fundraising off to a flying start
- **Frequently Asked Questions**

This year the Hospice has to raise over 82% of running costs from voluntary donations and fundraising events, such as Tough Woofer. By taking part in our fun obstacle course with or without your dog and raising sponsorship really helps us to do this. Thank you.

Should you have any questions about Tough Woofer you can email events@echospice.org.uk, or call 01625 433477. Don't forget the fundraising team is here to help, so please get in touch for ideas, advice and support – we would be delighted to hear from you.

Thank you very much for your support, we look forward to seeing you at Tough Woofer!

With best wishes from everyone in the fundraising team at East Cheshire Hospice



In Patient Unit
East Cheshire Hospice
Millbank Drive
Macclesfield SK10 3DR

Tel: 01625 610364 (Reception)
01625 665683 (In Patient Unit)
Fax: 01625 665697
Email: admin@echospice.org.uk

Registered Charity Number: 515104
Limited by Guarantee Number: 1807691

www.eastcheshirehospice.org.uk

Key information—Tough Woofer



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Before Tough Woofer Fundraise

- Use this Fundraising Pack to help you with ideas to ensure you raise as much money as possible for the Hospice
- Set up an online sponsorship page through www.JustGiving.com/campaign/toughwoofer19, it is a quick and easy way to get started; you can send the link to your page to family, friends, colleagues, clients and suppliers

On the day Know your Wave Start Time

- There will be lots of individuals and dogs taking part in Tough Woofer on Sunday 20th October and we will be setting participants off in ten minute intervals
- The first wave will commence at 10.00am, with consecutive waves leaving every 10mins, so be sure to arrive in plenty of time
- You will receive an email from the events team two weeks prior to the event confirming your wave start time

Your official Tough Woofer t-shirt and dog neckerchief is included in your registration fee. Please see below the collection dates for T-shirt and Neckerchief collection here at the Hospice:

- **Monday 7th October 3.00—5.00pm**
- **Tuesday 8th October 3.00—5.00pm**
- **Wednesday 9th October 3.00—5.00pm**
- **Thursday 10th October 3.00—5.00pm**
- **Friday 11th October 3.00—5.00pm**

Please don't worry if you can't collect your T shirt/s or neckerchief from the Hospice, you will need to register your attendance on the day of the event anyway and you pick up your t-shirt, dog neckerchief and wristband at the same time.

Gates open

- Registration will be open from 9.00am onwards
- Please ensure you arrive no later than 30 minutes prior to your wave start time to register your attendance and receive a t-shirt, neckerchief and wristband if you haven't already collected them
- You should be ready at the start area no more than ten minutes prior to your allocated wave start time
- Limited car parking is available on site so we suggest car sharing where possible

Charity Village

- There will be a bag drop off point, toilets, changing area, vet cover and first aid in the village
- There will be entertainment throughout the day
- Merchandise Stalls to purchase from
- Hot and Cold food and drink available to purchase
- Family friendly activities including mini agility course, doggy shower, pampering area and more

Gates close

- You are ready to make your way home when you have completed the course, or you are welcome to enjoy our Charity Village
- When you are ready please return to your car safely and make your way home. Please ensure you and your dog are fully hydrated before leaving
- Take a moment to reflect; you have been part of a brilliant event and by taking part and raising sponsorship you have raised vital funds for patient care at East Cheshire Hospice

After Tough Woofer

- If you do not get handed a medal/s at the finish line, please remember to collect them from the medals desk before leaving the charity village
- Please collect your sponsorship money and return it to the Hospice as soon as you possibly can

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Top Fundraising Tips!



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Here are five top tips to get your fundraising off to a flying start!

1. Set up an online giving page

An easy and quick way to start raising sponsorship is by setting up an online giving page via www.justgiving.com/campaign/toughwoofer19. Follow their simple steps and any donations made on your page will come directly to East Cheshire Hospice.

2. Tell your friends and family

Now you've set up your fundraising page, it's time to tell your friends and family! Any donations made via your online sponsorship page come directly to the Hospice and you can quickly and easily send the link to your family, friends and colleagues anywhere in the world! You can also put the link on your Facebook, Twitter and LinkedIn pages to encourage friends to support you.

3. Don't forget to ask for Gift Aid

If your donors a UK Tax Payer, ask them to tick the Gift Aid box. This means that East Cheshire Hospice can claim an extra 25p for every pound donated.

4. Ask your workplace to support you

Many companies offer matched giving programmes and will double the amount you raise.

Good luck with your fundraising, we look forward to hearing how you get on!

Remember that the Fundraising Team are here to help so please don't hesitate to get in touch should you require any support with your fundraising.

On behalf of everyone at East Cheshire Hospice, thank you for your support.

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Frequently asked questions



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When and Where is Tough Woofer?

It is on Sunday 20th October from 9.00am in the grounds of Capesthorpe Hall, Congleton Rd, Siddington, Macclesfield SK11 9JY.

Is there parking?

Yes, parking is available on site from 09:00am. We strongly advise that you car share where possible.

What time am I starting?

It depends on what 10min wave start time you have been given. You will be notified by email 2weeks prior to the event with your allocated time.

Is there an age limit for taking part?

All human participants must be aged 8 years or over on the day of the event. Dogs must be 1 year or over. Participants aged 8-15years on the day must be accompanied by an adult over the age of 18. Human participants taking part with a dog must be able to control the dog on a lead at ALL times.

Are spectators permitted?

Yes, spectators will be able to walk between obstacles out on the course and allowed access to the charity village. There is a £5 charge per spectator.

What is in the Charity Village?

You will find the registration point, start and finish areas, information tent, bag drop off, toilets, changing area, vet cover, first aid, a washing area, pampering area, water stations, other family friendly activities, merchandise stalls and hot and cold food contractors. There will also be entertainment throughout the day.

What should I wear?

Your Tough Woofer t-shirt, plus some sensible shoes. Please remember Tough Woofer is an outdoor event, so it is essential you come prepared for the English weather! Tough Woofer will involve participants getting wet, muddy and potentially cold, please come prepared with a change of clothes and towel if necessary.

Can I take part with more than one dog?

No, our rules state that only one dog per human participant is allowed.

My dog does not like being on a lead, can we still take part?

No, our rules state that dogs, whether participating or spectating must be kept on a lead at ALL times. Due to the number of dogs taking part, all dogs must be sociable around other dogs.

Can we skip obstacles if they are unsuitable or too difficult?

Our priority is for all participants to enjoy the event. If you or your dog are struggling or having problems with an obstacle, then it is not necessary to complete it. You can walk around all obstacles or move on to the next one.

Why do you ask participants to raise sponsorship?

The entrance fee only covers the cost of the event. You will also receive a T-shirt, dog neckchief and medals. We do ask that everyone tries to raise at least £30 of sponsorship. Every penny you raise goes directly towards providing Hospice care in your local community.

Reaching your sponsorship target

There are so many ways you can reach your sponsorship target and have fun along the way! Use this pack to help with ideas, set up an online sponsorship page at www.JustGiving.com, Visit our website for ideas, and remember the fundraising team is here to help so please get in touch.

What if I can't attend on the day?

If for any reason you are unable to attend please let the fundraising team know as soon as possible by calling 01625 433477.

Is the Hospice on Facebook and Twitter?

Yes, we add regular updates and photos so please share and like our posts. And don't forget to use **#toughwoofer**

Can I volunteer?

Yes, if you are not taking part we would be very grateful for your help at the event. We rely on our volunteers to help us in a number of different roles including route marshalling, registration, refreshments, medals, set-up and clear-down. Please contact the events team on the details below to find out more.

I have another question...

If we haven't answered your question please give the East Cheshire Hospice fundraising team a call on 01625 433477 or email events@echospice.org.uk.

Tough Woofer Sponsorship Form



East Cheshire Hospice

Where people come to live

Name

is taking part in Tough Woofer 2019 to raise money for patients and families support by East Cheshire Hospice.

East Cheshire Hospice is not just a building – it's a group of volunteers, clinicians and supporters who help to deliver exceptional end of life care to patients and their families. Please help us to raise the £345 per day per patient needed each day to deliver our exceptional end of life care free to those who need it most. For every £1 you raise, 90p is used to provide exceptional end of life care. **Top tip - if you fill up this sponsorship form and everyone sponsors you just £3 you will have already raised over £100!**

giftaid it

By ticking the box titled 'GIFT AID IT' I confirm that I am a UK tax payer and understand 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. **Please note that we need your full address details in order to claim Gift Aid, but we will NOT use this information for any other purpose.**

[illegible]

Please sponsor me and help make every day count
for the patients, and their families and carers at
East Cheshire Hospice.



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FULL NAME	FULL HOME ADDRESS	FULL POSTCODE	GIFT AID IT	AMOUNT GIVEN	DATE GIVEN
<i>Mr John Smith</i>	<i>1 Millbank Drive, Macclesfield, Cheshire</i>	<i>SK10 3DR</i>	✓	£3.00	01/01/2015
	Thank you for your support	TOTAL	£		



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Sponsorship Return Form

Thank you for taking part in Tough Woofer 2019. We hope you and your dog enjoyed it.

Please complete this form, and return it with the money you have raised and your sponsorship form(s) to East Cheshire Hospice, Millbank Drive, Macclesfield, Cheshire SK10 3DR.

Contact details

Title Full name
Company/team name
Address
..... Postcode
Telephone Mobile
Email

Please return the money you have raised to East Cheshire Hospice by Friday 29th November 2019. This will mean the money you have worked so hard to raise can be put to use straight away to benefit our patients.

I have taken part in Tough Woofer 2019 and I enclose; (please tick)

- ☐ Sponsorship money
☐ Personal donation (don't forget to Gift Aid it!)
☐ I would like to Gift Aid all my donations to East Cheshire Hospice, past, present and future.
If you are making a donation, Gift Aid it and make it worth 25% more at no extra cost to you.

By ticking the box titled 'GIFT AID IT' I confirm that I am a UK tax payer and understand 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.

Donation method (please tick)

- ☐ Cheque, please make cheques payable to East Cheshire Hospice
☐ Cash, please bring cash into the Hospice
☐ Card, please donate online at www.eastcheshirehospice.org.uk/donate. Please mention in the comments section that it is your sponsorship money raised from taking part in Tough Woofer. Please send in your completed sponsorship forms to the Hospice so we can claim Gift Aid, making the money you have raised go even further.

Online fundraising page

If you have set up and raised your sponsorship online please provide the name of your page;

Online fundraising page name - www.....

I have raised £ online and £ offline

(please tick)

Signature Date

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