



Welcome to Light Up The Night!

Thank you very much for registering to take part in Light Up The Night, the Hospice's annual memory walk, a chance to reflect on those we love but are no longer with us.

The event 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 £7,500 each and every day!

This is your Fundraising Pack, it contains all the information you will need for the evening and some helpful hints for your fundraising, this includes;

- **Light Up The Night Itinerary** – everything you need to know about the event
- **Sponsor Form** - please ask everyone you know to sponsor you, lets beat last years target!
- **Sponsorship Return Form** - please ensure any money you raise is returned to East Cheshire Hospice within three months of completing the walk, we want to let you know the total as soon as we can!
- **Fundraising Top Tips** – ideas to get your fundraising off to a flying start
- **Memory Square**- to let everyone know who you're walking for!

Should you have any questions about Light Up The Night 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 welcoming you at our Brand new venue Adlington hall on Friday 24th April!

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

PS. For regular updates about Light Up The Night keep an eye on our Facebook and Twitter pages, and please help us to spread the word!





Light Up The Night Itinerary

Before Light Up The Night

- 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, 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.
- please come along to the Hospice to collect your t-shirts beforehand on the following dates:
 - ✓ Tuesday 14th April- 9am- 12pm
 - ✓ Thursday 16th April- 5pm- 7pm
 - ✓ Saturday 18th April- 10am-2pm
- **IMPORTANT:** please follow the map attached to a different entrance for Adlington hall to get to the correct car park, you will not be able to enter through the normal entrance gates.

On the night

6:00pm Gates open

- Car parking available
- Registration opens
- Collect your T-Shirt and Wristband at the Registration Point if you haven't collected beforehand
- Stalls open including merchandise, fun activities, glitter stations
- Live music on stage
- Hot & cold food and drink available to purchase

7:30pm And you're off!

- The Loop this year is shorter, but what a beautiful venue it is to enjoy, the route will be 1.5k long and you can walk around as many times as you like until 9pm. Remember it's not a race!
- Use your candle light jar to light your way around the route
- There will be lots of activities and places to stop and reflect in the beautiful grounds
- Music and activities will continue throughout the night to keep you entertained and enjoying the night, please stay around in the village after you've walked the route to enjoy the entertainment.

10:30pm Thank you and goodnight

- Please return to your car safely and make your way home
- Take a moment to reflect; you have been part of a very important event that has raised vital funds for patient care at East Cheshire Hospice

After Light Up The Night

- Please collect your sponsorship money and return it to the Hospice as soon as possible, that way we can put it to use straight away helping people who need it most at the Hospice.



Top Fundraising Tips!

As your entrance fee only covers the cost of the event, we do ask that everyone tries to raise at least £50 of sponsorship. Every penny you raise goes directly towards providing Hospice care and your sponsorship really does make a huge difference in helping us to continue to provide care in your local community. If everyone that takes part raises £50 that will make an incredible £30,000 for the Hospice!

Alternatively, you could make a donation to the Hospice of £50.

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. Follow their simple steps and any donations made on your page will come directly to East Cheshire Hospice. Why don't you join our joint page so we can all fundraise together?

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. Call us on 01625 433477, or email events@echospice.org.uk.

Frequently asked questions



East Cheshire
Hospice

Where is Light Up The Night taking place?

It is taking place in the grounds of Adlington Hall, Mill Lane, Adlington, Macclesfield SK10 4LF

Is there parking?

Parking is available on-site and is free of charge. Please car share where possible, as parking is more limited, please use the

Do I need a torch?

Yes, Light Up The Night is all about lighting up the night for loved ones, the route will be partially lit but we would recommend a torch for certain parts of the route.

Can I camp?

No, there are no camping facilities onsite.

Is there food and drink available on the night?

Yes, there will be caterers serving a variety of Yummy food and drink that you can purchase throughout the evening. You can also bring a picnic, but BBQs are not allowed. Please take your rubbish with you.

Are there activities taking place on the night?

There will be the opportunity to carry your candle lit jar around the route and dedicate it to a lost loved one. There will also be a glitter painting stall so you can glitter your way round,

What is the wristband for?

It is very important that you wear your wristband on the night; we need it to register your attendance. Your wristband number includes a record of your emergency contacts. Please remember to wrap the wristband securely around your wrist before you start the walk.

What should I wear?

Your special Light Up The Night t-shirt! Please remember Light Up The Night is an outdoor event, there will be some coverings and gazebo's but it is essential you wrap up warm and come prepared for the English weather!

Do I need sensible shoes?

Yes, there is some uneven terrain and unmarked pathways, so sturdy, comfortable walking shoes, trainers or wellies are appropriate.

Should I bring a waterproof?

Yes, we would recommend bringing a coat; the British weather is very changeable and so if it looks like it might rain, please come prepared.

Reaching your sponsorship target

We ask everyone to try and raise at least £50 sponsorship. Why don't you set up a JustGiving page and share it with your friends on social media.

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 the [#lightupthenight](#)

Can I bring my dog?

Yes, your dog is very welcome on the night. Please note they are your full responsibility and must be **kept on a lead at all times**. You must also clear up any dog foul.

What if I can't come?

If for any reason you are unable to attend the walk please let the fundraising team know as soon as possible by calling 01625 433477 before the Friday 24th April.

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, set-up and clear-down. Please contact the fundraising team on the details below to find out more.

I have another question...

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

East Cheshire Hospice
Millbank Drive
Macclesfield
Cheshire SK10 3DR

Tel: 01625 610364 (Reception)
01625 433477 (Fundraising)
Fax: 01625 612611
Email: admin@echospice.org.uk

Registered Charity Number: 515104
Limited by Guarantee Number: 1807691

www.eastcheshirehospice.org.uk

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



East Cheshire Hospice

Where people come to live

FULL NAME	FULL HOME ADDRESS	FULL POSTCODE	GIFT AID IT	AMOUNT GIVEN	DATE GIVEN
<i>Mr John Smith</i>	<i>10 Millbank Drive, Macclesfield, Cheshire</i>	<i>SK10 3DR</i>	<i>✓</i>	<i>£3.00</i>	<i>01/01/2017</i>
	Thank you for your support	TOTAL	£		



Thank you for taking part in Light Up The Night. 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/group/school.....

Address.....

..... Postcode.....

Telephone Mobile

Email

Please return the money you have raised to East Cheshire Hospice by 1st June 2020. 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 Light Up The Night 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. By ticking the box entitled Gift Aid I confirm that this is my own money, that I am not receiving anything in return, and this is not part of a sweepstake, raffle or lottery.

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 Light Up The Night. Please send in your completed sponsorship forms to the Hospice so we can claim GiftAid, 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

Signature **Date**