



Welcome to Memory Miles

Thank you very much for registering to take part in our virtual walk - Memory Miles.

This summer we are asking our community to help us go the distance! In the space of 8 weeks, we want to cover the distance from John O'Groats to Lands' End (874 Miles) and you have signed up to be a part of that. Thank you!

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 event and some helpful hints for your fundraising. This includes;

- **Sponsor Form** - please 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 the walk, we want to let you know the total as soon as we can! Please use JustGiving instead of cash donations where possible.
- **Fundraising Top Tips** – ideas to get your fundraising off to a flying start.
- **Memory Square**- to let everyone know who you're walking for and how many miles you want to complete.

Should you have any questions about Memory Miles 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 hearing how you've all got on with this new start to community events.

With best wishes from everyone in the Fundraising Team at East Cheshire Hospice

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





Memory Miles Itinerary

Before Memory Miles

- 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/Memorymiles20 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.
 - ✓ Your challenge tops will be sent out to you as soon as possible but if you are able to collect please ring 01625 666998

After Memory Miles

- Once you have completed your miles for Memory Miles, let us know how you have got on and send us pictures so we can share them!
- Make sure you keep your online page up-to-date to make sure we reach our target miles or maybe even more.
- 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 Sign-up fee only covers the cost of T-shirts and keyrings, 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/campaign/Memorymiles20. 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, Instagram, Twitter and LinkedIn pages to encourage friends to support you.

3. Don't forget to ask for Gift Aid

If your donor's 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

How do I start fundraising?

Just set up your fundraising page, completing all the details and you are good to go!
Share your page with family & friends and encourage them to sponsor you.

What does my entry fee go towards?

A) you will get a t-shirts, keyring and sponsorship material, the remaining will be a donation to the Hospice

Do I have to fundraise to take part?

There is not a minimum donation/sponsorship amount to take part and it is not mandatory to fundraise. However, any sponsorship you are able to raise is a donation directly towards the costs of vital Hospice services.

How do I contribute the miles I have covered to the totaliser?

You can sync a fitness app called Strava to your fundraising page – see the resources page for more information on how to do this.

Or you can manually input your miles directly into your fundraising page.

If you have any trouble at all, please contact events@echospice.org.uk for help & advice.

How do I sync Strava to my page?

There is some handy advice on how to do this via this link: <https://help.justgiving.com/hc/en-us/articles/360007215857-Connecting-your-Fundraising-Page-to-Strava>

Do we have to record/ track our miles?

If you forget or are unable to track your miles using Strava that's okay, but you can enter them manually on your fundraising page. If you don't track or update at all, that is absolutely fine, but your contribution won't show on our distance totaliser.

How do we count the miles if we walk in a group?

You can count the number of miles walked per person. For example, if 5 of your walk 10 miles together, you can track that as 50 miles!

How do I add donations that are given to me in cash?

You can add the donations to your fundraising page as an 'offline donation'.

Will Memory Miles replace Light Up The Night/Starlight Walk?

We don't know yet whether Light Up The Night will be able to take place in September or at all this year. We very much hope that it will, but we are waiting for Government updates to give it the go ahead.

We hope that in the case that Light Up The Night cannot go ahead, Memory Miles will allow people to conduct their own memory walk in aid of the Hospice. However, if Light Up The Night can go ahead, anyone who has signed up to Memory Miles can either do both, or complete their miles by completing the route at Adlington Hall for Light Up The Night.

Can I walk more/less miles than my target?

Yes, the target is your own personal target. You can complete as many miles as you would like to.

What happens if we reach Lands' End?

If we reach our destination we will celebrate this fantastic collective achievement and we will keep the walk going to see where we finish after every participant has completed their miles!

To Lands' End (and beyond)!

What happens if we don't reach Lands' End?

We hope this won't be the case, but we may take the decision to extend the event beyond 30th September 2020 in order to make our final destination!

If we are taking part as a family do we all have to raise sponsorship?

You can fundraise as a team if you would like to! And the fundraising target is your own personal target, make it as high or as low as you would like to.

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

Memory Miles Sponsorship Form



**East Cheshire
Hospice**

Where people come to live

Name

Taking part in our Memory Miles event for East Cheshire Hospice

to raise money for patients and families support by the 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 it costs each night per patient to deliver our exceptional end of life care free to those who need it most. **Top tip - if you fill up this sponsorship form and everyone sponsors you just £3 you will have already raised over £100 and if everyone that signs up raises this amount we can raise up to £61,200!**

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. 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.

FULL NAME	FULL HOME ADDRESS	FULL POSTCODE	GIFT AID IT	AMOUNT GIVEN	DATE GIVEN
Mr John Smith	10 Millbank Drive, Macclesfield,	SK10 3DR	✓	£3.00	01/01/2017

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	£		



**East Cheshire
Hospice**

Where people come to live

Thank you for being a part of memory Miles. 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 Memory Miles 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**