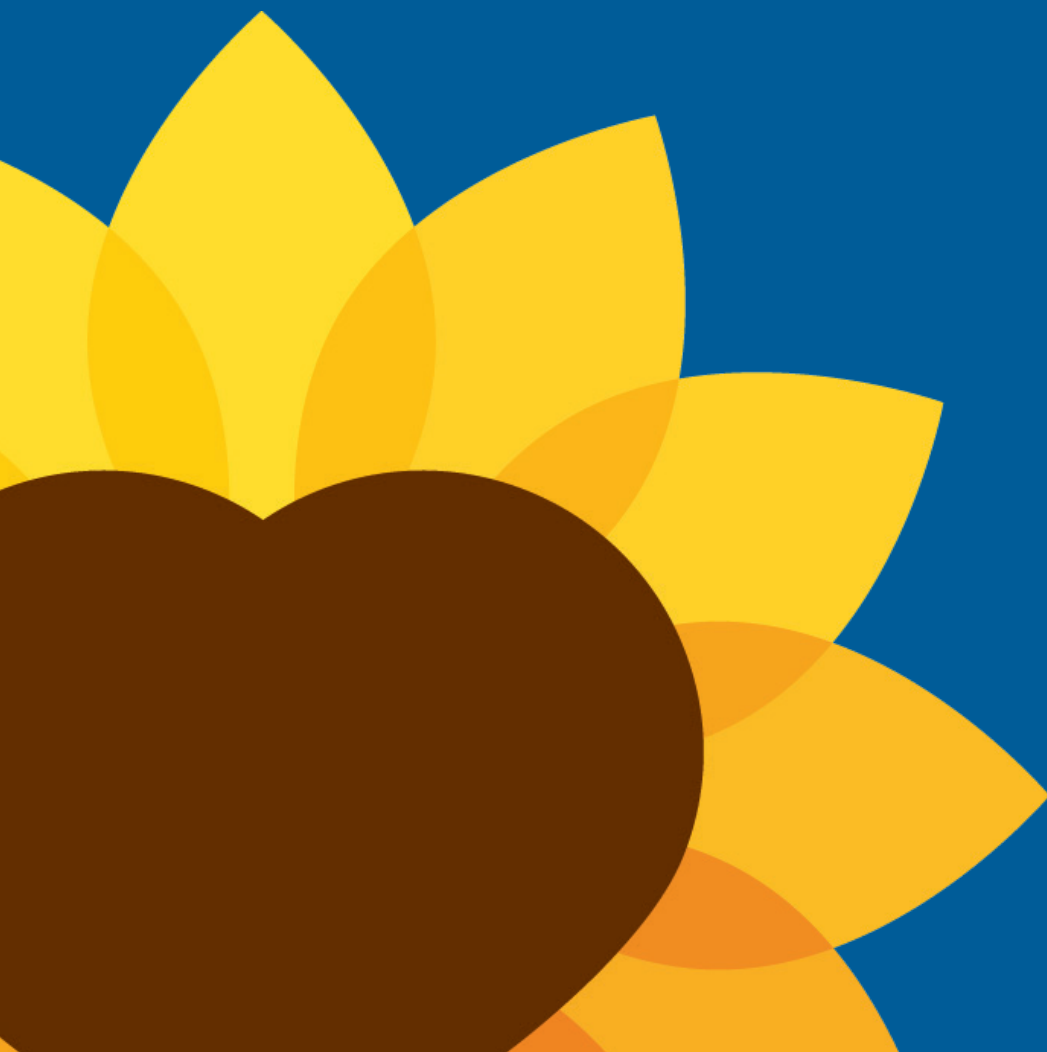




**East Cheshire  
Hospice**  
*Where people come to live*



## Corporate Fundraising Guide

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Everything you need to know about  
raising money for East Cheshire Hospice

# Thank you for choosing to support East Cheshire Hospice

- 2 Welcome
- 3 Introduction to East Cheshire Hospice
- 4 What your fundraising can pay for
- 5 Getting started
- 6 Ways to boost your fundraising
- 7 How can we help
- 8 Keeping it legal
- 9 Calendar of ideas
- 10 Volunteer with us
- 11 And finally...

We're so happy that you're thinking of raising money for us! The Hospice relies on the generosity of people just like you. This guide has been designed to help and inspire your fundraising activities. You'll find helpful tips, ideas and practical advice that will make your fundraising easy and successful!

So whether you're planning to hold a coffee morning, arrange a dress down day at work, run a marathon or plan a talent show, this pack will help you reach your goal and raise vital funds for East Cheshire Hospice.

Thank you again, and good luck!

The Fundraising Team

# Introduction to East Cheshire Hospice



**East Cheshire Hospice has been caring for people with life-limiting illnesses since opening in 1988.**

We put our patients, their carers and families at the centre of everything we do, and our expert medical treatment is only the start of the holistic care we provide.

We prioritise each patient's needs and wishes, aiming to improve overall quality of life with practical assistance, emotional and spiritual support.

All of our services are provided free of charge to those who need them. However, only a small percentage of our funding comes from the government and the remainder is donated by the communities we serve: Buxton, Congleton, High Legh, High Peak, Knutsford, Macclesfield, Poynton, Wilmslow and everywhere in between.



Simply put, without the generosity and hard work of local people fundraising for us and donating money, the Hospice would not exist. It's your kindness that allows us to continue helping people when they need us the most.

By holding your own fundraising event, you can be proud to be part of a very special group of people helping to provide vital care and support to your local community for many minutes, hours and days to come.

"I can't thank each and every one of the team enough for the care, love and continuing support you have shown to all our family. My dad was so lucky to have angels to take care of him for his finals days"

"She and us were so well looked after. Such a very special place and staff who care with such kindness and dignity. So very grateful for them"

"Every single person we encountered there, staff, volunteers, therapists, without exception were angels"

"Every detail is thought of, even down to changing the water of your flowers"



## What your fundraising can pay for



A relaxing bath can make all the difference to our patients. Our specially adapted Jacuzzi baths offer our patients the chance to unwind with bubbles, music and mood lighting.



Provides one hour of care at East Cheshire Hospice. Our specialist doctors and nursing team are available around the clock; their top priority is our patients' comfort and dignity.



Our crafts studio in our Sunflower Centre gives our day care patients and outpatients the opportunity to try new hobbies and express themselves creatively.



As part of our future strategy we are investigating ways to improve end of life care for those with dementia, and their relatives and carers.



Our complementary therapies include massages, aromatherapy, reflexology, Reiki and relaxation techniques; helping to relieve stress and anxiety for patients and families.



Our in-house hospitality team provides a wide range of appetising food for patients and families, and our laundry and housekeeping teams ensure infection control is a priority.



Our trained and sympathetic counsellors offer expert and non-judgemental advice. We offer 1-1 sessions for adults and children, or our Bereavement Support Group provides an opportunity to share with those in similar situations.



Two community health care teams can support 50 patients a week delivering exceptional end of life care for free to those who need it most.



## Getting started

# 1 2 3 4 5

### What do you want to do?

There are many ways that you can fundraise. If you're stuck for ideas, start by thinking about what you enjoy doing. Do you like a challenge? To be part of a team? Are you a baking whizz? If you're still unsure, we're here to help. Get in touch and we can talk through ideas and give you some inspiration.

[www.eastcheshirehospice.org.uk](http://www.eastcheshirehospice.org.uk)

### Date and time

When setting a date and time, keep in mind school holidays, other big events and weather conditions that may affect your event.

### Set a target

If you set yourself a target this will help you decide your budget for the event. Let your friends and family know your target and how this money will help East Cheshire Hospice.

### Set up an online fundraising page

JustGiving is a great way to boost your fundraising and raise awareness of your event or challenge. It's super simple to set up a page and the money comes straight to us so there's no need to pay it in yourself.

### Promote your event

Getting the word out about your event is key to its success. Try to cover all your bases and promote your event on social media, print posters and flyers, and most importantly tell all your friends.

### Top Tip!

Be tactical where you put your posters and always make sure you ask permission first.

### Top Tip!

If you need a special venue, always check their availability, hire prices, capacity etc before you let people know.



# Ways to boost your fundraising

## Match Funding

Many companies across the UK offer to 'match' the money that their employees have raised through fundraising. Reach out to your employer and see if they can help you smash your target.

## Remember Gift Aid

This is a really easy way of making donations at your event go even further at no additional cost to you or your guests.

- The donation must be made voluntarily and must not be part of a compulsory entry fee.
- We can supply Gift Aid envelopes that make claiming Gift Aid as easy as possible. You can help by ensuring that your guests complete them in full and in ink!
- If the individual donor is a UK taxpayer, we can then claim an additional 25p from the government on every £1 they donate.

## Promote Online

### Facebook

Upload your poster to Facebook and ask your friends and family to share. You can also create an event on Facebook which is great for promoting and gauging attendees. Try and find local community group pages and post about your story or event on there too.

### Instagram

When posting on Instagram about your fundraising, make sure it's eye-catching and visual. Maybe include a countdown to the big day of your fundraising.

## Online fundraising page

If you have set up a JustGiving page, make sure you share the link to it on all the above platforms.

If you send your poster in to us we may also be able to share it on our social media and website too!

## Promote Offline

### Article in local newspaper

Why not contact your local paper to include your story or event details? Think about what your call to action is in your press release. Do you want people to attend on the day? Sponsor you? Buy tickets?

### Make posters and flyers

Bright and bold is best and make it easy to read with only important information.

### Word of mouth

Don't underestimate the power of word of mouth marketing. Get your friends and family engaged and excited for your event and they'll shout it from the rooftops for you!

# How can we help

We can promote your event on our social media and website. We can provide a fundraising pack that includes:

- ♥ Buckets
- ♥ Collection Boxes
- ♥ Balloons
- ♥ Bunting
- ♥ Gift Aid Envelopes

### Paying money in

There are a few ways for you to pay in your money - simply choose the most convenient to you!

### By Cheque

Please make cheques payable to East Cheshire Hospice and either post it to us or drop it off at the Hospice.

### Online

You can pay in money you've raised on our website [www.eastcheshirehospice.org.uk](http://www.eastcheshirehospice.org.uk). Please provide details of your event.

### In person

If you have lots of cash you can come into the Hospice and pay the money in to us directly. Don't forget that money from JustGiving pages comes straight to us automatically so there's no need to do anything.

And we may be able to help with;

- ♥ T-shirts
- ♥ Poster and ticket templates
- ♥ Sponsorship forms
- ♥ Advice and support



## Keeping it legal

### Charity logo and branding

We will provide poster templates and our logo for you to use. All posters must include our charity number (515104) and state that the event is 'in aid of East Cheshire Hospice'

### Authorisation forms

We will provide you with an authorisation letter confirming that you are fundraising in aid of the Hospice. This will be important if you are approaching local businesses for sponsorship and support.

### Licenses

A Temporary Event Notice will be needed if you want to serve alcohol at an unlicensed venue. These can be obtained by your local council.

### First aid cover

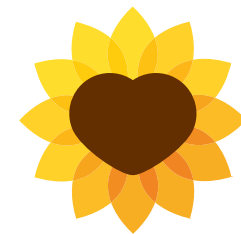
For a small event ensure you have a first aid kit on site that is easily accessible. For a larger event ensure a qualified First Aider is manning a first aid point and consider whether you need to let local police and fire services know about the event taking place.

### Risk assessments

It is good practice to do a risk assessment for any fundraising events. There are lots of templates online or alternatively, feel free to contact us for advice.

### Storing and handling money

Make sure that there are two people present when counting and handling money. Before collecting the money, plan how you will store it safely before paying it in.



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### Consent and GDPR

If you wish to take pictures at your event you must ensure that you have photo consent from either the individual or a child's parent. We can provide you with a consent form.

### General Data Protection Regulation (GDPR)

GDPR was introduced to standardise data protection law and give people greater control over how their personal information is used. The Hospice is always careful to abide by GDPR rules and guidance. We can give you advice on how this might apply to your event.

### Gift Aid

If the individual donor is a UK taxpayer, we can then claim an additional 25p from the government on every £1 they donate.

### Collections

Street Collections need a permit from your local council. Permits can be easily applied for and you will need to fill out a financial return form after the collection. We are happy to guide you through the process.

We will provide you with our branded collection buckets and tamper proof seals. You must make sure that these seals are not taken off or tampered with. If you have arranged a bag pack at your local supermarket in aid of East Cheshire Hospice, then we will provide you with an authorisation letter confirming that we are aware of the activity.

### Raffles

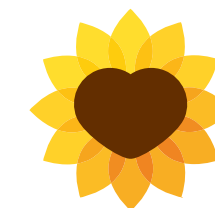
You do not need a licence if:

- You only sell tickets on the day of the raffle, using cloakroom style tickets.
- The raffle is part of a fundraising event
- You donate at least 20% of the ticket sales to the Hospice.

If your raffle is different from this, then please let us know. You will need a license and will need to follow strict gambling rules - don't worry, we can help!

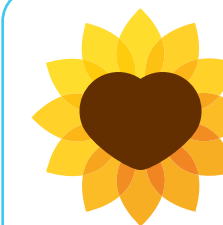
### Here's some of the ways our logo can be used:

To make sure that everyone understands that you're raising money for the Hospice, we will send you a 'marketing pack' which includes our logos.



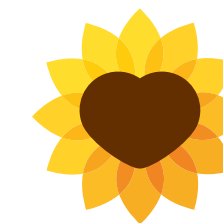
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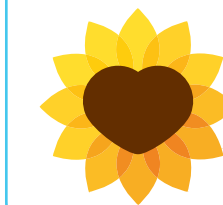
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**East Cheshire Hospice**

*Where people come to live*



**In aid of East Cheshire Hospice**

*Where people come to live*



## Calendar of ideas

### January

Veganuary  
Pound 4 Pound  
Dry January



### February

Valentine's  
Speed  
Dating



### March

St Patrick's  
Day Party



### April

Run the  
London  
Marathon



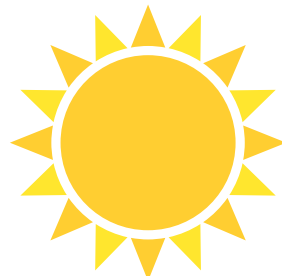
### May

Charity Golf  
Day



### June

Summer  
Fair



### July

Strawberries  
& Cream  
Afternoon Tea



### August

Cheese  
& Wine Night



### September

Back to  
school party



### October

Pumpkin Carving  
Competition  
Halloween Party



### November

Bonfire  
Party



### December

Christmas  
Jumper Day



## Testimonials

**AstraZeneca**



"AstraZeneca are proud to be a founding organisation who supported East Cheshire Hospice with their original building development in 1988 and since then we have been fundraising to help keep their doors open."

With a large employee rate from Macclesfield and surrounding areas, so many employees have been touched by the Hospice at such difficult times in their life. That's why we help raise awareness of their wonderful work, as well as fundraise and volunteer."

- Guy Camm, Macclesfield Campus FM Development Manager



**Leek United**  
BUILDING SOCIETY

"At Leek United Building Society, we are extremely proud of the support we provide to the local communities."

We have supported East Cheshire Hospice for several years, during which we have organised various different ways of raising funds. We have walked, danced, remained silent, baked, and planned raffles. In addition to these events, in 2018 we launched our ECH affinity account. The account allows you to save whilst we make a contribution to East Cheshire Hospice.

I have visited the hospice in a professional and personal capacity. I have seen for my own eyes the care and support they provide not only to the patients but also to their families."

- Ronnie McNeil, Macclesfield Branch Manager



**Pan European**  
**Networks**

"We decided in 2018 that we wanted to give something back to our community and set upon finding a charity that we could partner with. We asked our staff who they would like us to partner with and following a vote East Cheshire Hospice won by a landslide."

The reason so many people voted for us to partner with the Hospice was simple. Most people within the company had used or knew someone that had used the services that the Hospice provides. All the staff agreed that the care and compassion that the Hospice gives was second to none and without its services so many people throughout Cheshire would be without such excellent care.

We have really enjoyed working with the team at the Hospice and this is why we continue to raise funds for the Hospice to this day."

- Stephanie Davies, General Manager





# Giving Schemes



As a valued member of the local business community, we invite you to join the East Cheshire Hospice 500 Club.

To be in the 500 Club, local businesses are asked to commit to giving £500 per year for three years. This regular commitment will help the Hospice to plan services and secure the future of Hospice care in your community.

As a member of the 500 Club, you will form part of a network of businesses who are forward thinking, community engaged and socially responsible.

## How will your business benefit?

- Your logo/company name on the East Cheshire Hospice website
- Social media coverage about your fundraising story
- Exclusive use of the 500 Club logo
- Regular East Cheshire Hospice updates
  - Dedicated account manager
- Fundraising ideas and materials for staff
  - 500 Club certificate and trophy



As a Corporate Angel we will take you on a journey to share with you a better understanding of our strategic aims and objectives for the Hospice.

As we deepen our knowledge of how best to care for those living with a life-limiting illnesses, we will share with you our insights which will include the personal experiences of relatives and loved ones.

Our aim is to identify and innovate our palliative care services to provide the best care for patients and their families in East Cheshire.

Corporate Angels is an annual giving scheme in which you pledge to give for the next five years. Your annual donation can then be offset against your corporation tax.

Becoming a Corporate Angel is extremely beneficial to the Hospice as your financial commitment will allow the Hospice to confidently plan income and expenditure and will enable the Hospice to grow, innovate and develop its services.

Our recommended giving to become a Corporate Angel is a donation and pledge commitment of £5000 per year for 5 years. Throughout this journey you will be invited to informative events and meetings with updates on our vision.



# Payroll Giving

## What is Payroll Giving?

Payroll Giving is a simple and easy way for your employees to donate straight from their salary, providing the Hospice with a regular income to plan and budget for the future. It is a fantastic way to donate as it is simple, easy and tax-efficient!

Anyone that is employed or receives a workplace pension is eligible to give a gift each month or week straight from their pay.

## Benefits of payroll giving to the employer

- Boosts your corporate social responsibility profile and reputation
- Shows commitment to your employees
- Improves staff morale and motivation
- Increases your organisation's charitable giving with minimal effort
- Makes it as easy as possible for your employees to give regularly and demonstrates a commitment to causes your employees care about
  - Simple to set up and run
- Recognition through quality marks and excellence awards.

## Benefits to the employee

- Easy and convenient - straight from employee's pay, so no need to give bank account details.
- Tax effective - it costs employees less to give more
- Supports the causes they care about
- Flexible - control over how much they want to donate and to which causes
- The only way for higher rate taxpayers to pass their full tax relief to charity.

Payroll Giving contributions are deducted from gross pay before tax is calculated by your Payroll department, so employee's donations will cost them less.

If your organisation wants to set up Payroll Giving within your organisation, please visit our website for a step-by-step guide.

Donation to East Cheshire Hospice	Cost to standard rate taxpayer	Cost to higher rate tax payer
£5	£4	£3
£10	£8	£6
£15	£12	£9



# Fundraising Ideas

## Challenge Yourself

One of the most popular ways to support East Cheshire Hospice is to take on a challenge & gain sponsorship.

The challenge you choose can be anything that tests strength, agility, endurance or just the ability to learn a new skill. Anything that challenges you, pushes your boundaries or takes some bravery is worth shouting about, so let us know and we will tell everyone how amazing you are!

We welcome our supporters to organise their own challenges, but we also offer spaces on some activities organised by the Hospice events team.

## Sponsorship & Events

We host a range of fundraising events throughout the year that your business can take part in or even sponsor.

Our events appeal to everyone, and include our annual memory walk, family friendly summer events, extravagant balls, biannual Art Fair, Christmas Tree Collection and much more!

We offer a range of sponsorship opportunities uniquely tailored specifically to your business needs. Including access to a new, captive and warm audience, increased brand exposure and enhanced PR.

Please ask for our sponsorship pack.



## Volunteer with us

We have some great opportunities for employees to volunteer with us, including gardening, Hospice maintenance and support at our events.

Our volunteering activities can also be tailored with bespoke ideas to suit your company's needs, interests and objectives. Taking part in volunteering can boost team spirit and sparing just a few hours can make a real difference to our patients both at the Hospice and in our community.

"We would like to thank you so very much for all the visits you made to our mum to care for her. My brother and I felt much more confident in leaving mum when we know that she was having the support visits throughout the night... We really appreciated all that you gave mum and ourselves in help and support, it was invaluable at such a stressful time. Thank you so much."



"I would like to thank everyone who helped us both. He couldn't have had better care. It has opened my eyes to what a hospice is. My sincere thanks to you all."



# Contact us

Thank you for reading our Corporate fundraising guide!

If you have any further questions please don't hesitate to contact us.

## East Cheshire Hospice

Millbank Drive, Macclesfield, Cheshire, Sk10 3DR

### Main Reception:

01625 610364

### General Enquiries:

[admin@echospice.org.uk](mailto:admin@echospice.org.uk)

### Fundraising:

[fundraising@echospice.org.uk](mailto:fundraising@echospice.org.uk)

01625433477

### Lottery:

[echlottery@echospice.org.uk](mailto:echlottery@echospice.org.uk)

### Volunteering:

[volunteers@echospice.org.uk](mailto:volunteers@echospice.org.uk)

[www.eastcheshirehospice.org.uk](http://www.eastcheshirehospice.org.uk)

Registered Charity No: 515104



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