



**East Cheshire
Hospice**

Where people come to live

Fundraising Guide

Thank you for supporting East Cheshire Hospice!

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

Thank you for choosing to support East Cheshire Hospice!

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 at school, 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

Contents:

Page 3:	Welcome!
Page 4:	Introduction to East Cheshire Hospice
Page 5:	What your fundraising can pay for
Page 7:	Getting started
Page 8:	Calendar of fundraising ideas
Page 9:	Ways to boost your fundraising
Page 11:	Targets
Page 12:	Promote! Promote! Promote!
Page 15:	How we can help and Paying your money in
Page 16:	Keeping it safe and legal
Page 17:	What next? More ways to help; legacies, celebration giving, regular giving
Page 20:	Fundraise at work
Page 21:	Fundraise at school
Page 23:	Events & Challenges
Page 25:	Volunteer with us
Page 27:	Join our lottery
Page 29:	Visit our shops
Page 30:	Why do we do it?

Introduction to East Cheshire Hospice!



East Cheshire Hospice has been caring for people suffering from 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 17% of our funding is 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.

“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 detail is thought of, even down to changing the water of your flowers”

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

“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 final days”

What your fundraising can pay for

£10

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

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

£125

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

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 situation

£312.50

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

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

£1,000

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

To deliver our exceptional end of life care for free to those who need it most we have to raise £7,500 every single day

£50

£170

£500

£7,500



Getting started

1 2 3 4 5

What do you want to do?

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

Date and time

When setting the date and time keep in mind school holidays, other big events and weather conditions that might 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 a successful day. 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

Calendar of ideas

January

Veganuary
Pound 4 Pound

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 and
Cream Afternoon
Tea

August

Cheese and Wine
Night

September

Back to School
Party

October

Pumpkin Carving
Competition

November

Bonfire Party

December

Christmas
Movie Night

Christmas
Jumper Day

Ways to boost your fundraising

REMEMBER GIFT AID *giftaid it*

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 fully 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.

MATCH FUNDING

Many large 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.

ADD EASY TO RUN GAMES

Have a few games planned, like head or tails bingo, how many sweets in the jar, or guess the name of the teddy. It's a quick and fun way to raise some extra money.

CELEBRATION GIVING

If you are holding a birthday party, why not ask for donations instead of presents?

DON'T BE AFRAID TO ASK!

You'll be surprised how happy people are to support local charities like East Cheshire Hospice. Approach local businesses for their support through donating raffling prizes or even sponsoring the event. If you require manpower, you could talk with your local Air Cadets or Scouts.

DON'T DO IT ALL YOURSELF

Joining up with friends for your fundraising means more friends and family you will reach. Plus working as a team means you can share tasks, making organising less time consuming.

Targets

Setting a target

Your fundraising target should be ambitious but still within reach. Think about the size of your event and how long you have to raise the money.

Budgeting

Knowing how much you aim to raise is really useful when it comes to budgeting. This will help you set prices for tickets, games, drinks and more!

Let people know your target

Everyone has a competitive streak and letting people know your targets get them involved and feeling part of the team! Having a visible deadline is also a good motivator for donors so make sure you tell them how long they've got to donate.

No target? No problem!

If you would rather not set an target and just aim to raise as much as possible that's okay too. Just let people know who you are raising money for and how long you have to raise it.



Promote! Promote! 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 to 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**.

Make sure you send your **poster** in to us and we can also share it on our **social media** and **website** too!



Offline

Article in the local paper

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.

*You can find our logo and other useful tools in our marketing pack (see next page)

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!

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** for you to use on **posters, social media** and any **other materials**. There are also some templates you can use to make life a bit easier!

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



**East Cheshire
Hospice**

Where people come to live



On behalf of
**East Cheshire
Hospice**

Where people come to live



**East Cheshire
Hospice**

Where people come to live



**East Cheshire
Hospice**

Where people come to live

How we can 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 donation 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. Please provide details of your event.

And we may be able to help with;

-  **T-Shirts**
-  **Poster and ticket templates**
-  **Sponsorship forms**
-  **Advice and support**

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 a **JustGiving** page comes straight to us automatically so there's no need to do anything.

JustGiving™

Keeping it safe and legal



**East Cheshire
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CHARITY LOGO AND BRANDING

We will provide templates for your event posters and our logos. 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 Events 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 onsite and 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 practise 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 or handling money. Before collecting the money, plan how you will be storing it safely and paying it in.

CONSENT AND GDPR

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

General Data Protection Regulation (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 licence and will need to follow strict gambling rules—don't worry, we can help!

What next?

We'd love to hear about your fundraising event! Please send us any pictures from the day and let us know what you got up to on the day. Why not come and visit the Hospice for a cheque presentation when the grand total is in? It's a great way to show your friends and family how much you raised overall.

More ways to help

REGULAR GIVING

Regular gifts help us to plan for our future by providing a predictable income, something which is invaluable when we are budgeting for services. This means that not only can we care for our patients and their families today, but also plan our services for the coming months and years.

A regular gift to the Hospice, however much you can afford, is a wonderful way to show you care. Over a 12-month period your support could have a huge impact and help our nurses provide vital physical, emotional, social and psychological support to our patients and those close to them, support that is just not available anywhere else.

For example, over the course of a year:

£3

a month could help provide support to bereaved families

£7

a month could help pay for outpatient support for one person

£12

a month could help pay for in-patient care for one person

£25

a month could help us to provide specialist training to nurses and other carers

You can find out more about regular giving or sign up on our website, www.eastcheshirehospice.org.uk

What next?

More ways to help

REMEMBERING US IN YOUR WILL

Remembering East Cheshire Hospice in your Will is a fantastic way to show your support. Legacy gifts will help us to be here in the future, as up to a third of our income is raised this way each year. A small gift from you, maybe just **1%** of your estate, could make an enormous difference to our patients.

If you decide to leave us a gift in your Will, please make sure you include the Hospice's name, address and registered charity number:

**East Cheshire Hospice
Millbank Drive
Macclesfield
Cheshire
SK10 3DR**

Registered charity number 515104

SUPPORT GROUPS

Support Groups are networks of local people who work together to fundraise for the Hospice through organising bake sales, coffee mornings, distributing collection boxes – the ideas are endless!

The group can consist of two people or one hundred people and roles can vary within the group, such as Chair, Treasurer, Secretary and Volunteers. You will be supported every step of the way by your contact at the Hospice and is a great way of getting involved in the local community, meet new friends and learn new hobbies.

Our many support groups are based in Macclesfield, Bollington, Poynton, Congleton, Knutsford, Wilmslow and Buxton.

We also have supporters that are part of a Quiz Team and a Hospice choir, Claritas.

If you'd like to know more about any of our Support Groups and how to get involved, please contact the Community Fundraising Team on 01625 664993 or email fundraising@echospice.org.uk

Fundraise at work

Employee fundraising

Fundraising is a great way to motivate staff, encourage creativity, improve communications and promote teamwork and loyalty amongst employees. It helps to project a positive corporate image to staff, clients, suppliers and stakeholders. We will provide you with a fundraising pack full of ideas and materials.

Events and initiatives

We host a range of fundraising events and initiatives throughout the year that your business can take part in. Our events appeal to everyone, and include sponsored events, daredevil challenges and formal occasions. Please see our website www.eastcheshirehospice.org.uk/our-latest-events.

Corporate Volunteering

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 engagement, sparing just a few hours can make a real difference to our patients both at the Hospice and in our community.

500 Club

To be in the 500 Club, local businesses are asked to raise £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. The 500 Club is a fantastic opportunity for companies to be part of something very special.

Payroll Giving

Donating with 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 the most 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. If you would like more information on how to set up a Payroll Giving scheme for your employees, please contact our fundraising team.

Sponsorship Opportunities

East Cheshire Hospice has a range of sponsorship opportunities available to your company. Our unique packages, tailored specifically to your business needs, offer you an exclusive array of exciting benefits including access to a new, captive and warm audience, increased brand exposure and enhances PR.

Fundraise at school

There are lots of different ways that schools can get involved with East Cheshire Hospice, from taking part in our events, to organising your own fundraising activities in your school, to volunteering.



You'll get:

- ♥ Festive hats for all the children taking part which they get to keep
- ♥ Santa suits for the teachers to lead your 'little helpers'
- ♥ Sponsorship envelopes to collect money from friends and family

Working with your local Hospice is a great opportunity for schools and students to gain an understanding of what the Hospice does, learn about supporting their community, and it is a fantastic addition to any CV, or college or university application.

If you'd like to get involved with your **school** or **youth group**, whether you're a **teacher**, **youth leader** or **student** please contact **Community Fundraising Team** on **01625 664993** or email fundraising@echospice.org.uk to discuss how we can support you.

We will support you with your fundraising by delivering presentations, attending school assemblies and providing fundraising materials.

We hold a special event for schools/young people each year, our **Christmas Fun Run** in December.

How does it work?

It's simply a sponsored walk or run. You can set the date and distance, using your own playground, hall, local park or field. Just get in touch with us and we'll give you everything else you need.

Events

We hold a number of exciting events throughout the year, such as our **Memory Miles** walk. You can find out more about our latest events on our [website](#) or our [social media](#).



Challenge Yourself

One of the most popular ways to support East Cheshire Hospice is to gain **sponsorship** for undertaking a challenge. The **challenge** you choose can be anything that tests **strength, agility, endurance** or just the ability to **learn a new skill**. We welcome our supporters to organise their own challenges, but we also offer spaces on some activities organised by the Hospice events team.



Volunteer for us

365 days a year,

hundreds of volunteers from the communities of East Cheshire Hospice donate a significant amount of talent and time to the organisation. Working as part of a single integrated workforce with our staff, volunteers help to deliver the highest quality of care, privacy and dignity to patients, carers and their families.

There are many reasons why people volunteer to work with us. Putting something back into the community is a common reason, but volunteering offers further opportunities: to learn new skills, gain hands-on experience, meet new people and add variety to you CV.



Volunteers at East Cheshire Hospice fulfil a wide variety of roles

—patient-facing and non; some roles are specifically skill-based and some use people's 'experiences of life'. Many roles are undertaken on a regular basis to ensure the continuity of care provision and there are also project-based roles that last for a set period of time.

If you would like to put your name forward for a current or future vacancy, please visit our Current Volunteer Vacancies pages where you can apply

www.eastcheshirehospice.org.uk/support/volunteer-with-us/volunteer-vacancies-vacancy.

You can also reach us directly on email at volunteer@echospice.org.uk





East Cheshire
Hospice Lottery

BECAUSE

IT COULD BE YOU

PLAY OUR EAST CHESHIRE HOSPICE LOTTERY

When you play the East Cheshire Hospice Lottery, you don't just play to win, you play to give someone suffering life limiting illness the support they need.

At £1 per play, it's cheaper than many other lotteries whilst delivering the vital funds to provide end of life care for our community.

Wedding Favours with a difference

If you're already lucky in love, why not share your luck with your guests? Give them East Cheshire Hospice Scratchcards for their chance to win, whilst making a difference.

If you would like to provide wedding favours that also help to provide vital care within the community, please contact us on: echlottery@echospice.org.uk or 01625 433477



Retail

Why not visit one of our shops in Thornton Square (Macclesfield), Handforth or Poynton?

Our shops are a great place to pick up a bargain, we sell everything you'd expect to find in a charity shop, from clothing and bric-a-brac to books and furniture.

Our new Poynton shop, ECHO by East Cheshire Hospice (opened in 2020) encourages recycling, upscaling and community. It is full of designer clothes, rare books and restored, painted, upscaled or just good quality donated furniture. It's an opportunity to explore rediscovered treasures as well as a unique hub for local residents.

As well as our charity shops, handmade goods such as blankets, knitted clothes, hats, teddies and other novelty items made with love are also available from the shop at the Hospice Reception. And finally, don't forget that each Christmas we offer a range of charity cards so you can support us and spread festive cheer at the same time!

Donations always welcome!

If you have preloved items to donate then please bring them along to one of our shops during opening hours, where they will be gratefully received.

If you have larger items such as furniture to donate we can arrange a free pick-up time to suit you.

You can find out more on our website, www.eastcheshirehospice.org.uk/furniture or call 01625 408992.



Support us when you shop online

A percentage of every pound you spend online will be donated to us when you shop through Give as you Live. Simply follow these three quick steps and you could be raising money for us straight away, and it won't cost you a penny.

1. Sign up to **Give as you Live** on your desktop, tablet or via the mobile app. It's fast, simple and 100% secure.
2. Shop for millions of products at over 3,000 top online retailers including **Amazon, John Lewis, eBay, Expedia** and more.
3. A **percentage of every pound you spend online will be donated to us**. The best thing is, it won't cost you a penny extra!



And finally...

Don't forget, all of our services are provided free of charge to those who need them. However, only 17% of our funding is from the government and the remainder is donated by the communities we serve. To continue to provide this care free of charge we have to raise £7,500 every single day of the year. Any help you can provide will make a difference.

The work that we do at the Hospice has a real impact and this is reflected in the feedback received from people who have been touched by the care we provide. It's important to keep this in mind when fundraising, because without your kindness, none of this would be possible.

Thank you!



“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.”

“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 knew 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.”

“ We would, as a family, like to say a huge thank you to the wonderful team of nurses who looked after my husband in his last illness. We were blessed to have had such a professional, but also kind and caring, group of people.... who became our friends and supported us through what has been a very sad time.”

Contact us



Thank you for reading our
Fundraising Guide!

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



East Cheshire Hospice

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Main Reception:

01625 610364

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Fundraising:

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01625 433477

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www.eastcheshirehospice.org.uk

Registered Charity No: 515104

