

Life List

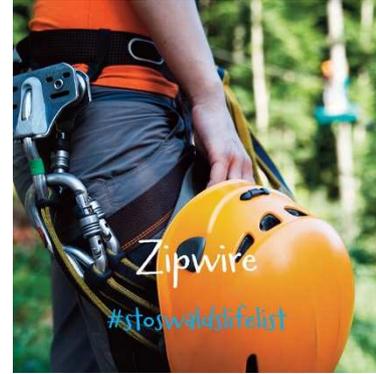
Do Something Great

www.stoswaldsuk.org/lifelist



Life List

Do Something Great



Fundraising Pack

Welcome to the St. Oswald's Team!

Thank you very much for deciding to take on one of our Life List Challenges for St. Oswald's Hospice. By taking on this challenge you will be helping to raise much needed funds to provide Hospice care to North East adults, young people and children.

Fundraising Made Easier

We want everyone to be able to achieve their fundraising target which is why we're here to give as much support as possible. This pack will give you all the tools that you need to get you started with your fundraising and prepare you for the challenge itself. It's going to be a brilliant and memorable experience!

St Oswald's Hospice

1 in 3 people will be touched by hospice care in their lifetime which is why our services are so important the community. With your help we can continue to provide hospice care to every North East adult, young person and child who needs our help.

What your pack includes:

- **Some information about St Oswald's Hospice** This may be useful for you to tell people about the charity you are fundraising for. We would be happy to provide you with more information sheets or hospice leaflets and newsletters for you to display at your fundraising event.
- **A guide to fundraising** Some hints and tips for organising and getting the most out of your fundraising.
- **Fundraising ideas**
- **Step by step guide to setting up a Just Giving page**
- **Sponsorship form**
- **Gift Aid form**
- **Form for your supporters to sign up to our mailing list**
- **A sample letter for requesting raffle prizes**

If there is anything else we can help you with, in order to make your fundraising as successful as possible please do not hesitate to contact us. We would be happy to discuss any fundraising ideas you have and are on hand to offer support, advice. We can also supply you with a variety of fundraising tools including collecting boxes, balloons, t-shirts and leaflets about the Hospice. Please get in touch if you have any queries.



Do Something Great

for St Oswald's Hospice



Life List

www.stoswaldsuk.org/lifelist

Registered Charity no 503386

St Oswald's Hospice Fact Sheet

quality time for everyone

- St Oswald's Hospice provides specialist care for local adults, young people and children with life limiting conditions.
- We are situated in Gosforth, Newcastle upon Tyne and our purpose-built facilities offer a range of flexible services to North East families.
- We are a registered charity. Our annual running costs amount to £10 million – of which £6.5 million must be raised through voluntary giving and legacies.
- We make no charge for any of our services, ensuring hospice care is available to everyone.
- Following a holistic approach, we strive to provide 'quality time' for patients, by not only addressing their physical symptoms, but also their emotional and spiritual needs.
- Our multi-disciplinary team at St Oswald's includes doctors, nurses, physiotherapists, occupational therapists, social workers, chaplain support and complementary therapists.
- **1 in 3 people will be touched by hospice care during their lifetime.**



Adult Service

- Within our adult service, we offer a wide range of services including a day hospice, lymphoedema service, an inpatient unit, complementary therapy service, outpatient clinic, bereavement support and carer support.
- Adults with life limiting conditions are referred to us for pain and symptom management and end of life care.
- We care for patients with Cancer, as well as those with end stage neurological, cardiac and respiratory conditions.

Children's Service



- We provide specialist short breaks to children and young people with life limiting conditions and their families.
- Children from 0 to 18 can benefit from our care. Young adults aged 18 to 25 are now also able to use our Young Adults Service, enabling us to continue to support children in our care who are reaching adulthood.
- We offer a 24 hour, seven days a week service, supported by a team of skilled staff who can meet the complex health, emotional and social needs of the children, young adults and their families.
- Our 'home from home' environment offers families the choice to either have a break together or the child or young adult can stay with us allowing their parents to rest and spend time with other siblings.
- On average, fifty children and young adults are able to benefit from our services every month.

In order to provide our specialist services to local people and families we rely on the support, effort and generosity of the local community.

Your support will help to make a real difference to the lives of others. Thank you.

How your fundraising will make a difference...

We rely on the generosity of the public to raise the £6.5million we need each year to provide our specialist services.

Every pound raised will make a real difference to the lives of the patients we care for and their families.

Here is what some of the money you raise could go towards:

Meal for a patient- £5

Pay for a complete meal for one of our patients: the full 3 courses! Our patients can order whatever they want, when they want and it will be prepared to their liking by our chefs.



Hairdressing - £8

Looking good on the outside makes people feel better on the inside. Here at St Oswald's we have our own onsite hairdressing salon, where a team of skilled volunteers are able to give patients a haircut, colour, or set within the comfort of the Hospice. Your support provides a new hairstyle for one of our Day Hospice patients.

Arts & craft materials - £10

Youngsters staying on our Children's Service and Day Hospice patients have the opportunity to be creative at St Oswald's. They can paint, print, make and do and try a wide range of crafts, often giving their finished work to a loved one. Your support will provide the art and craft materials for a patient or child during their time at St. Oswald's.



"The craft room reminds me that I always say that my body might be rubbish but my head is alright!"

One hour of nursing care - £20

Our nursing team are on hand 24-hours a day to care, comfort and support patients, children and their families from the across the North East. Your gift of £20 will help provide hospice care for local people, when they need it most.

"Coming to St Oswald's Day Hospice gives my family a bit of a break and allows me to get away from everyday life for a while and do some of the things I wouldn't normally be able to do. I have taken part in singing, crafts and even gardening, which I am no longer able to do at home due to my illness. I really look forward to my weekly visits to St Oswald's – it's one day a week when I can be my old self."

How your fundraising will make a difference...

A relaxing massage - £30

Your gift will pay for an Aromatherapy massage for a patient or carer. Massage can help reduce anxiety, enhance well being and aid relaxation.

A days supply of Oxygen - £38

Many of our patients and children need piped oxygen to help support their breathing. Your gift will be a breath of fresh air to those in our care.

An hour's bereavement support- £45

Our trained staff and volunteers are available to support relatives and friends after the death of someone who has received care at St Oswald's. Many people find it helpful to talk about their thoughts and feelings with someone who is not directly involved.



£1,000 could pay for two sessions for our Young Adult social group

This often gives the young adults we care for their only opportunity to socialise with their peer group without their parents being present, therefore allowing them more independence.



£4,000 will pay for mobile sensory equipment within our Children's Services.

Children who are very poorly or nearing the end of their life, are unable to access our multi-sensory room and benefit from the different lights, sights and sounds which are specially-designed to stimulate or relax the senses. Mobile sensory equipment can do just that, within the comfort of a child's bedroom.

£8,000 will pay for a rehabilitation therapist to facilitate sessions with Day Hospice patients.

As St Oswald's follows a holistic approach, we aim to address not just a patient or child's physical symptoms, but their emotional and spiritual needs too. As part of

this ethos, patients are able to take part in relaxation and exercise classes, and visualisation and reminiscence sessions, all of which are designed to enhance wellbeing.

"Words cannot express how important a role you all play in families lives when they need you the most. You are a tremendous support and we have been privileged to experience your unique skills when we needed them. Keep up the good work."



A Guide to Fundraising

Fundraising is part of this challenge and sponsorship is a great way to start, but it is just one way to fundraise. The following pages will give you some more ideas!

Quote from a previous fundraiser:

“After asking everyone I knew to sponsor me, I still had some money to raise. Food is often the key to people’s hearts - and wallets - so I held a number of bake sales at work, asking for donations in exchange for goodies I baked and displayed in the staff room. I also organised a quiz night which was a great opportunity to have some fun with my friends and give them something in return for their donations.”

Be Organised

Don’t leave all your fundraising to the last minute as this will create a panic when you want to be concentrating on your challenge. Spread out your fundraising and it will soon become much more manageable.

Different sponsorship methods

Sponsorship forms have been around since the dawn of time and are a great way of collecting in person, however, if the thought of approaching people and asking for sponsorship fills you with dread do not despair, it’s 2015 and ways to collect sponsorship quickly and efficiently without going red at the thought are at our fingertips!

You can set up pages through Justgiving, BTmydonate or Virgin Money Giving, pick which ever is the best fit. You can then tell your friends and family about them via email, Facebook, twitter and even text message. You can also set up a text donate code which is detailed later in this pack.

Be Realistic

Don’t take on more than you can handle. Make sure any fundraising event or activity is achievable and not too complicated. The simple ideas always work the best.

Collection Cans

Place a can in your local pub, newsagent, hairdressers or similar then collect it a few months later. Each can you place could have over £20 in it each time you empty it! We’ve also included a poster to put next to your collection cans. We have smaller cardboard collection boxes too, to put on your desk at work or wherever you think will raise you some money.

Matched Funding

Does your workplace match fund? Ask the question, if they do you could double all or at least part of the money you raise just by filling out a form! Do you get free days at work to volunteer for charity?



For more fundraising tools or advice contact our fundraising team ... from balloons and collecting cans to extra sponsor forms and online fundraising we can help every step of the way

Bag Packing for one afternoon could raise over £250

Bag pack for an afternoon and encourage your family and friends to help out or if you work for an organisation that grants volunteer days, get your colleagues to help. We can provide you with a bag pack letter to send to your local supermarket to request a bag pack and we also have opportunities for bag packs through the year.

Holding an event night at your local pub or in your home

Fundraise in the company of your family and friends by organising an event. Just simply ask for a charge on entry, or hold a raffle on the evening. You could do a quiz night, karaoke, gig, themed party, race night or a dinner. If you're unsure on how to organise one of these events please speak to us and we can help get you started.

Go pink and blue, plus have a cake sale at work, it could raise you over £70

Ask your employer if you can have a day at work where people dress in pink and blue (or in any clothes of their choice) in aid of the Hospice. People could also bring cakes in to sell, why not have a Bake Off?!



Wine tasting evening could raise £50+

Sell tickets for a wine tasting event and ask guests to bring a bottle from different places around the world.

Swear Box

Easy to organise, have one at work or in the home!

Offer something in return

Instead of a sponsor form, use a grid of squares and get people to buy a square. When full, cut the grid up, putting the names in a hat. The lucky name pulled out the hat gets a prize!

Being sponsored to go cold turkey could raise you over £100

Give up an indulgence for a month, for instance drinking alcohol, eating chocolate or crisps. This will improve your fitness too!

Get your kids to fundraise

If you have children in your family, see if they can have a no school uniform day or event for you, they might be able to do a raffle or sell beanies that the Hospice provide. Speak to one of the Fundraising Team as we'd love to come into your child's school to give an assembly about what we do.

Sweepstakes

Football sweepstakes, race sweepstakes, guess the birth date, how long will someone talk at a meeting, there is a sweepstake for everything!

For more fundraising tools or advice contact our fundraising team ... from balloons and collecting cans to extra sponsor forms and online fundraising we can help every step of the way

Draw Up Your Budget: Make sure any costs involved in your fundraising are as low as possible. The point of your activity is to raise money, so don't spend too much or it may not be worthwhile.

Be Prepared: Make sure you have a back up plan for all eventualities if you're having an event. Think about what you would do for example if it rained at an outdoor event, and have a back up plan. Thinking of these things in advance means that if there is a hiccup, there is no need to panic, the event can still be a success!

Raffles: If you are holding a raffle you need to adhere to these conditions to keep it legal and to avoid needing a licence. The sale of tickets, draw and announcements of the results must all take place at the event and on the premises. There must be no cash prizes. No more than £250 can be spent on prizes. Wherever possible ask for donated prizes from friends and family.

Insurance and responsibility: When running an event you need to consider health and safety. Depending on the event you may need to consider insurance and licences. If you choose a venue that specialises in holding public events then they are likely to have all this in place. Make sure you check though. For advice contact the Fundraising Team on 0191 246 9123.

Be aware: Anyone wearing a St Oswald's Hospice t-shirt or attending your event is there supporting and representing St Oswald's, and should behave in an appropriate manner.

Collecting for St Oswald's: Please use our official collecting tins as they are branded and security sealed. You can place these anywhere, but you must have permission from the owner of the premises.

Public collection: Remember that if you are collecting money from people face to face (e.g. on the street) you will need to apply to the local authority for a licence. It is illegal to carry out a collection in a public space otherwise. If you are carrying out a collection on private land (e.g. a supermarket forecourt), you will need to get permission from the landowner and to liaise with them regarding date, time and numbers of people. The license will need to be in your own name, rather than St Oswald's.

Publicity: All leaflets, posters, tickets etc you use to publicise your activity must by law state our charity number please use 'Registered Charity Number 503386'

Fundraising tools: We are happy to provide you with additional posters, sponsor forms or factsheets to assist your fundraising. We can also provide additional fundraising materials to help you promote and fundraise for any events you hold. Please contact us if you require St Oswald's Hospice t-shirts, balloons, collection boxes or leaflets about the hospice.

Lottery scratch cards and raffle tickets: If you are able to sell our hospice lottery scratch cards or hospice raffle tickets as part of your event we can provide you with these fundraising tools.

Remember to say a big **THANK YOU** to your supporters!

For more fundraising tools or advice contact our team.... from balloons and collecting cans to extra sponsor forms and online fundraising we can help every step of the way

E: fundraising@stoswaldsuk.org T: 0191 246 9123

Setting Up Your Just Giving Page

Why should you set up a Just Giving page?

Just Giving is an online sponsorship form. It not only makes your life easier, as you don't need to go around collecting money in after the event. It also enables your supporters to make online donations and leave messages of encouragement too.

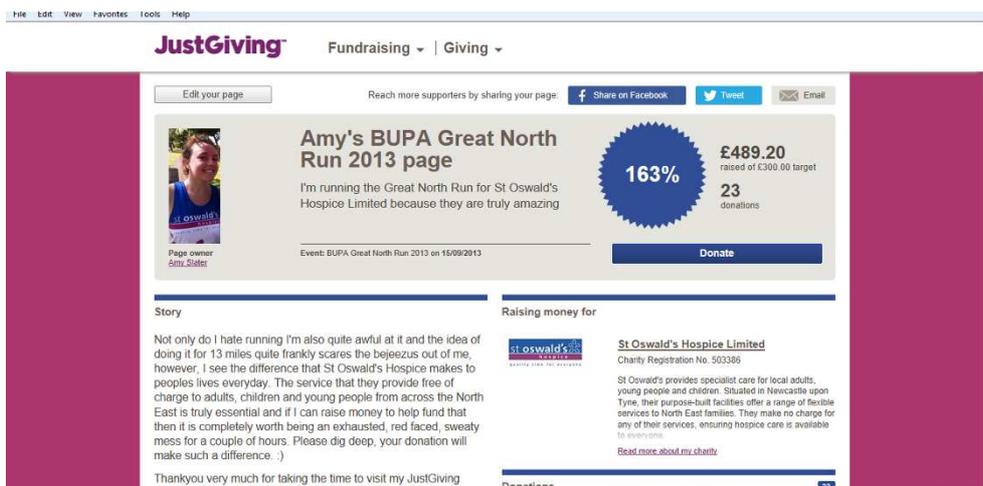
It's quick and easy to set up. Follow the simple instructions below and email everyone you know with the link to sponsor you (ideally just after pay day!). All they have to do is follow the link and pledge their support.

Donations can be made with a debit or credit card and Just Giving will in turn send it through to us along with the Gift Aid. You can also set up Just text giving making it even easier for your friends to donate, all it takes is a text.

To create your page just follow these steps:

1. Click **Get started** on our homepage
2. Log into your JustGiving account via Facebook or by entering your email. If you haven't set up an account yet, you'll be given the chance to create one after you've entered your email
3. Search for the cause you want to support
4. Let us know what you're doing to raise money. There are four choices to pick from - are you taking part in an **Organised event** (like a marathon), celebrating a **Personal occasion**, raising money **In memory of** someone or taking on your own **Personal challenge**?
5. If you're taking part in an **Organised** event then search for and select your event
6. Finalise your selection by letting us know if you're doing an event or challenge in memory of someone, if the charity is contributing to the cost of your fundraising, and if you'd like to stay up to date with all your charity's and JustGiving's news
7. Choose your JustGiving web address
8. Click Create your page

Job done! Your page is set up and ready to accept donations. Now you can start on the fun stuff – personalising your page and sharing it with your contacts.



The screenshot shows a Just Giving fundraising page for 'Amy's BUPA Great North Run 2013 page'. The page features a profile picture of Amy Slater, the page owner, and a progress indicator showing 163% of the £489.20 target raised. There are 23 donations recorded. The page includes a 'Donate' button and a 'Story' section where Amy Slater shares her motivation for running. The footer contains the Just Giving logo, a 'Thank you' message, and a 'Donations' link.

If you're in the UK and you're fundraising for a UK charity, your friends and family can donate directly to your JustGiving page by sending a text message.

You can personalise your code from inside your JustGiving account:

Start fundraising with JustTextGiving

- 1 Personalise your code**: Shows a code 'CAFQ 74' and a 'Personalise your code' button.
- 2 Suggest an amount**: Shows a dropdown menu set to '£ 1' and text explaining that this sets the suggested donation amount on Facebook and Twitter messages.
- 3 Share it far and wide**: Encourages asking supporters to sponsor and provides 'Share' and 'Tweet' buttons.
- 4 Your supporters do the rest**: Shows a mobile phone screen with the code 'CAFQ74', amount '£1', and number '70070'. It notes that supporters can add Gift Aid at no extra cost.

To personalise your text code, just follow these steps:

1. [Log in to your account](#)
2. Click on **Your Pages**
3. Select the page you want
4. Click on **Get started with your unique text code**

Boost your fundraising with JustTextGiving

JustTextGiving by Vodafone

Whatever network you're on, anyone can donate to you by text. It's free and easy to set-up.

[Get started with your unique text code](#)

5. Scroll down and click **Personalise your code**
6. Choose 4 letters and 2 numbers
7. Click the green **Save** button



St Oswald's Hospice Limited
Regent Avenue
Gosforth
Newcastle upon Tyne
NE3 1EE
Telephone: 0191 246 9123
Fax: 0191 284 8004
Website: www.stoswaldsuk.org

Registered Charity No. 503386

To whom it may concern,

My name is _____ and I am in the process of organising a fundraising event in aid of St Oswald's Hospice.

St Oswalds Hospice provides specialist care for adults, children and young people with life shortening conditions from across the North East. The hospice costs £9.5 million to run annually and £6.5 million of this must be raised through voluntary giving and legacies. St Oswald's makes no charge for any of their services, ensuring that hospice care is available for everyone.

In support of St Oswald's I am holding _____ on _____. As part of the event I will be holding a raffle and I would be extremely grateful if you would consider kindly donating a prize for this. Any donation, large or small would be gratefully received.

I am hoping my event will raise around _____ and all of the money I raise will and will stay in the North East helping local people, families and carers at the most difficult of times.

If you are able to support my event by providing a raffle prize I would be grateful if you could contact me on _____.

If you have any concerns the fundraising team at St Oswald's Hospice are able to verify my event. If you do have any questions please do not hesitate to contact either myself or the fundraising team at the hospice directly.

Thank you.

Yours sincerely