



HOST YOUR OWN EVENT

If sponsored runs, treks and swims are not for you,
why not consider hosting your own event in support
of St Oswald's Hospice this year?

All money raised in Sunderland and South Tyneside will support our Children and Young Adults Service.
St Oswald's Hospice, Regent Avenue, Gosforth, NE3 1EE. Registered Charity Number 503386.

0191 246 9123 fundraising@stoswaldsuk.org

[@stoswaldsuk](https://twitter.com/stoswaldsuk) [f /stoswaldshospice](https://www.facebook.com/stoswaldshospice) [@stoswaldsuk](https://www.instagram.com/stoswaldsuk)

www.stoswaldsuk.org

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Your event can be as big or as small as you want it to be, anything from a bake sale or dinner party, to organising your own World Record attempt. The possibilities are endless!

Our team of fundraisers will be there every step of the way, from helping plan your event to being there on the day for extra support. Just give us a call to let us know your ideas.

HOW CAN WE SUPPORT YOUR EVENT?

WE CAN OFFER YOU:

A 'host your own events' pack

Branded collection cans and buckets

St Oswald's merchandise

(seasonal options are available)

Promotion of your event on our Twitter and LinkedIn, if desired

Hints and tips

A-Z of fundraising ideas

'We're supporting St Oswald's Hospice' plastic banners

Flyers and posters for our upcoming events

Blue and Pink balloons

Annual Raffle Tickets to sell
(June – November only)

Use of our St Oswald's logo for your promotional materials and social media etc.

Please submit anything you place our logo on for review before distributing

Please Remember; a member of our fundraising team can come along to the event to provide support and share their event knowledge and expertise to make your event the best it possibly can be.

GETTING STARTED

Once you've made the decision to plan and host your own event, it can be difficult to know where to begin! A good starting point is to think about your audience - Who are you planning to invite?

This will help you to focus your ideas and plan something that your friends, family or colleagues will really enjoy and engage with. You can also check out our A-Z of fundraising ideas for inspiration. We can send you a copy or you can read it on our website in our fundraising section.

Another important consideration is the time you have available. A dinner party may take less organisation than holding a pub quiz, so be realistic about the time you'd need to commit to making your event a success.

A suitable venue is very important. You may need to book this well in advance and negotiate on cost. Check out local venues as many offer free room hire or can provide it at a reduced rate. Some venues will throw extras in if you explain you're raising money for a charity and can even offer raffle prizes and some free advertising in the venue in the run up to your event.

Once you've settled on an event, it's time to plan the details.

HINTS AND TIPS TO MAKE YOUR EVENT SHINE

Set a Budget



Try to ensure any costs are kept to a minimum when planning your event. The less you spend the more you'll make. Plus you don't want to be out of pocket!

Be Aware

Anyone wearing a St Oswald's Hospice t-shirt or attending your event is there supporting and representing the Hospice and should behave in an appropriate manner. It's also a great idea to fully brief your helpers so they know their roles. We can provide you with a volunteer brief on conduct, behaviour and good practice.

Publicity

All of your publicity materials must by law state our charity number. Please use 'Registered Charity Number 503386' and send the materials across to our Communications Team for approval. Email comms@stoswaldsuk.org



Be Prepared

Always have a back-up plan. If it rains at an outdoor event what will you do? Thinking ahead and preparing for potential issues will make the event run more smoothly.

HINTS AND TIPS TO MAKE YOUR EVENT SHINE

Be Organised

Don't leave the promotion of your event until the last minute. Set up a plan as early as possible and give your audience and supporters lots of notice.



Get Online

Online giving is a quick and easy way for your supporters to give. Set up a JustGiving page or a Facebook Donate page. This is a great way for people to donate who may not be able to attend your event.



Collecting for St Oswald's

Please use our official collecting buckets and cans, as they are branded and security sealed. You can place these in local businesses but must have permission from the business owner beforehand. Try to ensure cans are located in a safe place and can be securely fastened.

Matched Funding

Does your workplace match fund? Ask the question as you may be able to double all or at least part of the money you raise, just by applying!

£+£

Make the most of it

Think about other creative ways to raise extra money at your event, such as an auction, raffle, tombola or selling food and gifts. By adding value to your event, your fundraising total will grow.



Be Realistic

Don't take on more than you can handle, simple ideas always work the best.



DON'T FORGET TO SAY THANK YOU!

Always say thanks to your friends, family, supporters and volunteers who helped make your event a success. Sharing how much you raised with their help, and how it will benefit the Hospice will make your donors feel great!