



**Saint Catherine's**  
Caring for you at Hospice and Home

*We are Saint Catherine's*



*Together we can make a difference*

**Fundraising Pack**



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

## THANK YOU SO MUCH FOR DECIDING TO FUNDRAISE FOR SAINT CATHERINE'S.

Your fundraising will allow us to continue to deliver our services and help patients and their families receive the support they need in a challenging and difficult time.

Saint Catherine's provides care and support in people's homes, the community and in our hospice for adults with a terminal illness, and to their families, carers and friends. Our doctors, nurses, therapists, counsellors and social workers are here to deliver care and support, helping patients and families make the most of every day.

### Did you know?

- We are not national, we are local. Our services are delivered across 1,600 square miles including Scarborough, Whitby, Filey, Hunmanby, Bridlington, Driffield, Malton, Helmsley, Pickering and Kirkbymoorside.
- Every year we have to raise £5.5m to deliver our 16 different services.
- We receive about 30% of our funding from the NHS but the remaining 70% comes through the incredible generosity of individuals, corporate partners, local organisations, trusts and foundations.
- Our care is completely free. Our services provide support and care that will allow a patient to remain as active as possible and make the most of every day.



Your support will make a huge difference. When you support Saint Catherine's, you are supporting those in your local community who need our specialist care. Every pound counts.

**£20** could pay for an in-patient's meals and refreshments for one day

**£50** could pay for the Hospice at Home team to visit a patient in their home

**£200** could pay for a patient to attend our Wellbeing Centre for one day

**£500** could pay for one In-Patient Unit bed for one day

**£1,000** could pay for our Community Nurse Specialist Team for one day

**£5,000** could pay for our Hospice at Home team for one day

**£10,000** is the cost of providing all our care services for one day

# FUNDRAISING IDEAS



Looking for inspiration? These are some foolproof favourites, but the list of fundraising ideas is endless!

### Sponsored challenge

Why not challenge yourself to do something different? Give up chocolate, shave your head or soak in a bath tub of beans!

### Get together with friends

Fundraising is always fun with friends. Invite over your friends and hold a pamper night, dinner party, BBQ or games evening.

### Cakes and crafts

Who doesn't like cake?! Hold a cake sale, coffee morning or baking competition at work or school. If you're crafty or having a clear out you could sell your items or have a car boot sale.

### Dinner and dancing

Make a do of it! You could hold a black tie dinner, a ball or a barn dance. Pick a theme, serve food, play games or dance the night away at a disco.

### At your local

Speak to a local venue. Could you hold a race night or put your knowledge to the test with a quiz night?

### Close to home

Get your neighbours on side by offering a car wash. If your garden is blooming you could do an open garden or scavenger hunt. Invite family and friends to a garden afternoon tea.

### Make a day of it

Ask everyone at your school or workplace to wear their own clothes/fancy dress/pyjamas and bring in a donation.

### Always a winner

Raffles, tombolas, sweepstakes and auctions are always a great addition to any event, or make a great standalone fundraising activity at work, at school or in a public place.

### Special occasions

Could you support us at your next celebration? In lieu of receiving personal gifts or cards at a special occasion, you could ask friends and family to make a donation to the hospice instead. This could be a special birthday, wedding or anniversary.

### Get creative

Think outside the box! What do you enjoy, could you host a fashion show, a football tournament or even pop-up pilates?



# A STEP BY STEP GUIDE TO ORGANISING YOUR FUNDRAISING EVENT

## Step 1

Decide on your fundraising activity. Pick something you will enjoy! To help you decide, think about what resources you have available and speak to family and friends.

## Step 2

Think about how much your event would cost and how much you hope to make. Try and keep your expenditure as low as possible!

**Tip - Ask for charity discounts, approach local businesses for prizes, donations and favours. Use your letter of authority provided by Saint Catherine's to prove you are raising money for us.**

## Step 3

Set a date. Think carefully about when people would be available, make sure your date and time doesn't clash with another major event, locally or nationally.

**Tip - Event planning takes time, often longer than you think!**

## Step 4

Pick a location for your event. Think about how people would get to the venue, if there is enough parking and what happens if it is bad weather.

## Step 5

Tell us about your event. See the next page for the support you can receive.

## Step 6

Plan! Write a list of all the things that need to be done to make your event a success. Keep reviewing your list.

**Tip - Don't try and do everything yourself, get your friends and family to help.**

## Step 7

Spread the word! Let everyone know about your event, our fundraising team can help you with this. Make sure you tell your family, friends and colleagues as they will be your biggest supporters.

**Tip - Promote your event a variety of different ways, use social media, word of mouth, local papers, posters, local radio and email.**

## Step 8

Enjoy your fundraising activity! Gather in your money and thank everyone who was involved. Know that you have made a difference to the delivery of care at Saint Catherine's.

# WE'RE HERE TO HELP



**Get in touch with one of the fundraising team who will be able to support and guide you through your fundraising journey.**

Once you have begun to plan your event it is important to let the fundraising team know. You will be provided with an official charity acknowledgment and authorisation letter.

The team will then be on hand to offer advice, guidance and support materials when planning your event.

## Posters

We can help create tickets and posters for your event or we can provide you with our logo to create your own.

## Online

We can feature your event on our events page on our website and help promote it on social media.

## Local media

We may be able to help promote your event with the local newspapers and radio.

## Material

If you need collection boxes or tins for your event just let us know. We may also be able to provide you with branded tablecloths, banners and T-shirts. Let us know if you need something specific for your event and we may be able to help.

**Contact fundraising on 01723 378406 or fundraising@[saintcatherines.org.uk](mailto:saintcatherines.org.uk)**





## TOGETHER WE CAN MAKE A DIFFERENCE TO PEOPLE IN OUR AREA LIVING WITH A TERMINAL ILLNESS

“The kindness and support of all staff at all levels extended and improved the last few weeks of my sister’s life. We will be forever thankful.”



“A big thank you for all the care, compassion and support you showed our family. It made a very difficult time in our lives a little more bearable.”



“All the nurses are so caring and genuine. I had two very difficult weeks and without the care and support I received I really do not know how I would have coped. Every member of staff involved gave me much needed support and treated my partner with dignity and respect. Whenever I had to call and ask them for help they would respond and not only help my partner but take time to talk with me also.”



“Words cannot express my gratitude for the care and kindness shown. Your constant reassurance, patience, smiles, laughter and thoughtfulness helped to make those few weeks as pain-free, calm and upbeat as possible.”

## WAYS TO MAXIMISE YOUR SPONSORSHIP AND DONATIONS

There are lots of ways to reach your fundraising target. Your fundraising contact will be able to advise you further about the following:

### Just Giving

If you are asking for sponsorship Just Giving is an easy and efficient way of collecting funds. Go to [www.justgiving.com/st-catherineshospice](http://www.justgiving.com/st-catherineshospice) and follow the step-by-step instructions to set up your page.

### Social media

Social media is a great, free tool to spread the word about your fundraising. Using Facebook, Twitter and Instagram means you can reach a broad audience. You can create an event page on Facebook, ask your friends to share your posts and mention your Just Giving link.

### Sponsor form

You can be provided with a Saint Catherine’s paper sponsorship form to collect funds. Take your sponsorship form around with you or pin it up on your workplace notice board. We can provide you with multiple forms.

### Match funding

Check whether your employer runs a match funding scheme. This is where the business agrees to match the funds you make for charity. If not they may make a donation!

### Gift Aid

**For any sponsorship or donations you receive Saint Catherine’s can get an extra 25%!**

Make sure that when your supporters are filling out your sponsor form they tick the Gift Aid box if they are a taxpayer. This will increase a donation by 25p for every £1 donated at no extra cost to you or your sponsors.

If you receive a donation at your event which is eligible for Gift Aid, collect the supporter’s details alongside the donation.

For Saint Catherine’s to claim the Gift Aid, we need the supporter’s full name, personal address and postcode.

Gift Aid cannot be claimed for a payment for goods/ services, tickets or donations from a company.

Sponsors personal information is not recorded and will only be used for reclaiming Gift Aid.

## TOP TIPS

### Reach for the stars

Set yourself an ambitious but achievable target. This helps you to plan your fundraising and motivates people to donate.

### Shout about it

Talk about your event at every available opportunity! Post about it regularly on your social media and keep everyone updated.

### Collect the money as you go along

It is much easier to collect money as you go along, rather than having to chase people up after the event.

### Sing our praises

Make sure you tell people about Saint Catherine’s and how much their donation will help support patient care.

### Persistence beats resistance

Don’t be shy to remind people who have said they will donate. Often people have just forgotten and need a prompt. Send out gentle reminders in the lead-up to the event. Pay day is always a good time to ask!

### Mind your Ps and Qs

Always thank people for any donations, keep your supporters up to date with how you are doing and how much you have raised.

## THINGS TO CONSIDER



**We want your event to be fun for everyone involved. Follow the points below to ensure that everyone is safe and on the right side of the law. Make sure you tell us about your plans straight away so we can help you with promotion and advice.**

### Insurance and risk assessment

Our insurance does not cover your event, therefore you should consider if you need to take out your own insurance. We recommend that you do a risk assessment for your event, consider any risks and try to mitigate or minimise them.

### Permissions

Make sure you have the right permissions in place to hold your event. If your event is in a public space make sure you seek council permission or if on private land, the land owner. Please ask permission before taking pictures of people at your event.

### Raffles

Some types of raffles require a licence. Ask someone in our fundraising team for advice or visit the Gambling Commission's website. Running a tombola or 'guess the name of the teddy' are often simple and effective ways to raise funds.

### Collections

If you plan on collecting money in the street you will require a permit. Please speak to someone in the fundraising team regarding this. If you are collecting in a venue, make sure you have the permission of the owner.

### Food and drink

If you are organising a BBQ, bake sale or other event involving food and drink, you should consider dietary requirements and allergies. Please visit [www.food.gov.uk](http://www.food.gov.uk) for advice on preparing, handling, cooking and storing food. You may need a Temporary Event Licence if you are providing alcohol in an unlicensed venue. Contact the council for more information.

### Money

Don't leave money unattended at your event at any time. It is important to pay this money to Saint Catherine's as soon as possible after the event. If you wish to count money raised, make sure you have at least one other person present.

### Health and safety

If you are planning a big event consider having first aid support. For smaller events it is recommended to have someone on hand who has basic first aid knowledge.

### Promotion

The fundraising team will provide you with a 'raising funds in aid of' logo. It is important to use this in any promotional material and the Saint Catherine's charity number: 284701.

**Contact the fundraising team on 01723 378406 or [fundraising@saintcatherines.org.uk](mailto:fundraising@saintcatherines.org.uk) for any further advice.**

## HOW TO PAY IN YOUR MONEY

Thank you for fundraising for Saint Catherine's. Your support means we can continue to care for local patients, their families and carers free of charge.

We would love to see your photos and hear your stories, so share them with us!

Please make sure that when you send us your money, you include your name and address and details of how you raised your money.



### In person

You can come to our main site at Throxenby Lane, Scarborough, to pay in your donation in cash, by card or by cheque.

### By post

Make your cheque payable to Saint Catherine's Hospice and post to Saint Catherine's Hospice, Throxenby Lane, Scarborough, YO12 5RE.

### By phone

We can take card payments over the phone.

### Online

Contact the fundraising team for details of how to pay in online. Your Just Giving page will automatically transfer your sponsorship to Saint Catherine's.

### By BACS

You can pay by BACS. Contact fundraising for more information.

**Call fundraising on 01723 378406 or email [fundraising@saintcatherines.org.uk](mailto:fundraising@saintcatherines.org.uk)**

There are plenty of other ways to get involved with Saint Catherine's, from a fun run to volunteering, a parachute jump or by donating to our charity shops. For more information call fundraising or visit [www.saintcatherines.org.uk](http://www.saintcatherines.org.uk).



# Saint Catherine's

Caring for you at Hospice and Home

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

Charity Registration No. 284701