

**A MILE  
A DAY.**  
*Your Way*

# *Fundraising Pack*



To find out more visit:  
[rowcrofthospice.org.uk/mile](http://rowcrofthospice.org.uk/mile)

**rowcroft**  
hospice



Thanks so much for signing up to **A Mile A Day – Your Way 2024** – our virtual challenge that runs throughout July or August, covering 31 miles.



## WE NEED YOUR HELP

Events like this play a huge role in spreading awareness of Rowcroft Hospice. While entry is free, your support is vital. The fact is, it's the generous donations and sponsorship raised from people like you that go towards funding our patient care.



## IF FUNDRAISING ISN'T FOR YOU

We get it, not everyone likes to fundraise – if the act of asking people for money really isn't for you then we do offer the option of making a one-off donation instead. Just make a donation to your fundraising page or at [www.rowcrofthospice.org.uk/donate](http://www.rowcrofthospice.org.uk/donate).





We understand that it might not be easy to ask your friends and colleagues for money when it looks like you're on a jolly day out! But explaining to people that you are raising money to support your local hospice to help care for local patients and families like Dena's – now that makes sense.

## SET A TARGET

Setting a target is a really effective way of getting this message across.

**£51**

could provide three hours of care to a patient with complex needs in Rowcroft's Inpatient Unit.

**£112**

could provide four complementary therapy sessions to a patient or their loved one, helping to relieve anxiety, stress and tension.

**£265**

could pay for overnight patient care at home, enabling a family to get a good night's sleep knowing their loved one is receiving expert care and support.

## Dena's Story

In spite of being born with Down's syndrome and a learning disability, Dena from Teignmouth had lived a very full and vibrant life. However in late 2014 she was diagnosed with Alzheimer's and developed incredibly complex needs. Rowcroft was able to deliver expert specialist care that was sensitive and compassionate, and that helped them all through the toughest of times at the end of Dena's life.

"It meant the world to us to be able to sit with Dena knowing her needs were being met and that she could die in her own bed in her own room at home, just as she had wanted," says Dena's sister, Karen. "It was a very peaceful time for everyone and if there is such a thing as a good death then this was it."

**Your support could help to pay for one of our Hospice at Home nurses to visit a family like Dena's. At such a frightening and overwhelming time, your support could help a family to come together to concentrate on making those last moments as calm, peaceful and fulfilling as they can be.**



# SET UP YOUR OWN FUNDRAISING PAGE

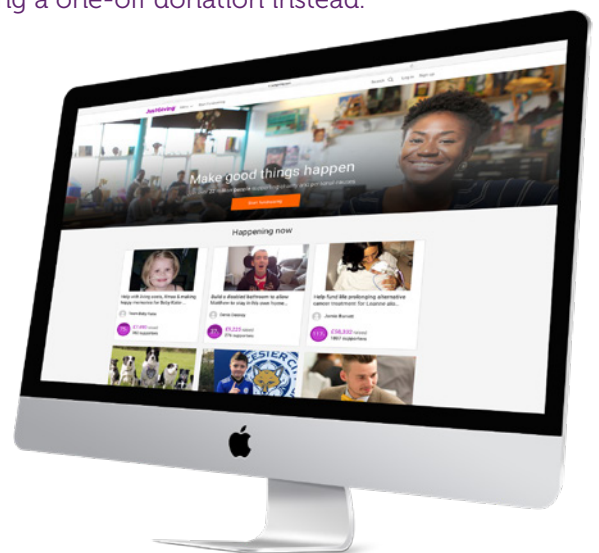
Setting up your fundraising page is now easier than ever. Just follow these quick and easy steps if you haven't done so already.

- Visit [www.rowcrofthospice.org.uk/mile](http://www.rowcrofthospice.org.uk/mile) and click on the 'sign-up' button.
- Fill out your registration and payment details and an account is automatically created for you. A link will be sent to your email address — click this link to view and edit your fundraising page.
- Add your own fundraising target.
- Add a profile picture to your fundraising page so people can easily see who you are.
- Write a personal paragraph (or short story) about what you're doing and why — this will really encourage people to sponsor you!
- When you have completed your fundraising page, you will be given a link to your page to share with your friends and family — so that they can make donations.
- Share your A Mile A Day – Your Way page with others and invite friends and family to donate. From your fundraising page, you can easily share your page link with friends on Facebook, X, Instagram, WhatsApp and Messenger, and you can email your page link to others.
- Make sure that the first people to sponsor you are the most generous.
- Encourage those who pay UK tax to Gift Aid their donations where possible — as this can increase donations by 25%.



- Post regular updates and photos so that everyone can see how you're getting on.

Please remember, if the act of asking people for money really isn't for you, then we offer the option of making a one-off donation instead.



## SPONSORSHIP FORM

Technology has made it so easy to fundraise but we can also supply you with a Mile A Day – Your Way sponsorship form if preferred. Visit [www.rowcrofthospice.org.uk/mile](http://www.rowcrofthospice.org.uk/mile) to download and print the sponsorship form.

**Top tip!** Get the first person who donates to donate a minimum of £20 as this will encourage others to dig deeper!

# giftaid it

Don't forget to Gift Aid your donations wherever possible! For those who pay UK tax, this can increase their donation by 25%. We can provide you with sponsorship forms or Gift Aid envelopes to help make that donation go even further. Just make sure that everyone fills in their own address details and that the form is completed with clear writing.

# NOW YOU HAVE TO SPREAD THE WORD!

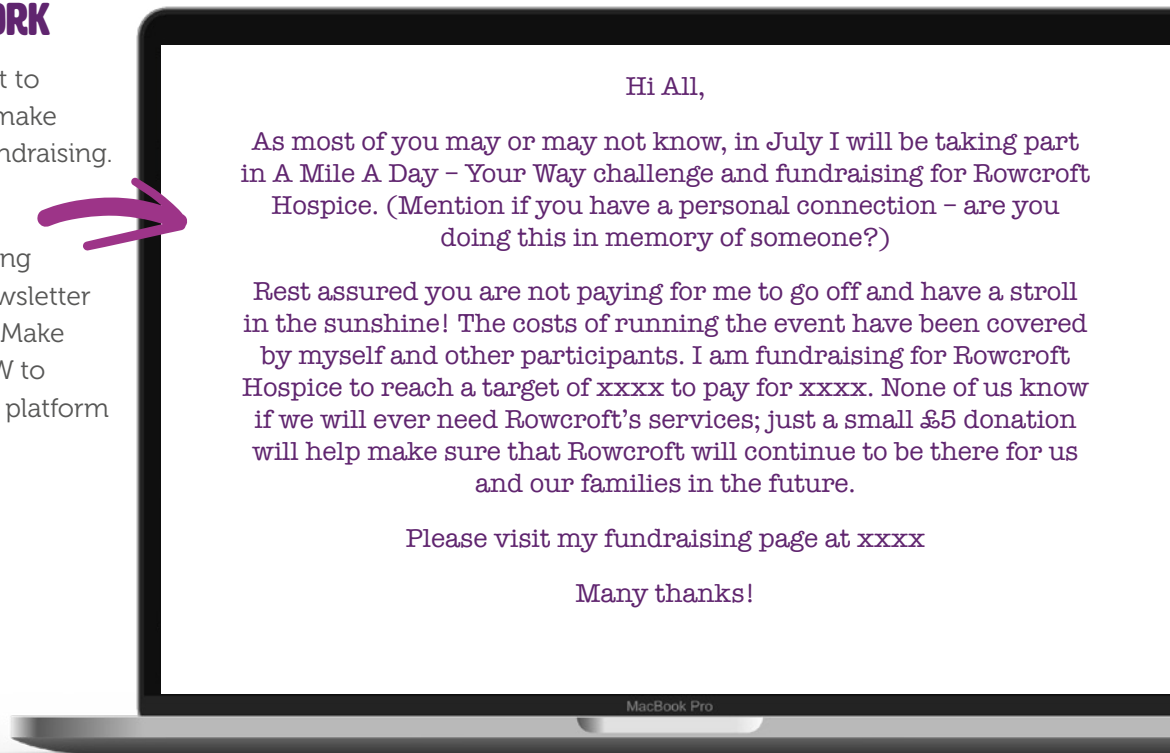
So you have your A Mile A Day – Your Way fundraising ‘ask’ and you know where to direct people to donate. Now it’s time to do the nitty gritty!

## WHEN YOU’RE AT WORK

- 1 Send a group email out to all your colleagues to make them aware of your fundraising.

Here is an example:

- 2 Mention your fundraising activity in the work newsletter and at a staff meeting. Make sure people know HOW to donate via your online platform or using the form.



- 3 If you work for a company, ask your manager or HR department about match funding. Lots of companies are keen to show off their corporate social responsibility and an easy way for your boss to do this is by matching your fundraising efforts with a company donation. It’s all good publicity and if you don’t ask you don’t get!

## YOUR FRIENDS AND FAMILY

- 4 Share your online fundraising page through Facebook. Top tip: pick a quiet time to do this like evenings and weekends. You will need to share this more than once but try not to bombard people. If your birthday falls over the fundraising period, ask for a donation instead of buying you a birthday drink! Share when you’re nearing milestones, eg: when you’re £20 off hitting the £500 mark etc.
- 5 Use WhatsApp and other group messages to spread the word. Create a group chat of people you know are likely to sponsor you. Copy and paste part of the email above and add the link to your Facebook or Just Giving Page. Top tip: tag people in the post who you know are likely to sponsor you.

## TEAM MATES AND CLUB MEMBERS

- 6 Do you play sport for a local team or play darts at your local pub? You guessed it – we need you to ask them too! Ask the chair/captain if you can spread the word about your fundraising message. Can you share your link in a group chat or post the link in your team or club Facebook group?
- 7 Why not pop a swear box on the bar at your local pub or in your place of work? You’ll be surprised how quickly it fills up! Get in touch if you’d like us to issue you with a collection tin.

**Don’t forget to thank everyone after they donate (and after the event). Share your success and photos with them too.**

Thank you for your support and remember our Fundraising Team is only a phone call away on 01803 217450