

The Rowcroft

Sleep Walk

SATURDAY
NIGHT AT
THE MOVIES



THE SLEEP WALK 2022 FUNDRAISING PACK

Thank you for signing up to The Sleep Walk 2022
– you are a true you are a true star!

Whether you've signed up to the main or virtual event, this year is sure to be a blockbuster! Your support will make such a huge difference to people across South Devon, providing vital end-of-life care to patients in their own homes, and helping families to make the most of every moment.

As the theme for this year's event is 'Saturday Night at the Movies', you will receive a Sleep Walk sash to wear on the day and we'd love to you accessorise your outfit to match your favourite film! You'll also receive a free medal after the event.

If you've never fundraised before, please don't worry.

This fundraising pack will talk you through everything you need to know to become an expert fundraiser. Even if you are a seasoned fundraiser for Rowcroft, you might pick up a few more top tips. Remember, every penny counts!



THANK YOU SO MUCH FOR YOUR SUPPORT!

Sponsored by:



rowcroft
hospice



BE A STAR FUNDRAISER – HELP MORE LOCAL FAMILIES WHEN THEY NEED IT MOST

ALICIA'S STORY

“ I like to think that I'm a happy talkative person, just like my mum. When I was 12, my 9-year-old brother and I would come to Rowcroft after school to visit our mum. I will always remember her smile when she saw us walk in and I think the reason she could smile was due to the amazing care she received at Rowcroft.

The experience has helped shape me into who I am today, which is why I am so proud to have taken part in The Sleep Walk. I am now working in Rowcroft's Events Team and supporting the participants and volunteers who want to give back to Rowcroft too. Rowcroft will always have a special place in my heart for the way they looked after my mum and our family as if we were one of their own. ”

By taking part in The Sleep Walk 2022 and fundraising for Rowcroft you are helping families just like Alicia's, Thank you!





SATURDAY NIGHT AT THE MOVIES

JOIN OUR ONLINE COMMUNITY

JOIN HUNDREDS
OF OTHER PEOPLE
WHO CARE

SHARE YOUR
AMAZING
PICTURES

GET THE LATEST NEWS
ON HOW YOUR
MONEY IS HELPING
LOCAL FAMILIES

Make sure you have marked yourself as 'going' to The Sleep Walk event on [Facebook](https://fb.me/e/1kBN0MOZH) <https://fb.me/e/1kBN0MOZH> and we will keep you up-to-date with all the latest news and information. We'd also love you to share your own photos, videos and messages.

SET A TARGET

Setting a target is a really effective way of letting people know what you are raising money for. The money you raise will provide comfort, support and specialist services to our patients and their families and help make every day the best day possible.

£56 could pay
for two bereavement
support sessions for a
patients loved one

£151 could pay
for a patient to receive
six complementary
therapy sessions

£319 could
pay for a patient to be
visited in the comfort of
their own home by our
hospice at home team

£514 could pay
for 24 hours of care
for a patient on our
inpatient unit

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.rowcroftsleewalk.org.uk 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 Sleep Walk 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, Twitter, 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.



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

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 (minimum £20 per person).

If you've opted for the virtual Sleep Walk, be sure to record your walk!

If you've opted for the virtual Sleep Walk, let us know how it went!

You can do this in whatever way is easiest for you. You can record your walk using any fitness app, a pedometer, or even just let us know the route you walked.

If you would like to track your walk using the free Strava app you can join up with other Sleep Walkers, on our Strava group at: www.strava.com/clubs/RowcroftSleepWalk

Thank you for your support!

If you have any questions, please see our FAQs on our website at www.rowcroftsleewalk.org.uk or call our Fundraising Team on 01803 217450.

giftaid it

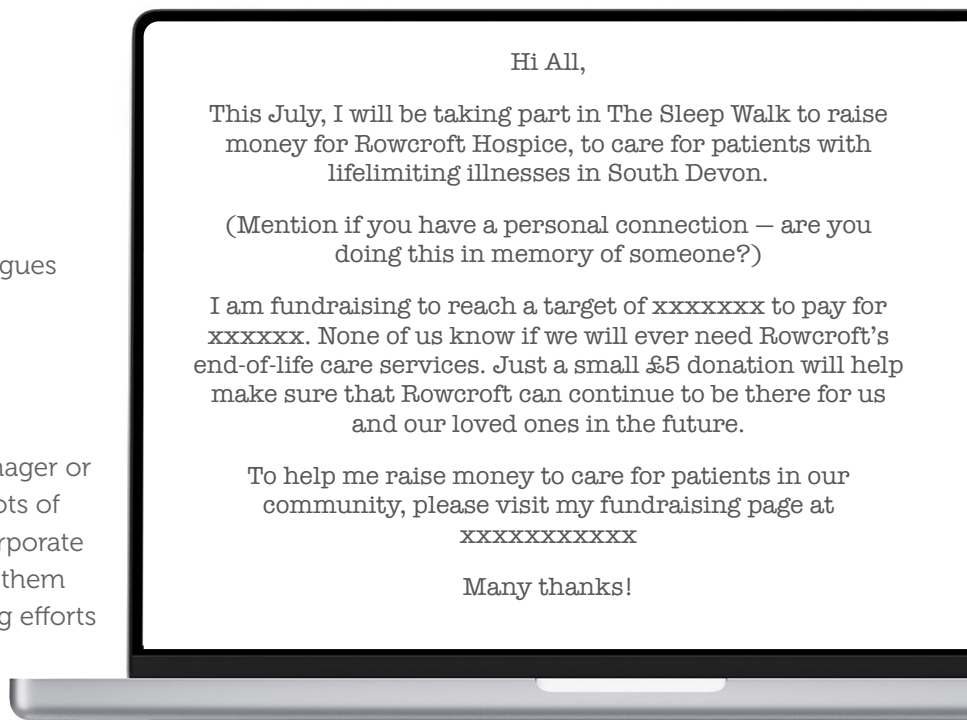
Don't forget to Gift Aid your donations wherever possible! For those who pay UK tax, this can increase their donation by 25%.

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 SPREAD THE WORD...

... to your colleagues

- Send a group email out to all your colleagues to make them aware (see example right)
- Mention your Sleep Walk in your work's newsletter and at any staff meetings/communications.
- 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 them to do this is by matching your fundraising efforts with a company donation.



... to your friends and family

- Share your online fundraising page through Facebook. Copy and paste part of the email above and post it onto your Facebook page. Pick a quiet time to post this, such as evenings and weekends. Tag people in the post who you know are likely to sponsor you. You may need to share this more than once, but try not to bombard people.
- Use WhatsApp and other group messages to spread the word. Create a group chat of people you know are likely to sponsor you.

... to your local community group or club members

- Are you a member of a local community group or club? Ask the organiser if you can share your fundraising page link in a group chat or post the link in your community facebook page.

KEEPING SAFE

- Please follow the latest COVID-19 government guidelines
- If you are under 16, please walk with a responsible adult.
- If you have any health conditions, please bear these in mind when deciding where and how far to walk and take any required medication, such as inhalers, with you.
- Bring your own water bottle and some snacks to keep you going.

SOME EXTRA ADVICE FOR OUR VIRTUAL WALKERS

- Please only walk in areas that you know are safe, and please walk with someone else if it is dark.
- Please do not put yourself at risk by walking close to hazards such as cliffs or cattle.
- Choose a route that you like – take in the scenic views, or perhaps choose a route that passes friends' houses so they can give you a cheer.