



# ROWCROFT HOSPICE FUNDRAISING PACK *SUP YOUR WAY*

Thank you for signing up to take part in SUP Your Way and supporting Rowcroft. You will be making a huge difference to families across South Devon, enabling Rowcroft to provide vital care to patients living with life-limiting illnesses, and helping families to make the most of every moment.

This pack will tell you all you need to know about SUP Your Way and how to fundraise. Even if you have never fundraised before, this pack will tell you everything you need to know.

**SUPPORTED BY**



[rowcrofthospice.org.uk/  
SUP-your-way](http://rowcrofthospice.org.uk/SUP-your-way)

rowcroft  
hospice



# HOW TO PLAN SUP YOUR WAY

- You can SUP Your Way anytime between 3–10 October – morning, noon or evening.
- Look at the weather, tide and wind conditions to choose the best time
- You might like to do it with friends or family (please observe social distancing advice) – why not pack a picnic and make a day of it?
- Choose where you are going to go and how far. We recommend stretching yourself on a 5 or 10K route, but ensure you feel comfortable with your distance and route.
- Please ensure you keep safe – we suggest wearing life jackets; ensure that the weather is appropriate for your ability level; if you have any health conditions, please bear these in mind when you are planning your activity; remember your sun cream or waterproofs – who knows what the British weather will throw at us.
- If you are SUPping in memory of someone, print out an “in memory of” placard, write their name in and wear it on the day.
- Remember to share your photos using #SUPYourWay



## *Fancy doing something a little different?*

- You could SUP in fancy dress – perhaps a team of SUPer Heroes?
- Do a litter pick on the way
- Take a picnic, BBQ, flask of hot chocolate – then find a lovely spot to have a break
- Set your alarm and SUP at sunrise – remember a flask of coffee and a croissant!

## *What difference will you make?*

Rowcroft relies upon the support of the local community in order to support almost 2500 patients and their families every year. Your support will mean that the Rowcroft healthcare team can help patients in their own homes and in the Inpatient Unit ensuring they feel comfortable, dignified and supported during really tough times.

**£65**

will mean that a patient can have three complimentary therapy sessions making them feel more relaxed.

**£120**

will provide care for a patient in our Inpatient Unit for six hours.

**£169**

will mean that a Rowcroft Community nurse can support a patient in their own home

**£297**

will enable someone who has lost a loved one to get specialist bereavement support (on average ten sessions)



# MAKING THE MOST OF YOUR FUNDRAISING

- Visit [www.rowcrofthospice.org.uk/sup-your-way](http://www.rowcrofthospice.org.uk/sup-your-way) and click on "sign up" if you haven't already signed up. Click on the link that will be sent to your email address – you can now view and edit your fundraising page
- Add a fundraising target – aim high!
- Add a profile picture so people can see who they are sponsoring – this makes a huge difference to how many people will sponsor you!
- Write a personal story– tell everyone why you are taking part.
- When you have completed your page, you will be given a link to share so that friends and family can make donations.
- Share this link through Facebook, Instagram, Twitter, Whatsapp and Messenger. Why not email it to friends, family and colleagues? You could even add it onto your email footer.
- Post regular updates and photos on this page and re-share. Remind people to sponsor you!
- When you have done the event, share photos and stories with people, ask them to donate again. About 20% of sponsorship comes in after an event has taken place.
- If you would also like a paper sponsor form, please email [events@rowcrofthospice.org.uk](mailto:events@rowcrofthospice.org.uk) and we can send you one. Please remember to encourage people to fill in the Gift Aid details accurately.
- When you have done your SUP event, your online sponsorship money will come directly to Rowcroft. If you have any cash, please pay this in by BACS. Our sort code is 55-70-01 and account number is 05977703. Cheques can be sent to: Rowcroft Hospice, Avenue Road, Torquay, TQ2 5LS.

Please remember, if the act of asking people for money isn't for you, then we offer the option of making a one-off donation instead (minimum £20 per person).

## Link your fundraising page to your Strava app

The easiest way for you and your supporters to track your SUP journey is using Strava. If you don't have it already, it's a great idea to create a Strava account. You can do this at [www.strava.com](http://www.strava.com) or download the app straight to your phone. When you connect your Strava account to your fundraising page, all SUPping activities on Strava will then be automatically posted to your fundraising page to track your progress.

To track your SUP on Strava, just click the "record" button before you start, and choose the paddleboard activity.

If you would like to join with other SUPpers, you can join the SUP Your Way Strava group at [www.strava.com/clubs/SUP-YourWay](http://www.strava.com/clubs/SUP-YourWay)

For more information about how to connect to Strava, please download the instructions on the SUP Your Way page of the Rowcroft website.

If you have any questions, please see our FAQs on our website at [www.rowcrofthospice.org.uk/SUP-Your-Way](http://www.rowcrofthospice.org.uk/SUP-Your-Way), email [events@rowcrofthospice.org.uk](mailto:events@rowcrofthospice.org.uk) or you can call our Fundraising Team on 01803 217450.



## giftaid it

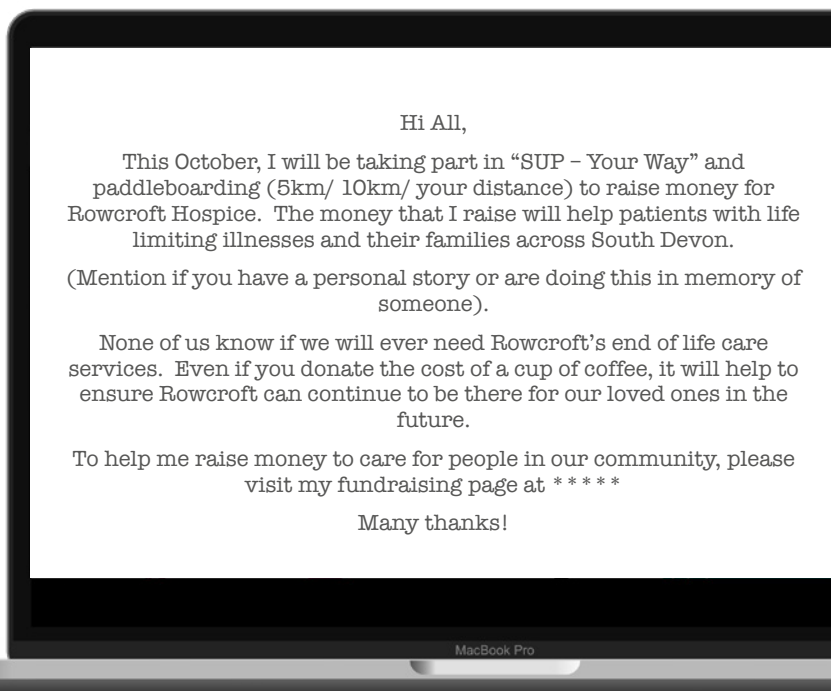
Don't forget to Gift Aid your donations wherever possible! For those who pay UK tax, this can increase their donation by 25%. We can provide you with sponsorship forms or Gift Aid envelopes to help make that donation go even further. Just make sure that everyone fills in their own address details and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

## Shonagh's Story

Shonagh was cared for by Rowcroft Hospice, her partner Dan remembers her love of the water.

Shonagh took great solace from having time on or in the water throughout her illness. Winter or summer - come rain or shine she would venture out putting the troubles of the world to one side. She would paddle board all the way up the River Teign foraging for samphire in season - stopping at Combe Cellars for a cheeky wine or a stunning sunset... "Never waste any amount of time doing anything important when there is a sunset outside that you should be sitting under..." The support of Rowcroft eased Shonagh's suffering immeasurably as her illness progressed - an amazing team giving love and kindness at a time when it was most needed.

