



ROWCROFT HOSPICE FUNDRAISING PACK

SUP YOUR WAY IS BACK

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. Don't worry if you've never fundraised before, this pack will guide you through the whole process.



[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 any time - morning, noon or evening.
- Check weather apps to assess the weather, tide and wind conditions to choose the best time for your paddle. Don't paddle in moderate or high winds.
- Avoid paddling alone - go with friends or family
- Choose where you are going and how far. If you are stretching yourself on a 5k or 10k route, please ensure you feel comfortable with your distance and route.
- Please ensure you keep safe – we strongly recommend wearing a buoyancy aid; 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, drinking water and waterproofs – remember the weather can quickly change; take a mobile phone in a waterproof case.
- 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?

Money raised from this year's SUP Your Way event will help to fund Rowcroft's Hospice at Home service that provides expert care, support and compassion to local patients at home in their last two weeks of life.

£70

could pay for two hours of care to a patient at home, helping to keep them comfortable and pain-free.

£100

could pay for enough personal protective equipment (PPE) to enable our Hospice at Home team to visit 100 patients at home.

£280

could pay for expert overnight care for a patient at home, enabling family carers to get some vital sleep.

£422

could pay for the travel costs for the entire Hospice at Home team for two weeks.

MAKING THE MOST OF YOUR FUNDRAISING

- Visit 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 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).

How to track your distance

If you would like to record your paddle we recommend using Strava or Paddle Logger app to track your distance.

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



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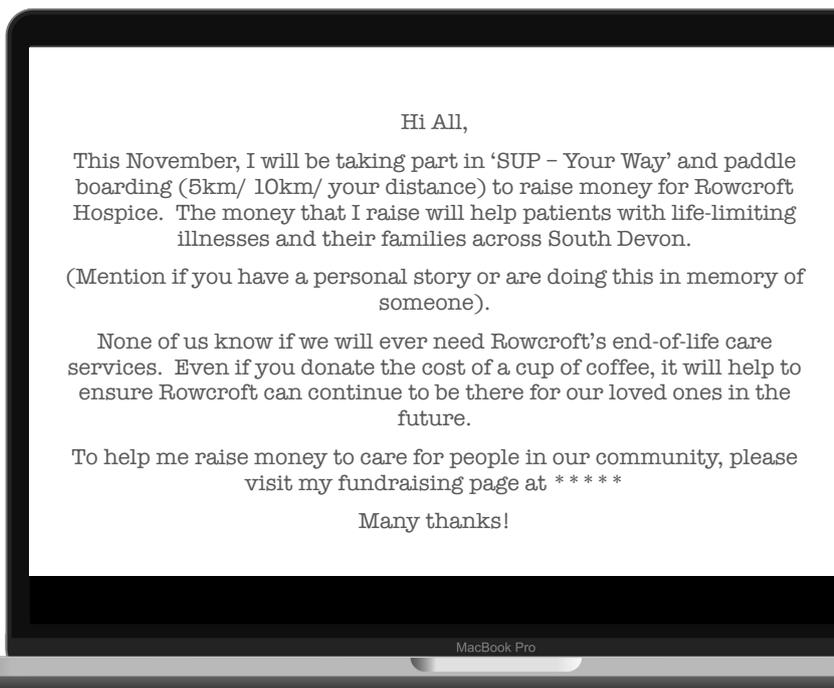
Don't forget to Gift Aid your donations wherever possible! For those who pay UK tax, this can increase their donation by 25%. We can provide you with sponsorship forms or Gift Aid envelopes to help make that donation go even further. Just make sure that everyone fills in their own address details and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

Luke's Story

Luke and Jessica Sobey took part in SUP Your Way in 2021 in memory of their mother who was cared for by Rowcroft's Hospice at Home team earlier in the year. Luke says

"SUP Your Way was a chance to give something back to a charity that made such a difference to our family, enabling our mum to be in the comfort of her own home during her final days. For my Dad, it meant so much to have Mum at home. He could lie next to her on the bed, and we were all there for her too. While it was so traumatic to say goodbye to Mum, I'm eternally grateful to Rowcroft for giving her the opportunity to be at home with the family one last time. And I'll be forever thankful that she was surrounded by her family when she passed away. There couldn't be a more peaceful way to pass away."

