WALK PINT PASTY RUGBY

THE BIG TACKLE

WALKING FOR ROWCROFT HOSPICE SINCE 2019

FUNDRAISING PACK 2027



Supported by

WBW SOLICITORS

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thebigtackle.org.uk

rowcroft hospice

Registered Charity No: 282723

Thanks so much for signing up to The Big Tackle 2027 – our eight-mile walk that starts and finishes at Torquay Rugby Club on Saturday 13 March.



WE NEED YOUR HELP

Events play a huge part in how we spread awareness of Rowcroft, but many people are surprised to learn that the entry fee only covers the cost of the event. The fact is, it's the sponsorship money raised by people just like you which goes towards funding 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 (minimum £50 per person). Just make a donation to your fundraising page or via the thebigtackle.org.uk website.





THE BIG TACKLE

TIME TO GET STARTED

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! (It's just a total coincidence that fundraising for Rowcroft involves a free pint, a free pasty and watching the rugby.) But explaining to people that you are raising money to support your local hospice to help care for local patients and families – now that makes sense.

SET A TARGET

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

£116

will cover the hourly cost of running the entire Hospice at Home service – caring for patients across South Devon in their own homes in their last two weeks of life.

£640

could provide a full day of dedicated care for a patient with complex needs in Rowcroft's Inpatient Unit.

£1085

could pay for our community team to care for a patient in their own home, helping them to manage pain and control their symptoms and to live as independently and comfortably as possible.



Rupert's story

Rupert Stickland from Kingsteignton (pictured centre in photo with 'Stickies Squad' team mates) was 18 when he took on The Big Tackle two years ago. In 2025, he walked in memory of his late father, Craig Stickland, who was cared for in Rowcroft's Inpatient Unit before he passed away last year aged 54. Walking with the 'Stickies Squad' and raising around £300 for the hospice, Rupert said:

"My dad had always been a military man – he was a serviceman in the Blues and Royals (a cavalry regiment of the British Army) and he died at the hospice on Remembrance Day 2024.

"He'd been diagnosed with a brain tumour in spring 2023 and then had a stroke. It was such a relief when he arrived at Rowcroft, and the nurses were fantastic. Rowcroft did everything for the family; nothing was too much trouble.

"I wanted to do The Big Tackle walk to support the hospice. It's a top charity and my dad was a big supporter of Rowcroft, as his dad was cared for by the hospice too."

Your support could help to pay for one of our nurses to care for a family like Rupert'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.thebigtackle.org.uk and click on the 'sign-up' button.
- Fill out your registration and payment details and an account is automatically created for you. Look out for an email with the subject "Your personal fundraising page is ready" which will contain your link to view and edit your 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!
- Share your Big Tackle 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.
- Encourage those who pay UK tax to Gift Aid their donations where possible — as this can increase donations by 25%.

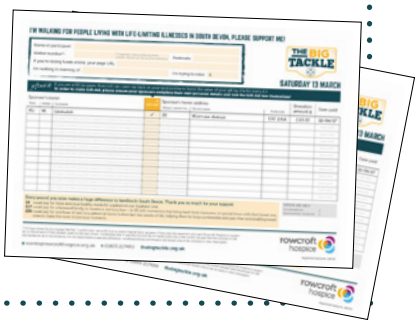




SPONSORSHIP FORM

Technology has made it so easy to fundraise but we can also supply you with a Big Tackle sponsorship form if preferred. Visit **www.thebigtackle.org.uk** 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

Encourage those who pay UK tax to Gift Aid their donations where possible — as this can increase donations 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!

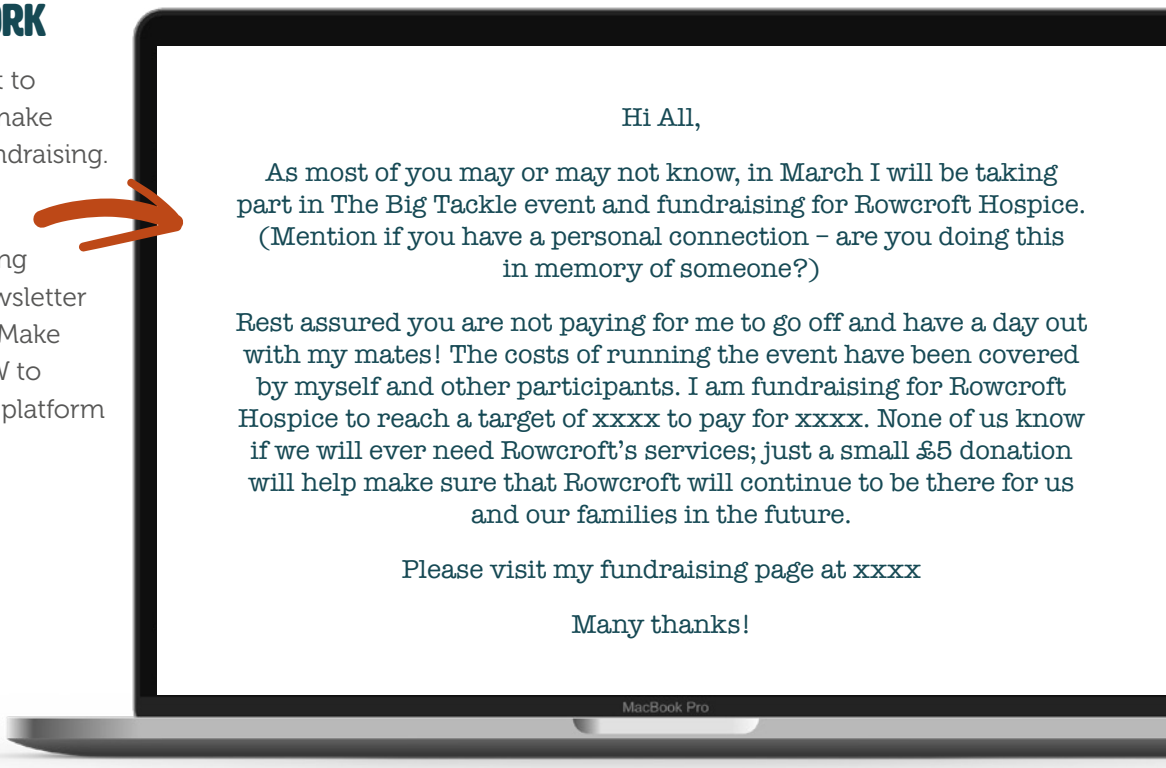
So you've set your Big Tackle fundraising 'target' and you know where to direct people to donate. Now it's time to do the nitty gritty!

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 and Instagram. 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, e.g. when you're £20 off hitting the £100 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 JustGiving 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**