



Your guide to

Fundraising for Rowcroft Hospice

Skydive, bake, perform, cycle, run, swim, auction... the choice is yours; **the impact extraordinary**



rowcrofthospice.org.uk
01803 217419



rowcroft
hospice

Registered Charity No: 282723

About Rowcroft Hospice

It takes time, compassion, medical expertise and money to help patients and families make the most of every day, but every year Rowcroft Hospice helps over 2000 people living with life-limiting illnesses in South Devon to do just that.

By providing comfort, support and specialist services in our patients' homes, in the community and at our Inpatient Unit in Torquay, we enable families to share precious and joyful moments when they are needed most – whether it's a beautiful wedding, remarkable reunion, simple thank you or gentle cuddle.

As an independent charity, more than 70% of our funding comes from the incredible generosity of local people, without

whom we would not be able to fund our work.

We're determined to make sure every penny raised from your donations continues to help patients and their loved ones make the most of every moment they have together. Please help to support us in making every day the best day possible for our patients and their families.



Getting started

We know fundraising can be a challenge but, with a little bit of planning it can be a lot of fun and very rewarding!

This booklet is a short guide to how you can raise funds and help patients and their families across South Devon. The Fundraising Team are here to help you with any further information and support you may need. You can reach us at Rowcroft Hospice by calling **01803 217628**.

For the purposes of this guide we are using the term 'event' to cover any fundraising activity in aid of Rowcroft Hospice.



TOP TIPS

- 1 Decide on a target; it will give you a focus and might encourage people to donate more if they see you're close to achieving your target.
- 2 Give yourself plenty of time to plan your event and to raise funds – the sooner you start thinking about raising the pounds, the more time you'll have to collect them.
- 3 Set up an online donation page through Virgin Money Giving or Just Giving so that people can donate online. It's quick, easy and means you don't have to chase people to collect sponsorship money! You can also share your page on your social media sites.
- 4 Speak to local businesses, radio stations or newspapers about sponsorship – you could even send a press release about your event to the local papers.
- 5 Nowadays many companies are keen to demonstrate their corporate social responsibility through supporting charities with match funding. Ask your manager if they will match your fundraising – this can make a huge difference!

Don't forget to share your fundraising events with us on Facebook and Twitter!



@RowcroftHospice



'rowcroft hospice' #rowcrofthospice

Keep it Safe and Legal

It is important that you ensure any fundraising activity you do for Rowcroft Hospice is safe and legal. Certain fundraising activities require that you take out a license to hold them. Below you will find some helpful advice to get you started. If you have any questions at all, please call us on **01803 217628**.



Raffles and lotteries:

Small raffles that take place at your event are acceptable, as long as the ticket selling and announcement of the winners are held on the same day. Raffles have their own regulations so if you're planning to sell tickets prior to the event, please get in touch with the Fundraising Team for more advice.

Collection licences:

To collect in any public place you will need a collector's licence which you can apply for from your local authority. You will also need a licence for the following activities: sale of alcohol, extended hours, provision of food and drink, copyright and royalties for drama or film shows, collecting money or selling goods in a public place.

Health and safety:

Rowcroft Hospice really appreciates everything you do to raise money for families living with a life-limiting illness, but we want you to do this safely. It is with this in mind that we advise you to identify any potential accidents or hazards before you decide to hold the event by completing a risk assessment. Rowcroft Hospice doesn't accept responsibility for any loss, damage or injury as a result of your fundraising event or activity. It's essential you make sure your event is safe for all concerned. The Fundraising Team is here to advise so do get in touch on **01803 217628**.

Other points to remember:

Let us know about the event you're planning and we can make sure you're properly supported. If you would like to use the Rowcroft Hospice logo on anything contact the Fundraising Team for advice as we need to approve all uses of our logo on any materials printed.

Rowcroft Resources

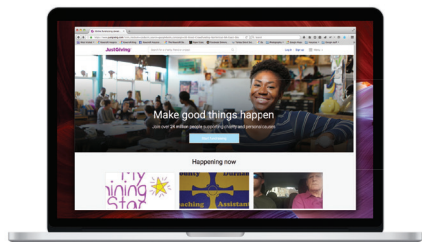
To help with your event we have a number of fundraising resources from collection tins and buckets, to T-shirts and running vests. Give us a call on **01803 217628** to find out what's available to you!

- 1 **Cardboard collection box** – useful for putting by your front door for spare change! For use in a safe place.
- 2 **Collection tin** – make sure you know the collection regulations. We're happy to help if you need more information.
- 3 **'Team Rowcroft' t-shirt** – available in S, M, L and XL.
- 4 **Information leaflets** – there are a number of different leaflets available. Give us a call to discuss what's in stock.
- 5 **Balloons** – please note that if using these balloons with helium, they will only float for 24 hours. Blue, purple and orange available.
- 6 **Collection bucket** – make sure you know the collection regulations. We're happy to help if you need more information.
- 7 **'Team Rowcroft' sports vest** – get your cause noticed! Great for runs and bike rides. Available in S, M, L and XL.
- 8 **Rowcroft Hospice wristbands**
- 9 **Posters and sponsor forms** – designed especially for you.
- 10 **Rowcroft Hospice pin badges.**



How to set up a Just Giving page:

One of the easiest ways to raise funds is by creating a fundraising page using Just Giving. How to set up your online fundraising page:



- 1 Go to www.justgiving.com
- 2 Click 'get started'
- 3 Log in
- 4 Click 'create your page'
- 5 Select 'Rowcroft Hospice' as your charity
- 6 Select the type of activity you're taking part in e.g. running, cycling or swimming
- 7 Personalise your page with photos and text

Gift Aid

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. There are restrictions on claiming Gift Aid for challenge events, so please speak to us for further information.

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In-Memory Giving:

Rowcroft's in-memory events are open to all, not just those touched by our care. Dedicate a flower in the Meadow of Memories, a light on the Tree of Light or place your loved one's name in Rowcroft's Book of Light.

Alternatively, create a Remembered Forever Tribute – a personal online memorial space where special memories can be shared with family and friends across the globe.

Gifts in Wills, also known as legacies, are a vital source of income for Rowcroft. Leaving a donation in your Will in memory of a loved one really is the ultimate gift and will ensure our care can be provided now and in the future. For further information please call **01803 217642**.



Paying in your donations

We've listed the best ways to send in the funds you've raised:

Cash:

If you have cash that you'd like to hand in, please call the Fundraising Team on **01803 217628** so we can arrange a time to meet you at the hospice.

By cheque:

You can pay in donations you've received into your bank account, then write a cheque for the amount raised payable to 'Rowcroft Hospice'.

Deliver or post your cheque to **Freepost RTKK-UJRJ-XBKS, Fundraising, Rowcroft Hospice, Avenue Road, Torquay, TQ2 5LS.**

By credit card:

Please telephone the Fundraising Team on 01803 217628, who can take your payment by card over the phone.

By BACS:

Pay your cash in at your bank or online using these details:

Name: Rowcroft House Foundation Ltd

Account no: 05977703

Sort code: 55-70-01

Reference: Please put your surname and a brief detail about the event

Via the website:

www.rowcrofthospice.org.uk/sponsorship

Remember to add the details of your event when paying in your sponsorship online. If you have raised funds using a sponsorship form, please remember to send in your sponsorship form with your funds so we can tally the amount and claim any Gift Aid indicated.

And Finally...

Whichever fundraising event you choose, we hope you have a fantastic time!

Thank you so much for raising funds to support Rowcroft Hospice. Your support helps local people living with life-limiting illnesses to share precious time with their loved ones and families.



How your support helps:

2112

local people
received care
and support
from us
last year

1142

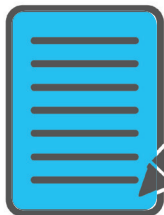
patients were
supported at home
by members of our
Community Team
last year

Last year we cared for



334

patients
on our
Inpatient
Unit



Gifts in Wills
fund the care
of **1** in **5**
patients

We care
for **3/4**
of our
patients
at home

It costs **£2174**
to provide care in the
last weeks of life to a
patient at home



Our volunteers
served

5000

cups of
tea

to patients and their
families last year

500 volunteers
gave up their precious
time and saved us
in the region of

£400k each year



144

relatives received
support from our
bereavement
team last year



Give a monthly donation

A monthly donation is one of the best ways to help people living with life-limiting illnesses, and their families, both now and in the future. Your support will mean that care can be given to local people — your friends, neighbours and relatives — when they need it most, and will help to secure this care for future generations too. Sign up today; give now to help people tomorrow.

[www.rowcrofthospice.org.uk/
monthly-donation](http://www.rowcrofthospice.org.uk/monthly-donation)

