

St Luke's Fundraising Pack



WHY DO IT FOR ST LUKE'S?

We are so happy you have chosen to support St Luke's Hospice Plymouth by taking part in one of our events.

Your support is so important to us and we know there are many reasons why people like you take part in our events, whether it is in memory of a loved one, a physical challenge or to have a great experience.

The most important thing to remember is all your hard work is making a real difference to the patients of St Luke's in their last months, weeks and days of life. At home, in hospital or at our hospice based in Turnchapel, all the monies raised from this event will help us continue to provide specialist care for our patients and support for their families. By gaining sponsorship for this challenge, you will be contributing towards the target of just over £4 million St Luke's has to raise every year, safe in the knowledge that all the hours of your training and fundraising will ensure 85p of every £1 raised will care for somebody in your local community.

Without the support of people like you we would not be able to provide this care,
THANK YOU!



WHERE TO START

We know fundraising can be a challenge but it can be fun and very rewarding with a little planning.

This guide is packed full of information to help you in your fundraising. Before you start, think about...

- How much do you aim to raise? – set yourself a realistic fundraising target.
- Use a case study to tell them why their support is important.
- Tell your sponsors how much their sponsorship money can achieve.

Did you know...
85p in £1
goes direct to
patient care

Remember every pound you raise will go towards helping St Luke's. So why not set yourself a target and aim to raise:

£50 provides 5 cooked nutritious meals for our patients.

£150 provides 2.5 hours of a Specialist Doctor's time to control pain.

£500 provides 16 visits to patients in their homes by our Specialist Community Nurses.

£1000 provides 2 nights specialist care for patients in a bed on our In Patient Unit.

£2000 provides 65 hours of specialist nursing care for all our patients.



WHO WILL SPONSOR YOU?

Family

Immediate
Wider
Their friends

Friends

From School
University
Other Organisation
Online Social
Networks
Clubs

Work

Current
Former
Customers
Suppliers

Community

Pub
Church
Local shops

HOW DO I CREATE AN ONLINE FUNDRAISING PAGE?



3 Create a new account - enter your name, email address and phone number and create a password (if you have not fundraised with us before). You can also use Facebook to login so that you do not have to remember another password.

4 Give your fundraising page a name (this will appear on your fundraising page and when you share your fundraising page with your social networks).

5 Personalise your fundraising page to make it easier to reach your goal. Upload a profile photo so that your friends and family recognise your fundraising page.

6 Write a bit about why you are fundraising for St Luke's in "My Story".

7 Promote your fundraising page by sharing the URL (the address bar link to your page) or post an update and click the Twitter and Facebook icons next to "Post Now".

8 Tell all about your progress by posting updates as you continue to train and fundraise. Add photos to make your fundraising page really unique. Here is an example in case you are looking for inspiration: <https://great-wall-of-china.everydayhero.com/uk/sarah>.

CAN I LINK MY FUNDRAISING PAGE TO FACEBOOK OR TWITTER?



Yes! You can share your fundraising updates and posts with your social networks with the click of a button. Look for these buttons next to your posts and updates. Click the social networking icon(s) you want to include in your update.

Remember, this is a great way to get your friends and family involved and remind them to sponsor you and our cause.

HOW DO I UPLOAD OFFLINE DONATIONS?

You can add offline donations by clicking the "Add offline donation" link on the right - hand side of your fundraising page.

CAN I CREATE/JOIN A TEAM?

Yes! You have links on the right-hand side of your fundraising page which let you create a new fundraising team or join an existing one.

You can review the team members and pending invites by clicking the link "Show All Members and Invites" at any time.



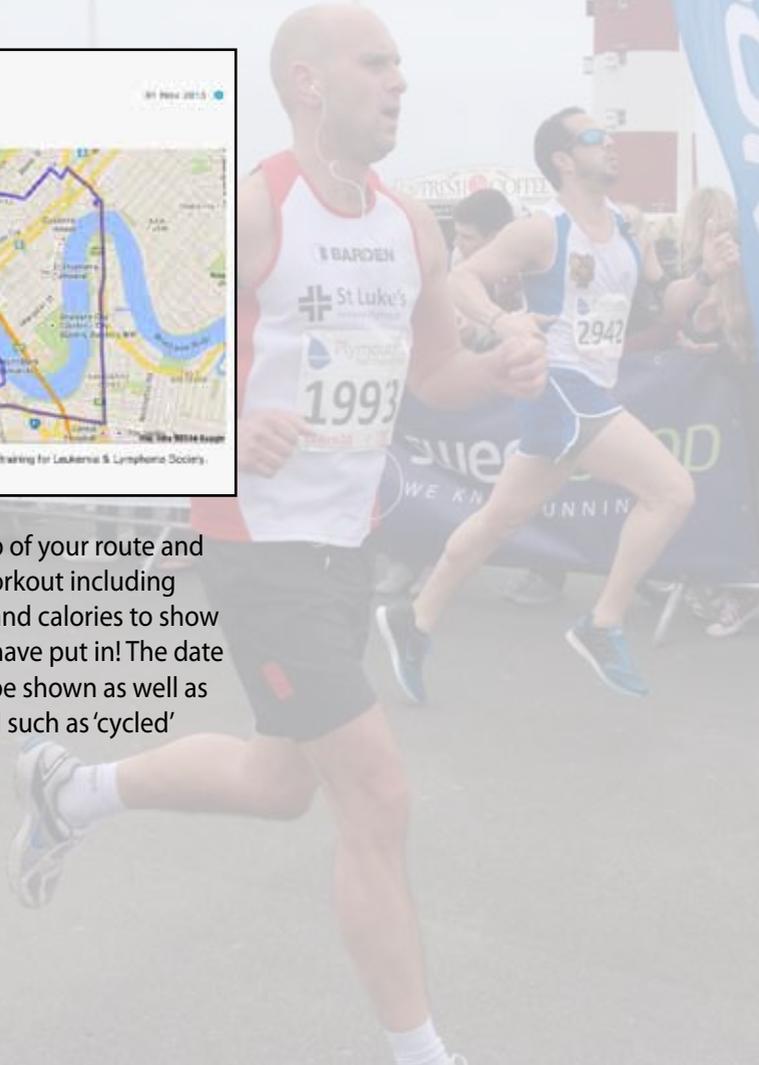
HOW TO USE MAPMYFITNESS

Make your training count for the causes you love with MapMyFitness

In one click you can now connect your MapMyFitness account to your fundraising page and begin posting your workout information straight to your supporter page. This is great to show your sponsors your progress in training and to get them to sponsor you more as they will see how hard you are working! Once you have connected your accounts, every time you log a 'public' workout or training run on MapMyFitness, it will be posted to the activity feed on your fundraising page.



The post will display a map of your route and information about your workout including distance, duration, speed and calories to show just how much effort you have put in! The date of your work out will also be shown as well as the type of activity you did such as 'cycled' or 'ran'.



HOW TO CONNECT TO THE APP

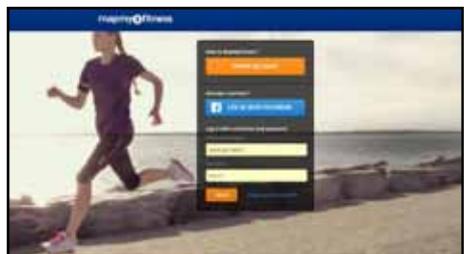


1 Go to MapMyFitness.com and log in/sign up.

2 Log in to your fundraising page for St Luke's Hospice Plymouth. Using the bars to the right of your name, select Account from the menu bar.



3 Once in your fundraiser account, click on Manage Connections. Select 'Connect' under MapMyFitness.



4 If you have not already, log in or create an account for MapMyFitness.



5 Once you have registered for MapMyFitness, tick the blue box in "Manage Connections" to enable your MapMyFitness page to connect with your fundraising page.

THRASH YOUR TARGET EVEN MORE!

MATCH FUNDING

Nowadays many companies are very keen to demonstrate their corporate social responsibility through supporting charities. It is becoming more common for companies to do this through match funding sponsorship, their employees raise. Ask your manager/director or MD if they will match your fundraising. This can make a huge difference.

Check out our website for a list of companies that we know are already active match funders on www.stlukes-hospice.org.uk/corporate

E.g. Katie takes part in the Midnight Walk and raises £500 – she contacts her head office and asks them to match fund. They agree and St Luke's receives £500 from Katie and £500 from her employer – a total of £1000 which pays for an entire patient's care in the community, making a massive difference.





Did you know...
Statistics show that
1 in 5 people in this
area will develop a
terminal illness.

GIFT AID

giftaid it

Thanks to Gift Aid, St Luke's can claim back the tax on some donations, at no extra cost to the donor! Here's how:

- Please use the sponsorship forms we supply – if you need more, just contact the Fundraising Team.
- Ensure all your sponsors who are UK taxpayers tick the Gift Aid columns next to their name on the sponsorship form (or when they donate online).
- Make sure they write down their full name and their full home address (including postcode).
- When you collect the money, fill in the 'amount given' boxes to confirm the amount you have actually received.
- Send the sponsorship forms to the St Luke's Fundraising Team on the address at the bottom of the form and our team will claim the gift aid.

If your sponsors are donating online, they just need to tick the appropriate box if their donation is eligible for Gift Aid, and everything else will be done for them!

On average, St Luke's was able to claim a total of £100,000 per year in Gift Aid from HMRC, which is enough to pay for 8 patients' entire care in the hospice.

Gift Aid = happy patients and families

FUNDRAISING ACTIVITIES

HOW TO BOOST YOUR SPONSORSHIP MONEY

Hosting events or inviting people to take part in activities is a great way to get people to support your fundraising.

Decide what type of event you want to organise - use your skills to raise money. If you are having fun, it is easy to fundraise. Here are just a few ideas:

BBQ

Dinner Party

Cake Sale

Clothes swap parties

Sweepstakes

Tournaments

Ask for donations instead of birthday/Christmas presents

Quiz Night

Car boot sale

Raffles

Swear box

Auction



"Organising a clothes swapping party was great fun – I got all my friends to bring 5-10 items of clothing that they didn't want anymore. We then chucked them on a rail in my front room and had a fashion show over a few glasses of wine! I got an amazing new dress and shoes and best of all, we raised more than £200!"

KEEP IT SAFE AND LEGAL

It is important that you ensure any fundraising activity you do for St Luke's is safe and legal. Here is some basic advice but if you need any more help, please just call the Fundraising Team.

RAFFLES AND LOTTERIES

Small raffles held as part of an event are acceptable as long as the ticket selling and announcing of the results take part at the event. Raffles on their own have regulations attached, so please contact the Events Team if you would like to hold a raffle.

LICENCES

To collect in any public place or door to door you will need a licence. Contact us for more information.

HEALTH AND SAFETY

We have more health and safety tips if you are holding an event to raise funds. Contact us for more information.



Did you know...
We offer care at
the home, hospital
and the hospice.

HOW WE CAN HELP YOU

If you have any further questions or just want to speak to someone to check that you are on the right track, please contact the St Luke's Fundraising Team on 01752 492626 or events@stlukes-hospice.org.uk.

Media Contacts

Plymouth Herald
news@plymouthherald.co.uk

South Hams Newspapers
ivybridgazette@tindlenews.co.uk

Tavistock Times
tavistock@tindlenews.co.uk

Cornish Times
cornish.times@tindlenews.co.uk

Western Morning News
wmnnewsdesk@westernmorningnews.co.uk

Local Councils

Plymouth City Council - 01752 668000

Cornwall Council - 0300 1234100

West Devon Council - 01822 813600

South Hams Council - 01803 861234

Other Contacts

St Johns Ambulance - 08700 104950

Devon and Cornwall Police - 08452 777444

St Luke's Postal Address

St Luke's Hospice Plymouth, Stamford Road
Turnchapel, Plymouth, PL9 9XA

