



Blythe House
Hospicecare

Fundraising for **Blythe House Hospicecare**

Thank you!



First of all, thank you!

We are thrilled that you want to raise money to provide care for patients across the High Peak, Hope Valley and parts of the Derbyshire Dales who have life-limiting illnesses – including cancer, COPD, heart failure and neurological conditions such as motor neurone disease. Your fundraising will ensure that our services remain free to anyone who needs them – including adults and children. Did you know that just 21% of our funding comes from the NHS, the rest (79%), we have to raise ourselves and it's thanks to help from people like you that we're able to keep our doors open for local people to access the services that they so desperately need.

A sincere thank you from everyone here at Blythe House for your support.

Rachel Taylor was just 19 years old when her mum, Madeleine died. Rachel has taken part in several races – including 10ks and marathons – to raise funds for Blythe House.

She said: 'Mum was such a go-getter and wanted to make things happen. She got involved in the initial stages of Blythe House's creation, alongside founder Reverend Betty Packham. My dad recalls that the original meeting place was in an old people's home or similar in Chapel-en-le-Frith. A committee was formed there and my mum told members what support she, as a cancer sufferer, needed.'



Let's get started

This fundraising pack will give you helpful tips and tricks to help plan your Blythe House fundraising event, making it fun for everyone involved! The pack covers:

- Planning and organising
- Raising money
- Legalities
- Celebrating your success
- Frequently asked questions

If you have any questions, one of our fundraising team will be happy to help. You can get in touch by:

Email: fundraising@blythehouse.co.uk

Telephone: 01298 815388

Website: www.blythehousehospice.org.uk

Facebook: Blythe House Hospicecare

Twitter: @BlytheHouseHosp

Instagram: blythehousehospice1

What could your fundraising provide?

Our free services are available to anyone in the local community who is affected by cancer or other life-limiting illnesses, including patients, family members, loved ones and carers:

- 24/7 Hospice at Home
- Living Well
- Counselling and bereavement support
- Information and support
- Out-patient clinics
- Support groups
- Community volunteer programme

You can find out more about each service via our website:

<https://blythehousehospice.org.uk/our-services/>

£20	Could pay for a relaxing aromatherapy session for a patient with a life-limiting illness to give them some relaxing 'me' time and a chance to escape any worries or concerns for a short while.
£50	Could provide three hours of Hospice at Home care to someone in the final weeks of their life.
£100	Could fund half a day of physiotherapy to help a patient who is struggling with mobility issues because of their illness.
£150	Could provide five sessions of counselling for a bereaved child at one of the hardest times of their life.
£250	Could pay for a specialist clinic consultation for anyone in the community with heart or respiratory problems.
£450	Could provide three nights of care for a patient at the end of their life who wishes to remain in the comfort of their own home.

Planning and organising

How you can support Blythe House Hospicecare?

- **Community event** – What about a work bake sale, dress down day, or a street party with your neighbours!
- **Special occasion** - Is it your wedding or do you have a birthday coming up? Why not ask your guests to make a donation to Blythe House Hospicecare in lieu of gifts.
- **Corporate** - Are you and your colleagues getting involved in a skydive? A bungee jump? A muddy challenge? Or, if you are fundraising on your own -ask your boss if they will match the funds that you raise!
- **Friendship group** - Girl's night in? A bike ride? Why not fundraise whilst doing it?

- **Make a donation** – You could simply choose to make a donation to the hospice. Or, we have Blythe House collection pots and houses that you can fill up with spare change in your business or even your home.

A-Z of fundraising ideas:

A <ul style="list-style-type: none"> • Aerobathon • Afternoon tea • Art exhibition • Auction 	J <ul style="list-style-type: none"> • Jazz evening • Jogathon • Jokeathon • Jumble sale 	S <ul style="list-style-type: none"> • Silent auction • Sponsored silence • Street party • Swear box • Sweepstake • Swimathon
B <ul style="list-style-type: none"> • Bake off • Battle of the bands • Bike ride • Bingo • Birthday party 	K <ul style="list-style-type: none"> • Karaoke • Knitting marathon 	T <ul style="list-style-type: none"> • Talent show • Themed party • Tombola • Treasure hunt
C <ul style="list-style-type: none"> • Cake sale • Car boot sale • Car wash • Cheese and wine night • Coffee morning • Comedy night • Craft fair • Cricket match 	L <ul style="list-style-type: none"> • Lent – give something up and get sponsored • Line dancing competition 	U <ul style="list-style-type: none"> • University Challenge-style event • Unwanted gift sale
D <ul style="list-style-type: none"> • Darts tournament • Dinner party • Dog walk • Dress down day • Dryathlon (no alcohol!) • Duck race 	M <ul style="list-style-type: none"> • Marathon • Masquerade ball • Movie night • Murder mystery night • Music event 	V <ul style="list-style-type: none"> • Valentine's Day party
E <ul style="list-style-type: none"> • Easter egg hunt • Eighties night 	N <ul style="list-style-type: none"> • Nearly new sale • Netball tournament • New Year's resolutions 	W <ul style="list-style-type: none"> • Walking • Waxing • Wedding • Wine tasting
F <ul style="list-style-type: none"> • Fancy dress • Fashion show • Fetes and fairs • Football match • Fright night 	O <ul style="list-style-type: none"> • Obstacle course • Office sweepstake • Open garden event 	X <ul style="list-style-type: none"> • X Factor night

<ul style="list-style-type: none"> • Fun run 		
G <ul style="list-style-type: none"> • Gala ball • Games night • Garden party • Girls/ boys night in • Golf day 	P <ul style="list-style-type: none"> • Pancake day party • Penalty shootout competition • Pet show • Photo competition • Plant sale 	Y <ul style="list-style-type: none"> • Yogathon
H <ul style="list-style-type: none"> • Halloween party • Head shave • Horse racing night 	Q <ul style="list-style-type: none"> • Quiz 	Z <ul style="list-style-type: none"> • Zumbathon
I <ul style="list-style-type: none"> • Ice cream social • International food evening • It's a knockout competition 	R <ul style="list-style-type: none"> • Raffle • Record breaker • Relay race • Rugby tournament 	

Planning your fundraising event

- **What?** - Pick an event! Pick something you enjoy! Keep your expenditure as low as possible and ask your family and friends for help, don't try to do everything on your own!
- **When?** - Choose a date and time when there is not another event happening nationally or locally e.g. a big football game. Attendees of your event should be notified at least six weeks prior to the event.
- **Tell everyone about it** - Social media feeds are a great way to get your event out there and to invite people. Make sure you ask local businesses e.g. cafes, pubs, supermarkets, churches, your work place and gyms etc. to put a poster up for you. Let local newspapers and radio stations know your event is happening to gain as much exposure as possible.
- **Tell us about it** - If you let us know your event is happening, we can provide you with Blythe House Hospicecare branded items for you to use or sell at your event, along with bunting, posters and leaflets.

Julie Fletcher, who has secondary breast cancer, held a Party in the Barn to celebrate her 50th birthday, raising over £9,000 for Blythe House care and services.

Julie, from Buxton, said: 'We had a fantastic night, made even better by the fact so much money was raised for Blythe House.'



Raising money

We know you want to raise as much money as possible for Blythe House Hospicecare, to help patients and families across the High Peak. So make sure you:

- Stick to a budget
- Keep a record of all costs and money made
- Ask for a discount from venue hire, suppliers etc.
- Ask for sponsorship

giftaid it

Don't forget to encourage your supporters to Gift Aid their donation if they're a UK taxpayer – we can claim an extra 25p for every £1 donated! Supporters can tick the Gift Aid box and provide their full name and address on your sponsorship form, or if they are donating online.

We have included a sponsorship form in this pack, alongside a copy of our Gift Aid declaration form. Please don't hesitate to ask us if you have any questions!

- Ask for donations
- Have a raffle or tombola at your event
- Ask the Blythe House fundraising team for collection buckets, tins or houses and other branded items to display at your event
- Get on social media to explain what you're doing. Ask friends, family and colleagues to share it too, to reach a wider network
- Be clear: specify what you're doing and where, including time, date and prices. Explain how to get tickets, how to get there and that you are raising money for Blythe House Hospicecare
- Finally yet importantly, make sure you take lots of photos of your fundraising event!

Staff at Cooper Sons Hartley and Williams in Buxton raised over £3,200 after providing a will writing service in return for fees being donated to the hospice throughout June 2019.

Andrew Cullimore, Senior Partner, said: 'We are more than happy to help raise funds for Blythe House to enable them to offer members of our local community access to their much-valued services.'



Legalities

- **Have you got permission to hold your event in a public place?** If your event is held at a private venue or on private land, this will be the property or landowner. If you are using a park or a public place, you will need contact the local authority.
- **Do you have a person's permission to take their photo?** You will need to check that everyone is happy to have their photo taken. Also make sure that you gain the consent of a parent or legal guardian before taking photos of children.
- **Do you need First Aid support?** For small events there should always be someone on hand who has basic first aid knowledge and has a mobile phone to call the emergency services if required. For larger events, a minimum of two first aiders is recommended. St John's Ambulance (www.sja.org.uk) and British Red Cross (www.redcross.org.uk) can give further advice on first aid and can provide first aid cover. Also consider if the Police and/or Fire Service need to be informed.
- **Do you have public liability insurance?** Check if the public liability insurance for the venue you are using will cover you in the event of a claim. If you are using your own home, a quick call to your insurer will clarify if you are already covered.
- **Have you done a risk assessment?** We can provide you with a template but the key things to remember are to eradicate or minimise the risk of harm from possible trip or slip hazards or anything else that could cause an accident, heavy lifting, keeping fire exits clear, first aid provision and ensuring those people who are handling money are not at risk.
- **Serving alcohol?** You will need a temporary licence if you are providing alcohol in an unlicensed venue between the hours of 11pm and 5am. You can obtain one from the local authority.
- **Are you holding a public collection, raffle or lottery?**
 - If you plan to collect money on the street, you will need a permit from your local authority.
 - If your collection is in a venue then you will need the owner's permission.
 - If you are holding a raffle, you **do not** need a licence provided you sell tickets and draw your raffle **on the day** at your venue. If this is not the case, you will need a lotteries licence from the local authority and follow the strict guidelines on printing the tickets. It is against the law to sell raffle tickets to anyone under the age of 16. All tickets need to be sold for the same price and have equal chance of winning, so for example, you cannot offer a discount for buying more than one ticket.
- **Are you using any suppliers?** Make sure they comply with health and safety standards and have current certificates for any specialist activity that they may be providing.
- **Counting money?** If you are going to count the money raised yourself and then present the hospice with a cheque, you must ensure that there is at least one other person (preferably two or more) with you when the money is counted. That person must not be a spouse or other close relative.

- **Producing posters and flyers?** Please include the statement 'in aid of Blythe House Hospicecare, registered charity number 1031192.' We are happy to supply our logo for your use but please do not alter the colours or distort the logo in any way. If you wish to use our logo we will need to approve your artwork before you go to print so please allow a minimum of 5 working days for this.

Celebrating your success!

Be sure to thank everyone who supported you, including helpers, sponsors, everyone who donated and attended, and let them know how successful you were – this could potentially lead to further donations. Other things you need to do:

- **Present Blythe House with the money** - Pop into the hospice or send a cheque made payable to Blythe House Hospice. If you've set up a BT Donate or JustGiving page, make sure they are closed down correctly in order for Blythe House to receive the funds.
- **Tell everyone about your success** - Let the local newspapers and radio stations know, this can also result in further donations, and remember to post to your social media pages.
- **Send back branded Blythe House Hospicecare items** - We would appreciate if you could return any collection tins, buckets, banners or bunting we have given you for your event as soon as possible, we will then be able to send these onto other supporters.
- **Encourage others to get involved and fundraise** - Hold your head up high and be proud, we could not provide care to people across the High Peak free of charge, if it was not for you! It is because you care, that we can.

Rob Kenyon MOT and Servicing Centre has displayed yellow Blythe House collection pots in its reception area since July 2015 – raising over £830.

Rob said: 'We collect our tips, and if someone needs a new bulb or other small item for their vehicle, we give it to them for free but suggest that they put the equivalent amount as a donation in the collection pot.'



Frequently asked questions

If I am fundraising over a period of time, what should I do with the money?

For your own safety, it is recommended that you bring the money into the hospice

regularly. If this is not possible, please keep accurate records of all money raised. You can use our sponsorship form or direct donors to your BT Donate or JustGiving page.

I would like my donation to go to a specific part of Blythe House Hospicecare, is that possible?

We do encourage our fundraisers to donate to Blythe House Hospicecare generally so we can use it where it is needed most. However if you plan to raise over £500 and would like the money you raise to support a specific project, please let us know. Unfortunately, we can't restrict smaller donations as the cost of administering this would outweigh the amount donated. Our biggest costs are front line staff salaries so please know that every penny you raise will help us care for patients and their families.

Will I get a letter of thanks?

Yes, we always send a card or certificate of thanks for your amazing support, and to notify you of how much money you have raised!

Remember, if you have any further questions, email the fundraising team on: fundraising@blythehouse.co.uk!