



Your guide to *Fundraising*



**Dorothy
House**
HOSPICE CARE

Hello!

Thank you for choosing to fundraise for Dorothy House

We hope this guide will give you the advice you need to succeed in your fundraising – and even the inspiration to try something new.

Why we need your help

We estimate that we are currently caring for around half of the people in our area with a palliative or end of life care need. It's our mission to reach more – but we can only achieve this together. We would not be here without the support of fundraisers like you, our volunteers and the continued generosity of our community.

Whether you decide to ride a bike, bake a cake, put on a quiz, shave your head or jump out of a plane – we are your biggest fans and you are amazing.

Together we can fund local care for our community.

Let's do this together

In this guide we've included some of our favourite ideas, hints and tips, event information, a few key facts and inspirational stories. We hope you'll find everything you need to have the most successful and enjoyable time raising funds for Dorothy House. But we also understand that every fundraising idea comes with its own challenges so, if you need a little more support or advice, we're only a phone call or email away.

.....
Contact us on 01225 721480 or
communityfundraising@dorothyhouse-hospice.org.uk



About us

Who we are

Dorothy House was founded by Prue Dufour in 1976. The Hospice was started in her own home on Bloomfield Road, Bath and moved to our Winsley site in 1995.

We are your only local hospice. We cover a 800sq mile area with a population of around 593,000 across Bath & North East Somerset, and parts of Wiltshire and Somerset. That's from Malmesbury in the north to Shepton Mallet in the south, and Devizes in the east to Keynsham in the west.

What we do

Our purpose is 'to empower, collaborate and deliver so that no one faces death alone'. Currently, we support over 4,200 people each year and we care for about 900 people at any given time – that's patients, their families and carers.

More than 90% of our care is delivered directly in our community. Our team of Nurse Specialists and our highly trained Hospice at Home Carers provide care and support in a patient's home or care home.

We provide care for all patients with a life-limiting illness. It's a common misconception that we only provide care for people with cancer.

Our patients are at the centre of everything we do but we also believe it is important to support their families and their carers. Our Family Support Team includes social workers, counsellors, children's workers, therapists and a spiritual support team to help patients and their families adjust emotionally, spiritually and practically at any stage of illness.

£4.2 million

Last year, people like you from across our area raised over £2.8 million for Dorothy House



The difference you make

For every £1 from the NHS, we have to raise a further £4 to ensure our services can continue.

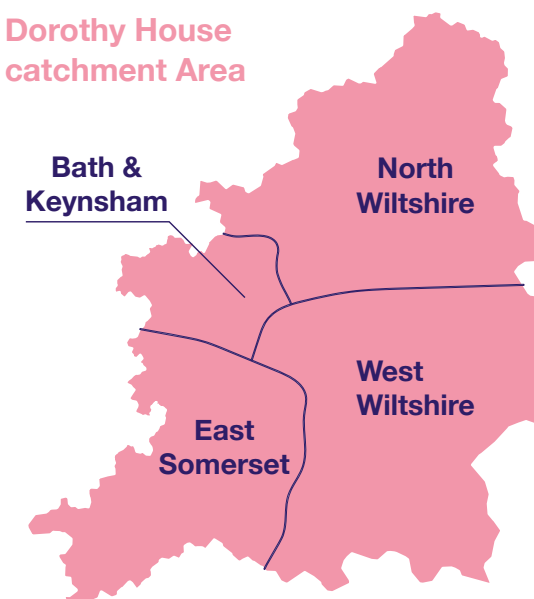
Providing good healthcare is expensive but your contribution makes a real difference.

Last year, people like you from across our area raised over £4.2 million for Dorothy House. Some held a coffee morning, some hosted a virtual quiz, others ran half marathons and even walked on the wings of a biplane! This shows the incredible power, and importance, of community fundraising.

Your generosity and dedication is needed now, more than ever, as we try to help the growing number of patients and families who need us. Every activity and every donation – large or small – matters.

Nothing can change the increasing need for our services: death is a part of life. But by supporting us now, you can give more people the chance to receive our outstanding care in the months and years to come.

Dorothy House catchment Area



Fundraising ideas

So, you know you want to do something to raise money for Dorothy House but you're not sure quite what? That's normal! Picking your perfect idea is so important because if you get it right, you'll have more fun, engage more people and raise more money!

Over the years our supporters have come up with an amazing list of traditional and creative ideas to raise funds. Here's some that you might enjoy. Ask for a donation to attend, add a raffle and hey presto... it's a fundraiser!

At home or in the community

Coffee Morning
BBQ - Burger, Beer and Quiz
Open Garden
Supper Club or Dinner Party
Charity Ball
Bike-a-thon
Fun Run
Head Shave
One day silence
Weight of the cake
Wine and Cheese Night
Vintage Car Rally
Bingo Night
Treasure Hunt
Swim-a-thon



Fancy a challenge?

Running

If running is your style, we have annual places in the Bath Half Marathon and the London Marathon. If you've got your own place in a running event, we can support you with a running vest, sponsorship form and online fundraising advice.

Monthly Challenge

Are you looking to challenge yourself and support Dorothy House at the same time? If so, then you're ready to take on a Monthly Challenge! This isn't your average walk in the park - it's about setting a goal and conquering a distance.

Wingwalk

Fancy a walk in the clouds? You'll take to the skies on the top wing of a biplane and experience an exciting series of flypasts, zoom climbs, steep dives and banks in front of your family and friends.

Sky Dive

Or if you prefer, experience the exhilaration of skydiving from a plane at around 10,000 feet and 30 seconds of freefall before your parachute opens.

UK and International Challenges

There is a whole world out there, ready to be conquered - whether that's taking in the Three Peaks Challenge or climbing Mount Everest. We're in contact with challenge companies who can arrange these bespoke challenges for you.



Fundraising at work

Don't forget - you can fundraise at work too. While dress-down days and office cake sales might be things of the past, you could take on a Monthly Challenge with colleagues or enter a team into one of our events.

Your place of employment may offer matched funding which can double your sponsorship. There may be a Charity of the Year scheme and you could nominate Dorothy House. You may also find that there is a Payroll Giving initiative which also includes a matched amount from your company.

Helpful information

Quick event checklist

- ✓ **Theme**
Decide on your event, how large you want it to be, and if there is any particular theme. Pick something you love – and team up with a friend to share the work and the fun!
- ✓ **Date**
Confirm the basics of location and venue, date and time. Send out a save the date message so people can get your event in their diary!
- ✓ **Tell us all about it**
We'd love to hear what you're planning and help provide any materials we can. We have banners, collection buckets, sponsorship forms, t-shirts and more!
- ✓ **Ask for help**
Do you need any support? Friends and family are usually keen to get involved!
- ✓ **Make a fundraising plan**
Decide how you're going to raise money (ie: ticket sales, raffle, refreshments, auction, etc).
- ✓ **Set up an online fundraising page**
It only takes a minute to set up your page and we can help! Online pages are easy to set up and are a great way to communicate your fundraising progress.
- ✓ **Spread the word**
Invite guests, promote the event on social media and use your local community to spread the word. If you're hosting an open event, businesses, shops and schools love finding out about events. They may even be able to help sponsor you or your event, give a donation or spread the word!
- ✓ **Last minute checks**
It's a good idea to check you have everything you need, at least the day before.
- ✓ **Have a blast**
This is where all the hard work pays off! Enjoy every moment of your event. And top tip: if you think you're going to be too busy to take it all in, ask friends to take photos throughout so you can look back on the event and see all the joy!

Need any materials?

Fundraising materials can help you raise awareness of your event and Dorothy House. We have these resources available to support your fundraising:

- Banners
- Collection buckets
- Collection tins
- Sponsorship forms
- T shirts
- Stickers



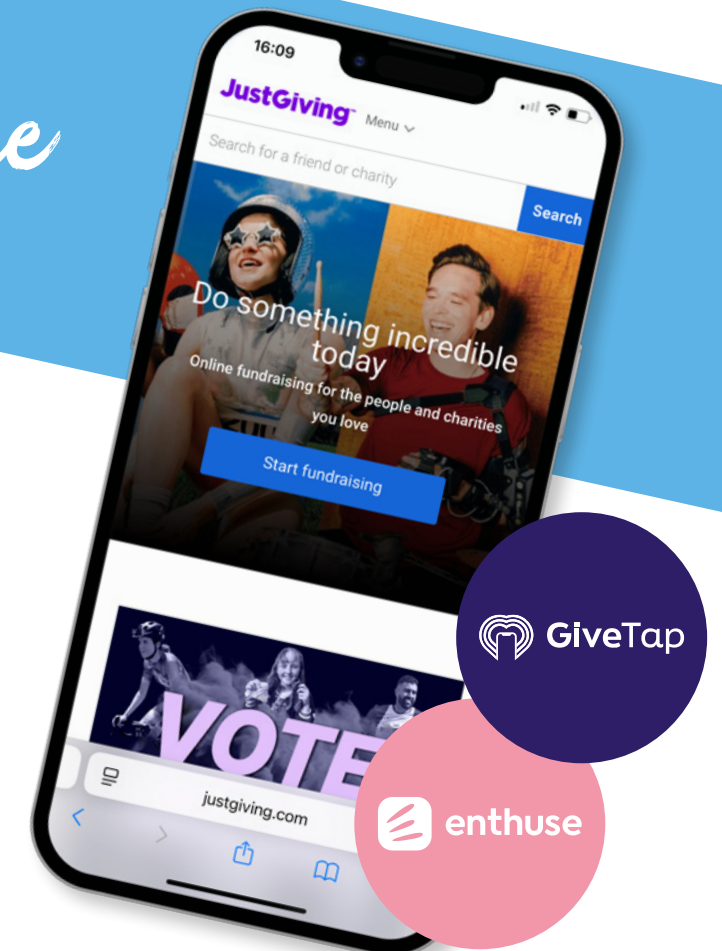
Fundraise online

Whatever type of fundraising you're doing, setting up your own sponsorship page is quick, easy, secure and very easy to share.

JustGiving is Dorothy House's preferred online giving site as it's really easy to use and offers great tools and advice to make your fundraising as successful as possible. Donations come directly to the Hospice and Gift Aid is administered efficiently.

How to create your JustGiving page:

1. Visit justgiving.com
2. Click "Start fundraising" and follow the step-by-step instructions
3. Once your page is created, get sharing!



Top tips

Tell your story – then tell ours!

Keep it simple – but don't be afraid to be real. Are you fundraising because of a close personal connection? A family member? A friend? Whatever your connection to us, share that. Everyone loves a good story!

Be bold

Tell all your friends and family how important their donation is so that we can continue to care for the most vulnerable in our community.

Set a big target

It's a fact that just by setting a target, you could raise 45% more! Once your online page is ready, share it – that brings in 5x's more money on average. And remember, it's not over till it's over – because 20% of donations come in after the event/activity finishes!

Say thank you

Thanking your supporters is so important. Acknowledge their support and let them know what a difference they are making. You can do this by updating your JustGiving page story, tweeting a thank you, adding a post to your Facebook status or sending an email.

Why your fundraising matters...

“

When Benj, our wonderful son, was diagnosed with terminal bowel cancer, I went to pieces. He was just 33. The doctors told us about Dorothy House – and though I had a vague awareness of the charity, we were frightened. But stepping through the doors, sitting in the chapel, it was just so calming – enough for us to go back to Benj and say, “They’ll help you live as well as you can, for as long as you can.”

Jo Millard, Benj’s mum



“

Sunday’s fun run was an emotional but amazing day for all of us and will always be a very special memory in our hearts. It meant so much for Benj to see the strong network of support he has from a fantastic group of friends and family. We were overwhelmed by the love, warmth and affection for Benj. Thank you to everyone that took part, cheered or marshalled, it means so much to us.

Laura Millard, Event Participant

“

Thank you, as always, for your full-throated support! Looking forward to a triumphant return to the next running event, and to raising lots of money for the wonderful, miraculous Dorothy House. You guys are always in our hearts.

Julia, Bath Half Marathon runner



“

It's just amazing to see how many people are here, and to do the Men's Walk with my son and best friend. Really looking forward to the rest of the day, and helping Dorothy House.

Alan, Event Participant

“

Being on the Dorothy House Carol Supper fundraising committee had given me the opportunity to give back to the charity, while meeting those who directly benefit from their services and having lots of fun along the way!

Angela, Community Event Committee Member

£50

could fund 2 hours during the night – delivered in a patient’s home, by a compassionate, skilled and experienced Hospice at Home Carer. Providing care to patients, essential respite to families, enabling a patient to stay at home at the end of their life.

£80

could fund 3 hours of community nursing time, helping patients manage pain, discomfort and emotional distress, directly in a patient’s home

£1,000

could provide 24 hours of care on our Inpatient Unit for one patient. Providing the essential nursing care, expert medical care, symptom control and pain relief a patient so dearly needs at the end of their life.

Legal stuff

We want to make sure you have the best time fundraising so please do get in touch if you have any questions about fundraising and the law.

Keep It Legal, Keep It Safe

Things like gift aid and fundraising events can have rules and regulations to consider, so make sure you contact us if you have any concerns. We've selected some of the main things to think about to ensure everything is kept above board.

Collecting money

To collect money in a public place, you must get permission from the necessary sources. For example, to collect in the street, you need a licence from the local authority. To collect on private property, such as a shopping centre, you also need permission from the centre management.

Raffles and lotteries

If your raffle or draw is held within a 24 hour period, is in one venue and is part of another event, you can use cloakroom tickets. If your raffle lasts longer than 24 hours, you will need a local lottery licence and printed tickets (there are a number of specific things that must legally be printed on each ticket eg: charity registration number).

Selling alcohol

If you plan to sell beer, wine or spirits at your event, you will need a licence.

Live music

A licence is also required if you have booked a singer or band to perform.

Slips and trips

We advise you to identify any potential accidents or hazards before you decide to hold an event by completing a risk assessment. Don't forget to think about first aiders for your event.



Insurance

If your event involves the general public, it's important to have Public Liability Insurance in place. Dorothy House is unable to accept any liability or responsibility for anything that might happen to people or property as a result of a fundraising activity. Check first to see if your venue already has this (as will often be the case). If you're holding an event at home or on private property, check your insurance covers this too.

Food safety

The Food Standards Agency provides really helpful guidelines for preparing, handling and cooking food. If you are thinking about food and drinks at your event, then this is a must-read. If you are using a third party or caterer, you need to make sure they have a Food Hygiene Certificate and Public Liability Insurance.



Paying in your fundraising money

Online

Visit our website at dorothyhouse.org.uk and click on the Donate button at the top. This will take you to a page where you can donate online via JustGiving or by Direct Card Donation. (Please note: these payment portals incur a handling charge so if you're intending to make a large donation, you may prefer to do this via bank transfer.) If you're unsure, don't hesitate to contact the Fundraising Team who will be very happy to help.

Phone

To make a donation by debit or credit card, call the Fundraising Team on 01225 721 480 and we will take your donation over the phone.

Post

If you would like to send in a cheque, please make it payable to 'Dorothy House' and include details of the reason for your donation. Post it to:

Fundraising Department
Dorothy House
Winsley
Bradford on Avon
BA15 2LE

Bank Transfer (BACS)

Account Number: 73821358
Sort Code: 40-14-13
Account Name: Dorothy House
Bank: HSBC Bank plc
Branch: Bristol Cabot Circus

If you want to make a bank transfer, please call the Fundraising Team on 01225 721 480 or email supportercareteam@dorothyhouse-hospice.org.uk to provide details of your donation. Without your follow up we can't confirm safe receipt or send you a thank you letter because we only receive minimal information on our bank statements.

Gift Aid counts and costs you nothing! *giftaid it*

HMRC operates a scheme called Gift Aid which allows charities to claim the basic rate tax, 25p, on every pound donated. So, if someone donated £100 to your fundraising efforts, then it means that they could actually be giving us £125. Giving under Gift Aid means that so much more money can be raised at no extra cost! What a win-win!



Contact us

Fundraising

01225 721 480

communityfundraising@dorothyhouse-hospice.org.uk

Phone

Switchboard: 01225 722 988

Clinical 24hr Advice Line: 0345 0130 555

Online

dorothyhouse.org.uk



Post

Winsley, Bradford on Avon, Wiltshire, BA15 2LE

.....
Dorothy House is a registered charity in England and Wales (275745).
Registered in England and Wales as a company limited by guarantee
(1360961). Registered office: Winsley, Bradford on Avon, Wiltshire BA15 2LE