



# Your guide to Fundraising

# 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 perhaps 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 so grateful for your support.

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. 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](mailto: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 and Chew Valley 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 1,000 people at any given time – that's patients, their families and carers.

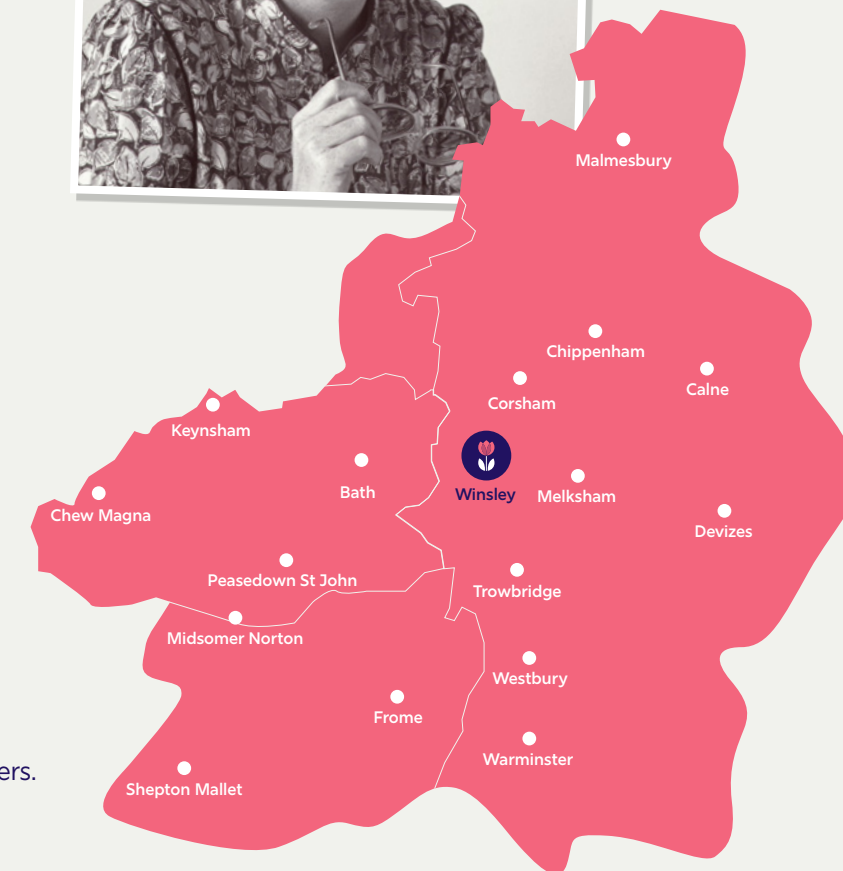
More than 94% of our care is delivered directly in our community. Our team of Nurse Specialists and our highly trained Hospice at Home Carers provide care and support in a patient's home or care home.

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 careers.

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.

## £4.8 million

Last year, people like you from across our area raised this for Dorothy House



## Dorothy House catchment area

## 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. 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. By supporting us now through your community fundraising, you can give more people the chance to receive our outstanding care.

# 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
- Quiz
- Raffle
- Welly Walk
- Jumble Sale
- Open Garden
- Supper Club or Dinner Party
- Charity Ball
- Bike-a-thon
- Fun Run
- Head Shave
- One day silence
- Weight of the cake
- Cheese and Wine Night
- Vintage Car Rally
- Bingo Night
- Treasure Hunt
- Swim-a-thon
- Concert



# Helpful information

## Event Checklist



### Theme

Decide what type of event you'd like to hold, how big you want it to be, and whether you'd like a theme. Choose something you enjoy and consider teaming up with a friend to share the planning and fun.



### Make a fundraising plan

Decide how you'll raise money, such as through ticket sales, raffles, refreshments or an auction. Confirm your venue, date and time so you can start promoting your event.



### Tell us about it

Complete our Fundraiser Registration Form. This will allow you to select which resources you'd like from these.



### Set up an online fundraising page

Online fundraising pages are quick and easy to create. They're also a great way to share updates, collect donations and track your progress. More on page 7.



### Spread the word

Invite guests and promote your event on social media. If you do any social media posts we recommend you tag Dorothy House (@dorothyhousehc), as our Communications team may be able to share your posts with a wider audience. If your event is open to the public you can also add it to our Event Calendar to help increase awareness. Fill in the form here and your event will be featured on our website.



### Ask for help

Don't be afraid to ask friends and family for support. They're often eager to get involved. You can also tap into local community networks. Businesses, schools and local shops may be willing to sponsor your event, donate prizes or help spread the word.



### Last-minute checks & on the day

Make sure you have everything you need at least a day before your event. Then it's time to enjoy the occasion and celebrate all your hard work. If you're likely to be busy on the day, ask friends or family to take photos so you can look back and enjoy the memories afterwards.



## Need any resources?

These available to support your fundraising:

- Our 'In Aid of Dorothy House' logo
- Vinyl Banners
- Collection buckets
- Collection tins
- Cardboard Collection Box
- QR Codes for Digital Donations
- Sponsorship forms
- Digital Poster Templates
- T shirts
- Handheld Flags



# Fancy a challenge?



Ready to try something new? From running and walking to adrenaline-fuelled adventures and overseas challenges, there are plenty of ways to take on a challenge for Dorothy House. Whatever you choose, we'll be here to support you every step of the way.

## Walks and treks

Put your best foot forward and take on an unforgettable walking challenge. Whether you fancy a 5K stroll or a 100K trek, every step you take will help make a difference.

From Snowdon at Night to the Three Peaks Challenge (and many more!), there's a route for everyone and we will be cheering you on every step of the way!

## Adrenaline challenges

Looking for an adventure? Take on something exciting and make memories along the way! From wing walks and skydives to abseiling and more, there's a challenge for everyone. Try something new, step outside your comfort zone, and raise money for Dorothy House while you're at it.

## Running

Whether you're a seasoned runner or lacing up for your very first 5K, running for Dorothy House is a brilliant way to challenge yourself and make a difference.

Through our partnership with Run for Charity, you can choose from hundreds of running events across the UK – from fun runs and 10Ks to half marathons and iconic races. We also have places available for events including the iconic TCS London Marathon and Bath Half Marathon.

**Find out more about Run for Charity:**



## Overseas Challenges

Why not turn your fundraising into the adventure of a lifetime? From bucket-list destinations and trekking across the Sahara to cycling from London to Paris, there's a whole world of challenges waiting for you.

### Find your next challenge

Looking for your next challenge? Find out more about our upcoming events and discover how you can get involved.

[events@dorothyhouse-hospice.org.uk](mailto:events@dorothyhouse-hospice.org.uk)



## Fundraising at work

Who says fundraising has to stop when you get to the office? There are lots of fun and easy ways to get your colleagues involved and raise money for Dorothy House.

Why not host a team quiz, run a lunchtime bake-off or challenge your colleagues to a step count competition? You could even take on one of our events as a team.

You could nominate Dorothy House as your Charity of the Year, or see if your workplace offers Payroll Giving, which can make regular donations straight from your salary – and some employers may match these too.

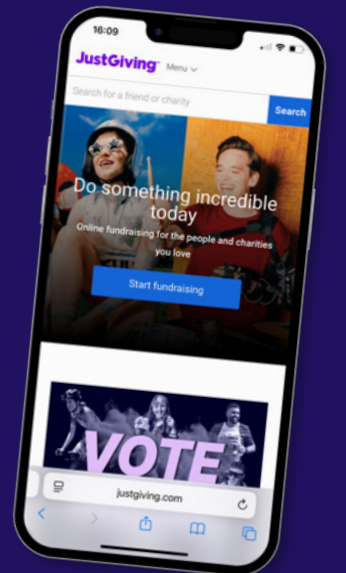
Make it a team effort, have some fun and see how much you can raise together!

# Fundraise online

Whether you're taking on a challenge, organising an event or doing something you love, an online fundraising page is a great way to get your fundraising started.

We recommend setting up your fundraising page on JustGiving, then sharing it with friends, family and colleagues to get them involved and support your challenge. You can track your donations, share updates and celebrate your progress along the way.

Visit [justgiving.com/charity/dhhc](https://justgiving.com/charity/dhhc) to set yours up today.



## How to create your JustGiving page:

- 1 Visit [justgiving.com](https://justgiving.com)
- 2 Click "Start fundraising" and follow the step-by-step instructions
- 3 Once your page is created, get sharing!

## How to make your fundraising page a success

### Tell your story

People are more likely to support your fundraising if they understand why it matters to you. Share your personal connection to Dorothy House, why you've chosen your challenge, and what you're hoping to achieve.

### Set yourself a target

Fundraisers who set a target often raise more. Choose an ambitious goal and keep supporters updated on your progress. If you reach your target early, don't be afraid to raise it and aim even higher.

### Get the ball rolling

Be the first person to donate to your page. It shows your supporters that you're committed to your fundraising and encourages others to get involved.

### Smile

A friendly, smiling photo helps make your fundraising page feel personal and gives

your supporters a glimpse of the person behind the challenge. It's also the perfect excuse for a selfie!

### Share your page

Once your page is live, spread the word as widely as possible. Share it on Facebook, Instagram, LinkedIn, WhatsApp, email, and other social media channels.

### Keep your supporters updated

People love following your progress. Share training updates, fundraising milestones, photos, and stories from your challenge to keep supporters engaged and motivated to donate.

### Say thank you

A heartfelt thank you goes a long way. Make sure to thank everyone who donates and let them know the difference their support will make for patients and families cared for by Dorothy House.



# Why your fundraising matters...

£20

Could pay for 40 minutes of a nurse's time speaking on our 24hr Advice Line



"What you all did for my family was exceptional and causes me to break down even writing this. It is impossible to convey the depth of gratitude we have. The level of kindness, calmness and positivity is incredible. That every staff member has the same approach proves that you have a true culture. You are way beyond "care". They need to invent a new word for what you do. You represent **the very best of humanity in the darkest of times.**"

All of our love Chantal, Chris, Danielle and Lucie

£35

Could fund 1 hour of an Inpatient Unit Nurse's time

£620

Could fund an amazing 20 hours of 1:1 specialist counselling



"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



# We couldn't do it without you

"I'm sure we all know what a hospice does but never having visited one before I didn't quite know what to expect, but I have to say **I was blown away.** Not only by the exceptionally high standard of the décor, but also the extensive range of facilities available for patients and their families."

C James, Community Group



"It gave me great comfort at a difficult time to know **my husband was in such good hands.** We have set up a giving page for donations to come to Dorothy House so your amazing care can continue in the future!"

Carey Welch

£123

Could fund a morning of care provided by a Community Nurse Specialist

£1,000

Could fund 24 hours of care for one patient on our Inpatient Unit

£218

Could fund a compassionate, skilled and experienced Hospice at Home Carer to provide care overnight, enabling a patient to stay at home 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 to apply for a licence called a Temporary Events Notice (TENS).

## 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

## Online

Visit our website at [dorothyhouse.org.uk](http://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.

## Bank transfer (BACS)

**Account Number: 73821358**

**Sort Code: 40-14-13**

**Account Name: Dorothy House**

**Bank: HSBC Bank plc**

**Branch: Bristol Cabot Circus**

## 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**

## Ask about matched giving

Many employers offer matched giving schemes, meaning they will match some or all of the money you raise. A quick conversation with your employer could significantly boost your fundraising total.

If you want to make a bank transfer, please call the Fundraising Team on 01225 721 480 or email [supportercareteam@dorothyhouse-hospice.org.uk](mailto: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.

## giftaid it

### Gift Aid counts and costs you nothing!

If your sponsors are UK taxpayers, Gift Aid can increase the value of their donations at no extra cost to them. For every £1 donated, Dorothy House can claim an additional 25p from the Government.



# Contact us

## Fundraising

01225 721 480

[communityfundraising@dorothyhouse-hospice.org.uk](mailto:communityfundraising@dorothyhouse-hospice.org.uk)

## Phone

Switchboard: 01225 722 988

Clinical 24hr Advice Line: 0345 0130 555

## Online

[dorothyhouse.org.uk](http://dorothyhouse.org.uk)



## Post

Winsley, Bradford on Avon, Wiltshire, BA15 2LE.

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**Dorothy  
House**