



Your guide to fundraising for St Peter's Hospice



[/stpetershospice](https://www.facebook.com/stpetershospice)

Registered Charity No. 269177



St Peter's Hospice
For Patients, Families and Bristol

Who we are

St Peter's Hospice is Bristol's only adult hospice caring for people with life-limiting illnesses. We aim to improve the quality of their living and dying while extending care and support to their families and loved ones.

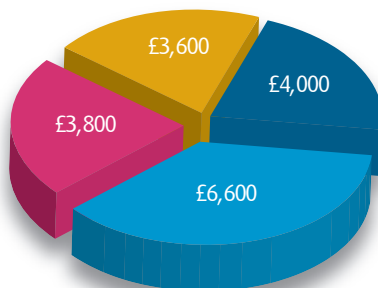
We provide physical, psychological and spiritual care for our patients in their own homes as well as at the Hospice. We also teach other healthcare professionals about how to care for people at the end of their lives.



All the care we provide is free of charge, but it costs around **£18,000** a day to provide all our care. For most of this we rely on fundraising donations, gifts in wills and our shops.

Our income comes from:

■ Fundraising ■ Shops ■ Gifts in Wills ■ NHS



- Every day we need your fundraising activities to raise **£3,800**
- Every day we rely on our supporters to leave us **£3,600** as Gifts in their Wills
- Every day we need people like you to donate and buy so our shops can raise **£6,600**

Find out more: www.stpetershospice.org

A-Z of fundraising

a
Auction

Big Dress
Down Day
b

c
Car
boot
sale

Disco
d

e
Egg hunt

f
Film
night

Grow your
beard
g

Head
shave
h

Indoor games
night
i

Jumble
sale
j

Karaoke
night
k

Lose the
Booze
l

Musical
evening
m

Non-uniform
day
n

Open garden
o

p
Party
for
Pete

q
Quiz
night

r
Ready
Steady
Bake

Sponsored
silence
s

t
Treasure
hunt

u
Unusual
clothes day

Vintage tea
party
v

Wine tasting
w

X-factor
competition
x

y
Yoga-thon

z
Zumba-
thon

The list is endless!

How to organise your own event



STEP 1 Decide what you want to do

STEP 2 Identify a location & date

STEP 3 Plan ahead
Write a list of all the things that need to be done to make your event a success.

- Who do you need to contact?
- Do you need any licences?
- Who will attend?
- Set up a JustGiving page to start fundraising.

Review your list as time goes on.



STEP 4 Tell your local media/community

STEP 5 ENJOY!



We want you to have a great time fundraising for St Peter's Hospice. We really appreciate all the effort that goes into your event!

If you need any help, get in touch.

Find out more: www.stpetershospice.org

How to promote your event



Posters and flyers

Whatever you do, whether it's a coffee morning or a charity ball, you need eye-catching posters and flyers. We can provide you with branded templates to make it easier for you. Don't be shy, distribute your posters and flyers around town. Ask local shops, cafes and community centres to display them on their notice boards or in their windows and hand out flyers to passers-by. It's important that people know about your event!

Events listings

Submit your event to our website so that all our supporters can see the details and come along:

www.stpetershospice.org.uk/events/

Add it to radio station SAM FM's SAMusements and you may get some radio advertising for free too!

www.samfm.co.uk/bristol/samusements/

Social media

Don't be shy and use all the social media you can; Facebook, Twitter, YouTube, Instagram etc.

Post regular updates about your event. Invite as many people as you can. Use your email and Facebook to tell your contacts about your JustGiving page.

Local media

Local journalists are always on the lookout for local interest stories. Contact them as soon as you know the 'what, when, where, how and why' of your event.

It may seem like a daunting task but it is relatively easy and only requires a little forward planning. By having good PR for your event you will not only get people from your local community to attend but also raise the profile and awareness of St Peter's Hospice.

Writing a press release

If you know 'what to say' about your event or activity, concisely, in three or four short paragraphs, under a catchy headline, you have a press release! You can send this to the news desk at local newspapers.



Useful contacts

The Bristol Post

News Desk

Email: epnews@bepp.co.uk
Tel: 0117 934 3331

Bedminster Pigeon

News Desk

Email: news@the-pigeon.com
Tel: 0117 329 1350

Bishopston Matters

News Desk

Tel: 0117 349 4483

Or search for other local newspapers for your area!

Call 01275 391400 or email community@stpetershospice.org

Promotional materials

We have a range of promotional materials to help you publicise your event. You can call or email to request any of the items below:

- **Leaflets** about us and the work we do
- **Balloons** with our logo – kids love them!
- **Balloon sticks** - to keep your balloons in place!
- **Flags** with St Peter's Hospice logo on - they are great!
- **Cardboard collection box** - great to put on tables!
- **Collection tin** - for any collection you do!
- **Collection bucket** - for the big collections!
- **Gift Aid declaration forms** - to get the extra 25% from donations
- **Sponsorship forms** - get people to sponsor you everywhere you go!
- **Banner** - make your event visible!
- **Running vest** - please tell us your size (XS,S,M,L,XL)
- **T-shirt** - please tell us your size (S,M,L,XL)

All items are given free of charge because you work so hard to raise money for St Peter's Hospice. However, we do request that all canvas banners, collection buckets and tins are returned to us as soon as your event has ended.

We can send you one running vest or one t-shirt free of charge. If you would like to order more than one please give us a call and discuss your event with us. Additional t-shirts can be purchased for £3.50 and running vests for £5.

£19 raised from a dress down day will enable us to buy a nurses uniform

£50 raised from your book or plant sale allows us to provide 4 hours care in someones own home

£180 will enable a patient to attend Day Hospice

£850 raised from your charity disco evening will enable us to cover the cost of wholesome homemade meals for all of our patients for a week

£5,000 raised from your club through having the Hospice as your Charity of the Year will allow our Community Nurses to make up to 50 home visits

£478 raised from your sponsored bike ride will enable us to buy a wing back chair for our Inpatient Unit rooms

£1,500 raised from your sporting challenge will pay for a patient to spend two days in our Inpatient Unit

Every penny counts!

Find out more: www.stpetershospice.org

Keep it legal!

Charity fundraising is regulated by law. To make sure your fundraising is legal, check these points which outline the procedures you should follow.

Insurance

Our public liability insurance may not cover all fundraising events and activities you undertake. You may need additional insurance depending on your activity - please make sure you have arranged this prior to your event taking place.

Lotteries and raffles

Check the latest information and advice at:
www.gamblingcommission.gov.uk

Alcohol

Check if your venue is licensed or contact your local council for more information on obtaining a Temporary Event Notice (TEN). A licence may be required if you are selling alcohol or offering it as a prize.

Risk assessment

Identify any hazards and evaluate any risks at your event that you will need to consider.

St Peter's Hospice

We are a charity so our Registered Charity Number must appear on all posters and advertisements: 'Registered Charity No.269177'. Please get in touch with us before using our logo. We have a branding policy that you will need to follow to make sure the colours and font are right.

Public collections

If you want to raise money in a public place, you need to obtain permission to do so from the local council. If you want to hold a collection on private land such as in a pub or shopping centre, you need permission from the owners. St Peter's Hospice can provide you with collection tins and information on collecting. Please give us a call on 01275 391400.

Food

Contact your local council for food hygiene regulations at events or see:
www.food.gov.uk

First aid

Ensure you have adequate cover available for the scale of your event. If you are not sure, check with your local council.

Please contact us on 01275 391400 if you have any queries about any of the above.

Call 01275 391400 or email community@stpetershospice.org

What to do after the event

Thank you for doing such a great job!

Please thank everyone for coming and supporting your event and let them know how much has been raised.

We can't wait to see your photos and hear your stories. Please share them with us, as they could really inspire other fundraisers.

Can you please return all collection tins, buckets, banners and unused promotional materials to our fundraising office.

Paying in your sponsorship

If you've set up a JustGiving page, the money you have raised will automatically come to us. This is the quickest and easiest way to manage the money!

However, if you've collected cheques or cash, you can either:

1 Pay via our website

Pay it into your bank account and donate via our website - just hit 'Donate'

2 Send it in with the slip below

Send a cheque made payable to 'St Peter's Hospice' to: St Peter's Hospice, Block C, Estune Business Park, Long Ashton, BS41 9FH

Your details:

Title: _____ Forename: _____ Surname: _____

Address: _____

Postcode: _____

Telephone: _____ Email: _____

Date of fundraising activity: _____

Description of fundraising activity: _____

Amount raised:

£

Please enclose cash and/or cheque, plus your sponsorship form.

St Peter's Hospice will not pass your details on to anyone else. However, we would like to keep in touch with news about our work and fundraising activities. If you **DO NOT** wish us to contact you by the following means, please tick the relevant box:

Phone Mail

If you are **happy to receive** emails about our work please tick this box: