

Fundraising Pack

A guide to making your event a success



Jersey Hospice Care
your care, your choice, your time



“We are so grateful to members of the community who choose to support us by dedicating their time and energy to raise funds for Hospice.”

Emelita Robbins Chief Executive, Jersey Hospice Care



Thank you for choosing to fundraise for Jersey Hospice Care

We believe that everyone in our community matters and that everyone living with dying deserves the best possible care so that they can continue to live life to the full.

Whether you're choosing to fundraise in memory of a loved one, or want to raise money for one of the Island's most loved charities, we are so grateful for your fundraising efforts as every amount raised really does make a difference.



Why Jersey Hospice Care?

You will have your own reasons for supporting Jersey Hospice care and we know that nothing is more compelling than the personal experience that you, your family and friends, have had of the care and support that we offer.

Jersey Hospice Care was created by the community for the community. It is a registered charity and is supported almost entirely by the generosity of the community. This support means that we are able to offer all of our services to everyone who needs them, free of charge.

Our care is about so much more than the specialist palliative treatment of a person's physical symptoms. It's a total philosophy of care, offering spiritual and emotional support that extends to family members and carers.

For each person we are privileged to care for, we only get one chance at the end of life to get it right and that's why we strive every day to go that extra mile for our patients and their families, to make extraordinary care our 'ordinary', and help each person we care for to live life to the full.



Kickstarting your fundraising

You may already have an idea in mind or being looking for inspiration, but whatever you decide to do we will be delighted to support you every step of the way to help make your event a success.

- ◆ What should I do?
- ◆ What support can Hospice give me?
- ◆ How do I promote my event?
- ◆ What do I need to know?
- ◆ How do I collect money?
- ◆ How do I pay money to Hospice?
- ◆ What difference will my fundraising make?
- ◆ Who do I contact at Jersey Hospice Care?





What should I do?

want to do and who you are going to get involved to support you. You may want to:

- Set a personal challenge
- Get your school or community group involved
- Join forces with friends to raise funds
- Get your colleagues at work and your employer on board

Don't forget you could always join one of our other events if you'd prefer not to organise something yourself. There are lots of different opportunities to get involved and to raise money for Hospice – have a look at our website: www.jerseyhospicecare.com/events

HERE'S AN A-Z OF IDEAS THAT YOU COULD CONSIDER:

A

Abseiling
 Aerobics marathon
 Antiques fair
 Arts & crafts stall
 'As new' sale
 Auction of services/promises

B

Bachelor auction
 Bad hair/tie day
 Barbecue
 Bam dance
 Bed push
 Board game event
 Bottle sale
 Bring & buy sale

C

Cabaret/talent show
 Cake sale
 Car boot sale
 Car washing card
 Singing casino night
 Cocktail party
 Coffee morning
 Concert/recital
 Cookery/chocolate contest

D

Dance marathon
 Dance lesson
 Darts tournament
 Dinner dance/ball
 Dress down day

E

Eating marathon
 Egg painting
 Egg rolling competition
 Eurovision party
 Eyebrow shaving

F

Face painting
 Fair, fete, bazaar
 Fancy dress party
 Fashion show
 Film night/premiere
 Football tournament
 Fruit and vegetable stall

G

Game show
 Garage sale
 Gladiators
 Glamorous gran/granddad
 Golf tournament
 Guest speaker
 Gymkhana/horse show

H

Hair beading
 Halloween party
 Head shave
 Hot dog or burger stand
 Household or handbag sale

I

Ironing service
 It's a knockout

J

Jewellery sale
 Jumble sale

K

Karaoke competition
 Kite flying Knitwear sale

L

Left-handed day
 Line dancing

M

Marathon event
 Midsummer masked ball
 Mile of pennies
 Murder mystery evening
 Music gig

N

Nature trail
 New Year's Eve party
 Non-uniform day

O

Odd socks day
 Old time music hall
 Ornament sale

P

Pancake day race
 Penalty shootout
 Pet show
 Photo competition

Q

Quiz night

R

Race night
 Raffle
 Rapping contest

S

Safari supper
 Scavenger hunt
 School fair
 Second hand sale
 Sheep racing
 Soup kitchen
 Spaghetti eat-off
 Sponsored event
 Sports contest
 Swap shop

T

Tabletop sale
 Tea party
 Teddy bears' picnic
 Themed evening
 Tombola
 Top of the Pops show
 Treasure hunt

U

Underwear party
 University challenge

W

Wacky race
 White elephant stall
 Who's that baby
 Wine and cheese evening

X

Xmas hamper
 Xmas party
 Xmas present wrapping
 Xmas wreaths/crafts

Y

Yacht race
 Young entrepreneurs

Z

Zany party
 Zodiac evening





What support can Hospice give me?

We are delighted to help and support you as you fundraise for Hospice. We can provide you with advice about how to run your event, help promote your event, and offer you a range of resources to help make your event a success.

RESOURCES:

- Banners
- Collection buckets and tins
- Jersey Hospice Care leaflets
- Tap to Give devices (contactless giving)
- Logos
- T shirts
- Volunteers (subject to availability)

PROMOTION:

- Social media (facebook, twitter, Instagram)
- Website
- Supporter Newsletter
- Posters

Don't forget to tell us about your event so that we can help to promote it.



“We are here to support and encourage our fundraisers every step of the way.”

Marina Brockbank Community Events Coordinator, Jersey Hospice Care



How do I promote my event?

Once you have decided on your event in aid of Jersey Hospice Care, and have got your date and venue confirmed, you'll want to promote your event among friends and family but also across the Island community.

SOCIAL MEDIA

A great way to tell people about your event is through social media. You can also create a Facebook Event for your fundraising event and, if you tag us in your social media posts, then we can reshare on our pages.

OUR HANDLES ARE:

-  Facebook- @JerseyHospiceCare
-  Instagram- @jerseyhospiceCare
-  Twitter- @JerseyHospice
-  LinkedIn- jersey-hospice-care

POSTERS

Creating a poster for your event is a great way to spread the word. You can ask your work, gym, or favourite coffee shop to display a poster and don't forget to ask friends if they can also put some up for you too. There are lots of websites that you can use to create a poster quickly, easily, and for free – for example 'Canva' is free and easy to use with lots of design suggestions

ONLINE REGISTRATION

If you want people to register in advance to attend your event, you may want to offer online registration. There are a number of different websites that handle registrations. For example, 'Eventbrite' which is easy to set up and enables you to collect all the registration information you need as well as take payment securely. It has good reporting tools so that you can easily see who has signed up and enables you to communicate with everyone directly.



HOSPICE LOGO

We have a special logo that you can use on your posters or in your social media posts that tells everyone that you're fundraising "in aid of Jersey Hospice Care". You can find this, and lots of other resources and ideas on our website or you can email us at fundraising@jerseyhospicecare.com.



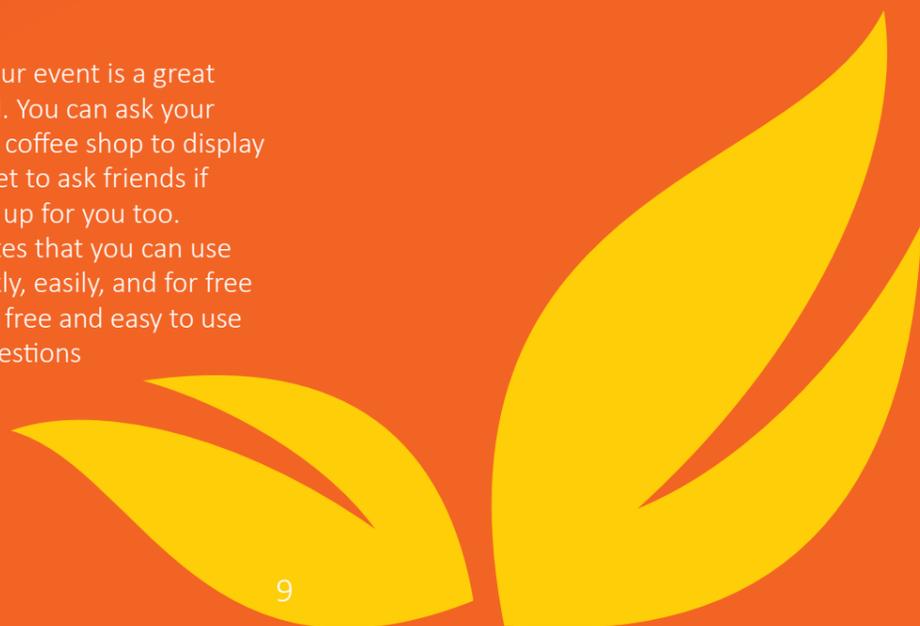
MEDIA

You may want to promote your event more widely on the radio or in the press: just say that you're fundraising in aid of Jersey Hospice Care. You can get in touch with any of the media outlets directly and don't forget to advertise for free on it on:

- Island Info
- Association of Jersey Charities

USEFUL WEBLINKS

- www.jerseyhospicecare.com/get-involved/fundraising/
- www.canva.com
- www.eventbrite.co.uk
- www.channel103.com/local
- www.jerseycharities.org





Fundraising success stories: Rachael de Caen, Marathon des Sables 2019

WHY DID YOU CHOOSE JERSEY HOSPICE CARE?

I chose Jersey Hospice Care as my Marathon des Sables charity because of the care they gave my Nan and also other family and friends. I wanted to give something back. A very difficult time was made better by Jersey Hospice Care, not just for my Nan but for the whole family. We only have one end of life and Hospice helped my Nan pass with dignity: that will stay with me forever.

WHY DID YOU CHOOSE TO DO THE MARATHON DES SABLES?

The MDS is a six day self-sufficient ultra-marathon held in the Sahara desert and it is often described as the toughest foot race in the world. It sounded perfect when it was suggested by my other half after a glass or two of red wine. Fast forward to the next morning and I had a confirmation email saying my deposit was paid- and so I was in!

I don't like doing anything by halves so that was that. It was amusing on the trip over, and at camp before checks, as everyone else appeared to be swapping competitive stories about previous experiences of marathons and ultras- of which I had none!

HOW DID YOU FEEL AFTER YOU COMPLETED IT?

Quite simply speechless! In my Finisher's Photo, where Patrick Bauer hands each person who crosses the line their medal, it looks like I'm thinking: "What, for me?!" It was the best and most exhilarating challenge I have undertaken to date. Thinking about my Nan's positive 'never-give-up' attitude, really helped me to get over that finish line.



“It was the best and most exhilarating challenge I have undertaken to date.”

Rachael de Caen Community Fundraiser



What do I need to know?

Fundraising is all about having fun and raising money for a great cause. It is also subject to laws and regulations so it's important to think about how to make your event safe and legal too.

BRANDING



We are really grateful that you want to support Jersey Hospice Care. Please make sure you are using the correct logo and that you always refer to your event as "in aid of Jersey Hospice Care". We can provide you with the logo and are happy to check over any posters or artwork you create to make sure that you're using our logo correctly.

RISK ASSESSMENT



When you are organising an event, you need to think about what the risks are, particularly to others, and how you are going to manage these and to consider what you would do in a worst case scenario. To help you with your planning, we have a template risk assessment form which you can download from our website: www.jerseyhospicecare.com/get-involved/fundraising

INSURANCE



When you organise an event you are responsible for making sure that there is appropriate insurance in place in case someone is injured or harmed during the event. If you're working with a hotel or other venue, you should ask to see their Public and Products Liability (PPL) insurance certificate which would cover you and your guests if something did go wrong. If you're hosting an event at home or outdoors and especially if you're hosting a sporting event (e.g. a swim or cycling event), then you may need to arrange insurance. We can help with this and may be able to arrange it through our insurers at no cost to you but you must discuss the event with us, in advance.

PERMISSIONS AND LICENCES



Your local Parish Hall or the Bailiff will be able to tell you if you need any specific licences or permissions to host your event. This is often not needed if the event is at a hotel or other established venue but will be needed if you're hosting the event privately or outdoors and especially if you're planning on selling alcohol, playing music, or collecting money on the street. Please look at www.gov.je/Leisure/Events/OrganisingPublicEvent/Pages/index.aspx

COLLECTING MONEY



It is best practice to always have a minimum of two people working together whenever you are collecting, handling, recording or banking money. Remember that children under the age of 16 are not allowed to take part in a public collection and that, if you are collecting money in a public place, you must have permission from the Bailiff under Customary Law powers. More information can be found on the States of Jersey website. The link is provided above.

GAMBLING (RAFFLES)



Raffles can be a great way of raising money for charity. However, the Jersey Gambling Commission has very strict rules regarding how they can be run and in some circumstances you will need to apply for registration. As the promotor of the raffle, you will need to make sure that you have read and understood the guidance on the JGC website about charitable gambling: www.jgc.je/social-and-charitable especially with regards to what must be printed on the tickets and how the draw should be promoted and held. Remember that children under the age of 18 may not buy or sell raffle tickets in any circumstance.

SPONSORSHIP FOR YOUR EVENT



Sometimes you may want to secure a sponsor for your event to help cover some of the costs and to raise even more money for Hospice. Often employers or local businesses will help if you explain what you are doing and who you are fundraising for. Although Hospice can provide advice on how to support sponsors, this is something you will need to arrange and manage yourself.



How do I collect money?

There are lots of different ways to collect money and these will vary depending on what event you are planning. Don't forget to make it clear to anyone who attends your event or donates that they are giving in aid of Jersey Hospice Care.

You'll want to consider which of the following methods is most suitable for your event:

- Collection buckets or tins for cash collections
- Tap to Give for contactless donations
- Personal fundraising page for raising sponsorship
 - Hospice website
 - Justgiving
 - Race Nation
- Eventbrite for event registration and payment

TAP TO GIVE

Tap to Give is a great way to collect donations without cash. Using the same contactless technology we are familiar with in shops, these small devices can be used alongside traditional collection buckets at events and often results in doubling the amount raised as so many people no longer carry cash. Donations are made by card, phone or smartwatch from £2 to £30.



How to I pay money to Hospice?

Once you've counted your cash or received your payment from Eventbrite and deducted any costs you've incurred, you can make your donation as a single payment to Hospice:

BY BANK TRANSFER

We can send you our bank details.

BY CHEQUE

Payable to Jersey Hospice Care.

ONLINE

Via our website:
www.jerseyhospicecare.com/donate

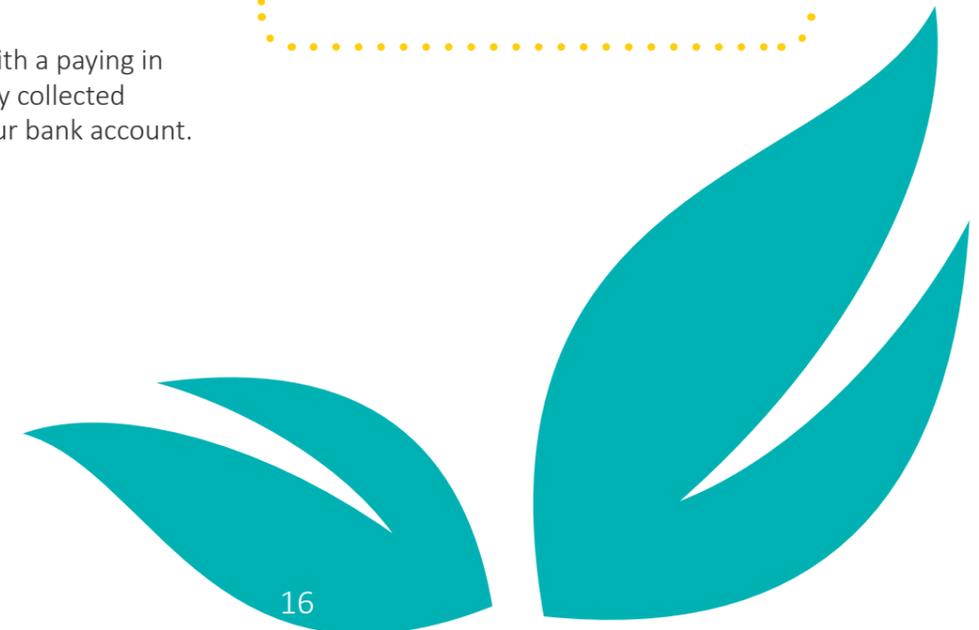
(although please do not use this for sums greater than £500 due to the charges that we incur).

CASH

We can provide you with a paying in slip so that you can pay collected income directly into our bank account.

DON'T FORGET TO TELL US HOW YOU GOT ON!

We'd love to receive your photographs and stories so we can celebrate them in our supporter newsletter, on social media, and invite you to our annual "Thank You Thursday" event for community fundraisers each November. We'll also send you a certificate to acknowledge and recognise all that you've done for Jersey Hospice Care.





My fundraising to-do list

Now you've decided on your fundraising event, you might want to note down everything you need to do on this handy to do list and pop it on your fridge or noticeboard. It will help you keep track of what you've already done and what's left to do to make your fundraising event a success!

- ✓ Requested my fundraising pack
- ✓ Finalised my fundraising idea
- ✓ Set a fundraising target
- ✓ Chosen a date for my event
- ✓ Confirmed the venue
- ✓ Contacted the Income Generation team at Jersey Hospice Care for guidance and support
- ✓ Set up my fundraising page on www.jerseyhospicecare.com
- ✓ Completed a risk assessment for my event
- ✓ Checked if I need insurance or permissions
- ✓ Made sure my raffle is compliant with gambling regulations
- ✓ Shared my event on Social Media
- ✓
- ✓
- ✓ Had an awesome event
- ✓ Paid money raised to Hospice
- ✓ Shared photos and stories with the Jersey Hospice Care team
- ✓ Put the "Thank You Thursday" event in November in my diary

“Thanks to your fundraising, we're able to help people live life to the full.”

Julie Coward Chair of Trustees, Jersey Hospice Care





Fundraising success stories: Nicky and Mel go marathon mad April 2018

After trying to get a place a couple of times via the ballot, Nicky and Mel were delighted to be offered places to run the 2018 Virgin Money London Marathon for Jersey Hospice Care.

WHAT DID YOU DO TO RAISE YOUR SPONSORSHIP MONEY?

Initially, we were a little daunted about training and raising a set target, but quickly got on to organising car boot sales, supermarket bag packing, cake and bottle sales, bucket collections at various events and the money soon started to roll in!

WHAT WAS ONE OF YOUR FUNDRAISING HIGHLIGHTS?

One of the highlights was when our friends allowed us to take over our annual Christmas party. We raised money by selling secrets and auctioning pledges and promises including an African banquet in your own home, a week's holiday in Cyprus, dog walking, babysitting, power washing and too many more to mention. It turned out to be a fabulous evening and the events are still continuing throughout the year, which has kept everyone connected and enjoying the comedy updates!

WHY DID YOU WANT TO RAISE MONEY FOR JERSEY HOSPICE CARE?

One of the main reasons that we were keen to help raise money for Hospice was because we knew that the money would be used to support people locally. In a small community like Jersey, most people will know someone that will be directly affected by a life limiting illnesses and, as Nicky works at Jersey Hospice Care, she can see first-hand how the funds are used wisely.



“Fundraising in Jersey is so much fun and I soon realised how Hospice had touched the lives of so many Islanders”

Nicky Parker Community Fundraiser

WHAT REALLY SURPRISED YOU ABOUT FUNDRAISING FOR JERSEY HOSPICE CARE?

We were overwhelmed by people's generosity when they heard that we were collecting on behalf of Jersey Hospice Care. Many people took the time to talk to us about their experiences and how they have been touched by the care and support of Hospice.

WOULD YOU ENCOURAGE OTHERS TO DO THE SAME?

The Income Generation Team have been amazing at supporting us and providing opportunities for us to raise money. We really appreciated this support as neither of us had ever done anything like this before – we would both recommend anyone to give it a go.





What difference does my fundraising make?

It costs over £20,000 a day to provide all of our services at Hospice and in the community. Your fundraising us to support over 1,000 people a year through the care we provide:

- Twelve bed in patient unit
- Day Hospice services in the King Centre
- Specialist Palliative Care Team in the community
- Emotional and bereavement support
- Children and Young People's Outreach Service

Did you know that your fundraising could help fund:

- £9,000:** IPU for the day
- £1,200:** Day Hospice for the day
- £4,200:** Community team for the day
- £1,000:** Bereavement services for the day
- £750:** a day for a patient on IPU
- £500:** a weekly session of Tots and Toys
- £130:** one day's medical supplies
- £30:** physio therapy session
- £15:** a three course home cooked meal



Who do I contact at Jersey Hospice Care?

Thank you so much for supporting Jersey Hospice Care. If you have any questions about your fundraising, or want some advice or support, please contact:

Marina Brockbank
Community Events Coordinator
Jersey Hospice Care

☎ .01534 786109

✉ fundraising@jerseyhospicecare.com



Jersey Hospice Care | Mont Cochon | St Helier | Jersey | JE2 3JB

01534 876555

Thank you for your support.

It really does make a difference to everyone we care for.

“Every single thing was fantastic. The staff were all so caring and kind. The little touches made all the differences and we are just so pleased he was to spend his last days in such a great environment.”

Family of a patient



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your care, your choice, your time