Fundraising Pack

In aid of Jersey Hospice Care

Hosted by PORTS OF JERSEY YOUR ISLAND GATEWAY
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Welcome to your Condor Ferries’ Dragon Boat Festival fundraising pack

The Condor Ferries’ Dragon Boat Festival is now a fundamental part of Jersey Hospice Care Fundraising Limited’s calendar. Last year’s event raised over £45,000 for the charity and we are hoping teams will once again rise to the occasion and raise thousands.

As a team, you have committed to raising a minimum of £500 through fundraising and sponsorship for Jersey Hospice Care and we are very grateful to you for this pledge. All our services are offered free of charge to everyone and, as an independent charity, the Hospice relies on the generosity of the public to enable it to continue to offer the best possible care. It currently costs more than £14,600 a day to run all our services, which are provided in patients’ homes and at Jersey Hospice Care, 365 days of the year, 24 hours a day.

This fundraising pack is designed to inform and guide you in your fundraising efforts. It will, hopefully, inspire you with new ideas, give you guidance on where you can find relevant information, as well as outlining some of the dos and don’ts of fundraising.

Introduction to Jersey Hospice Care

Jersey Hospice Care provides specialist palliative care, to islanders 24 hours a day, 365 days a year. Services are provided to suit individual needs within patients’ homes and at Jersey Hospice Care through the In Patient Unit and Day Hospice facilities so that islanders are enabled to live the remainder of their lives to the full, to remain at home if they wish and to die with dignity where they choose. Skilled practitioners also offer a variety of therapies including physiotherapy, Lymphoedema and complementary therapies.

In addition, Hospice runs a Community Bereavement Service, which is open to both adults and children. Confidential face-to-face emotional support is available to all islanders, regardless of the nature of bereavement, or how long ago it happened.

We have a 12 bedded In Patient Unit, complete with a Sanctuary and a chapel of rest. The King Centre comprises a lounge and dining room, hairdressing and art and craft areas, a coffee shop and meeting/training rooms. The last phase of our redevelopment saw the creation of a physiotherapy suite and gym and an extended kitchen.

Contact details

Jersey Hospice Care, Mont Cochon, St Helier, JE2 7TE

If you require help, advice or assistance with your fundraising, please call us on 510349 or email fundraising@jerseyhospicecare.com.
Getting started

Everything starts with an idea

... and your ideas are what we need! There are obviously hundreds of tried and tested ways to raise money for charity. To give you some inspiration, there is an A to Z of ideas later on in this fundraising pack.

Once you know roughly what you want to do, run it by friends, colleagues etc as they will be able to add their thoughts, ideas and experiences. What will you need to make it a success? If you need help with this, contact the Fundraising team, who can put you in touch with previous challengers and fundraisers.

Using the internet

The internet is a great source for all you need to know when it comes to brainstorming, preparing and running events. Here are some sites that you might find useful.

www.fundraiser-ideas.net
www.jerseycharities.org
www.fundraiserinsight.org
www.fundraiserhelp.com/fundraising-ideas.htm
www.fundraising-ideas.org/DIY/UKCollection.htm
www.checklists.com/planning.html

The team around you

When organising a fundraising event, it is very difficult to do everything yourself. Pull in as many people as you can and get enough people involved in the early stages of planning. Remember to thank people after the event, telling people how much you’ve raised. People will be much more likely to help again if they feel appreciated.

Letting people know about your event … As soon as you have an event in mind, please check out the date with the Fundraising team. This way, you can make sure you get the most out of your event by avoiding clashes with other events.

Spread the word

The more people you tell the better - family, friends, colleagues and business contacts. You can put up posters and flyers (there’s a blank one you can use on page 10) at the Jersey Hospice Care charity shops, Pure Charity coffee shop in the Central Market, at the gym, at schools, at the library, in shop windows and at other events that precede your own (remember to get permission first!).

Work notice boards, coffee machines, water coolers, kitchens and staff rooms are all great places for asking for help, as well as informing people about events. By asking people to help spread the word, you’ll get a greater response. Remember, people are interested in who, what, where, when and why – so grab their attention.

Please speak to Jersey Hospice Care’s Marketing and Communications officer before approaching the media. We send communications every month to a wide audience of supporters, including most large businesses and financial institutions. We are also able to advertise free through the Association of Jersey Charities’ website and the relevant section in the Jersey Evening Post. So keep us posted of your fundraising plans and we will make sure we help to promote them.
Compliance

Will your event be subject to certain regulatory restrictions or health and safety considerations? If you are holding a raffle and intend on selling tickets ahead of the event itself, you will need a licence from Gambling Control. Call 448150 or email info@jgc.je.

If you are planning a public event, you will need to seek permission from the Parish Constable or the Bailiff if the event is taking place in St Helier. If you intend on collecting money on the streets of St Helier (ie not a privately owned premises, in which case you need permission from the owner or proprietor), you will need to contact the Bailiff’s Office on 441100. Get in touch with the Health and Safety Inspectorate on 447300 or hsi@gov.je if necessary, as they can give you guidance.

Online sponsorship

Your friends and family can sponsor you online for various events at jerseyhospicecare.com. As this is our own site, we don’t need to pay any third part fees, so Jersey Hospice Care receives more than it would through other websites, such as JustGiving.

If you are organising a separate event, let us know what you are doing and when, and we will add your name to the website and help you spread the word.

Corporate Matching

Do you work for an organisation that can support your fundraising efforts by matching what you raise? By involving employees and managers, not only do you have access to more funds, but also to more people who might help.

Promotional material

We have railing and pop up banners, collection buckets, small collection tins, balloons and stickers that you are welcome to use for your event.

We can also provide you with leaflets explaining more about our services to hand out to people. And, we can give you a range of Jersey Hospice Care merchandise to sell.

Show me the money!

Any Jersey Hospice Care collection tins or buckets used at events should come back to our Reception with the seals still in place. We will then count the money and allocate it against your name, sending you a receipt to let you know how much you’ve collected.

If anyone makes a single donation of £50 or more, they can complete the tax reclaim form (page 11) and return it to us. We will then receive 25% of the donation back and this will also be allocated to your team as part of your fundraising.

Other money should be placed in an envelope or bag (any cheques made payable to Jersey Hospice Care Fundraising Limited), together with a note of your name and contact details, a brief description of where the money has come from and how much there is. Bring this to the Income Generation team at Jersey Hospice Care at any time and leave it with our volunteer receptionists or nurses out of business hours. You can also pay money in online at jerseyhospicecare.com by clicking on the ‘Donate’ button.
Jersey Hospice Care fundraising code of conduct

The dos and don’ts of fundraising

Do …

 Get in touch with the Income Generation team to let them know what event you are planning and how they can help

 Refer to the event with its full title at all times and within all publicity: *Condor Ferries’ Dragon Boat Festival in aid of Jersey Hospice Care*

 Use the official Jersey Hospice Care and Condor Ferries’ logos (you can get these from the Income Generation team) when promoting and advertising events. If you require an official letter or headed paper, please contact the team.

 Consider things like licences, insurance and health and safety issues

 Inform the police and parish authorities if necessary. Get them on board early. They are more than happy to assist, if necessary

 Consider any first aid requirements. If necessary, speak with St John Ambulance. They will require some notice.

 Please remember, at any event you are representing Jersey Hospice Care.

Don’t …

 Do anything that is dangerous or illegal

 Organise anything that directly promotes carcinogens such as alcohol, tobacco or studio tanning. Jersey Hospice Care cannot be linked in such a way because of the links to cancer.

 Allow anyone under 16 to collect sponsorship money without adult supervision

 Make collections on the street without proper permissions

 Make any press releases or contact the local media without first contacting our Marketing and Communications officer.

Good luck!
A to Z of fundraising ideas

Here is a list of possible events. Ways to raise money is limited only by your imagination!

A good place to start when trying to decide what to do is what interests you? You are the one that is going to be organising it after all!

A is for
Abseiling
Aerobics marathon
Antiques fair
Arts & Crafts stalls
'As new' sale
Auction of services/promises

B is for
Bachelor auction
Bad hair/tie day
Barbecue
Barn dance
Bed push
Board game event
Bottle sale
Bring & Buy sale

C is for
Cabarets/talent shows
Cake sale
Car boot sales
Car washing
Carol singing
Casino night
Cocktail party
Coffee morning
Concerts/recitals
Cookery/chocolate contest

D is for
Dance marathon
Dance lessons
Darts tournament
Dinner dance/ball
Dress down day

E is for
Eating marathon
Egg painting
Egg rolling competition
Eurovision Party
Eyebrow shaving

F is for
Face painting
Fairs, fetes, bazaars etc
Fancy dress party
Fashion show
Film night / premiere
Football tournament
Fruit and vegetable stall

G is for
Game shows
Garage sale
Gladiators
Glamorous Gran/Granddad
Golf tournament
Guest speaker
Gymkhana/horse show

H is for
Hair beading
Halloween Party
Head shave
Hot dog or burger stand
Household or handbag sale

I is for
Ironing service
It's a knockout

J is for
Jewellery sale
Jumble sale

K is for
Karaoke competition
Kite flying
Knitwear sale

L is for
Left-handed day
Line dancing

M is for
Marathon events
Midnight file
Midsummer masked ball
Mile of pennies
Murder Mystery evening
Music gig

N is for
Nature trail
New Year’s Eve party
Non-uniform day

O is for
Odd socks day
Old time music hall
Ornament sale

P is for
Pancake Day race
Penalty shootout
Pet show
Photo competition

Q is for
Quiz nights

R is for
Race night
Raffles
Rapping contest

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

T is for
Table top sale
Tea party
Teddy Bear’s picnic
Themed evening
Tombola
Top of the Pops show
Treasure Hunt

U is for
Underwear party
University Challenge

W is for
Wacky races
White elephant stall
Who’s that baby
Wine and cheese evening

X is for
Xmas hampers
Xmas party
Xmas present wrapping
Xmas wreaths/crafts

Y is for
Yacht race
Young Entrepreneurs

Z is for
Zany parties
Zodiac evening
## Event organisation checklist

<table>
<thead>
<tr>
<th>Before the event</th>
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<tbody>
<tr>
<td>o Research your fundraising idea</td>
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<tr>
<td>o Check the safety, legal and insurance issues</td>
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<tr>
<td>o Form a team, if necessary</td>
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<tr>
<td>o Plan your budget</td>
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<tr>
<td>o Look for sponsors, if necessary</td>
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<tr>
<td>o Schedule your event</td>
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<tr>
<td>o Tell Hospice’s Income Generation team about your event</td>
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<td>o Put posters up everywhere you can</td>
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<th>During the event</th>
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<tr>
<td>o Make sure you have enough people on hand to help out</td>
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<tr>
<td>o Appoint someone to be responsible for handling the money</td>
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<tr>
<td>o Give information about other Jersey Hospice Care fundraising events that are being scheduled</td>
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<tr>
<td>o Take lots of photographs</td>
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<tr>
<td>o Enjoy yourself and be proud of your fantastic event</td>
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<tr>
<th>After the event</th>
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<tbody>
<tr>
<td>o Make sure you have a team to help you clear up</td>
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<tr>
<td>o Collect your donations in and make sure cheques are made payable to Jersey Hospice Care Fundraising Limited</td>
</tr>
<tr>
<td>o Give a tax reclaim form (page 11) to people making a single donation of £50 or more</td>
</tr>
<tr>
<td>o Thank everyone who was involved for giving up their time and for making your event such a success</td>
</tr>
<tr>
<td>o Send the Income Generation team any photographs or write ups we can use on our Jersey Hospice Care website and social media or in the charity’s newsletters and other publications</td>
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Condor Ferries’ Dragon Boat Festival Sponsorship Form
In aid of Jersey Hospice Care

Thank you for sponsoring me for this year’s Condor Ferries’ Dragon Boat Festival!

Name

Team name or company

Address

Phone number

Email

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<tr>
<th>Name</th>
<th>Address</th>
<th>Telephone Number</th>
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</table>

Please return all sponsorship money (any cheques should be made payable to Jersey Hospice Care Fundraising Limited) and your details to:

Fundraising team, Jersey Hospice Care, Mont Cochon, St Helier, JE2 3JB

Thank you.

Please tick if you would like to receive regular information regarding Jersey Hospice Care and fundraising initiatives
In aid of Jersey Hospice Care

We are raising money for Jersey Hospice Care, taking part in the Condor Ferries’ Dragon Boat Festival.
Please support our fundraising event.

WHAT

WHERE

WHEN
CERTIFICATE
Lump sum payment to a charity – single donations of more than £50

I certify that I

of

have made a single payment to

in the sum of £

(amount in words )

on

(date) and that all the conditions below have been satisfied.

Signature  Date

Capacity*

Company name*

Donor’s Income Tax Reference Number, if known

Conditions to be satisfied

The donor:
- is resident in Jersey for tax purposes and been so resident for at least three years on the date payment is made
- has paid, or will pay, income tax to the Comptroller of Income Tax at least equivalent to the tax in respect of the gift

The payment:
- is made in money and is not subject to a condition that any part of it can be repaid
- is not due under a deed of covenant
- is not part of an arrangement to benefit the donor, the donor’s family or an individual or company connected to** the donor
- is not linked to** the acquisition of property by the charity except by way of a gift
- when added to other lump sum donations by the donor or person connected* with the donor, does not total more than £500,000 in any one year

All these conditions must be satisfied in order for the payment to qualify for tax relief

** Any doubts about the interpretation of ‘connected to/with’ and ‘linked to’ should be resolved with the Comptroller of Income Tax.

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*Where form signed on behalf of a company

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