FUNDRAISING PACK
Welcome to Jersey Hospice Care Dragon Boat Festival 3
Introduction to Jersey Hospice Care 3
Getting started 4 – 5
Jersey Hospice Care fundraising code of conduct 6
A to Z of fundraising ideas 7
Event organisation checklist 8
Sponsorship form 9
Poster to advertise your event 10
Lump sum tax reclaim form 11
The Jersey Hospice Care 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, Hospice relies on the generosity of the public to enable it to continue to offer the best possible care. It currently costs more than £18,600 a day to run all our services, which are provided in patients’ homes, Jersey General Hospital 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

Since our humble beginnings in early 1980s, Jersey Hospice Care has grown from offering home care services for patients with cancer and motor neurone disease to supporting adults with any terminal and life shortening conditions in 2014 – offering that care in any setting whether it is in hospital, at home or at Jersey Hospice Care.

We also care for children and young people with a life limiting or life threatening condition, ensuring that age, like diagnosis, is no longer a barrier to receiving palliative care.

Many people think that Jersey Hospice Care is about dying and are surprised when we tell them that our focus is all about living. Our highly skilled professional team of nurses and doctors, therapists and counsellors are dedicated to offering the highest standard of care to enable our patients with any life limiting illness to live life to the full and to die pain free, with dignity and in a place of their choosing.

Contact details

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

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.jerseyhospicecare.com/get-involved/fundraise/do-your-own-thing
www.jerseycharities.org
www.fundraiserinsight.org
www.fundraiserhelp.com/fundraising-ideas.htm
www.fundraising-ideas.org/DIY/UKCollection.htm

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 fundraising shops, 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 Marketing and Communications Manager 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 pull up banners, collection buckets, small collection tins 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.

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), 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 receptionists or nurses out of business hours. You can also pay money in online at jerseyhospicecare.com by clicking on the ‘Donate’ button.
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: Jersey Hospice Care Dragon Boat Festival sponsored by Condor Ferries.

❖ 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 often more than happy to assist, if necessary

❖ Consider any first aid requirements. If necessary, speak with St John Ambulance. They will require some notice and donation for their support.

❖ 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 Manager.

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
- 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/Grandad
- 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

## Before the Event
- Research your fundraising idea
- Check the safety, legal and insurance issues
- Form a team, if necessary
- Plan your budget
- Look for sponsors, if necessary
- Schedule your event
- Tell Hospice’s Income Generation team about your event
- Put posters up everywhere you can

## During the Event
- Make sure you have enough people on hand to help out
- Appoint someone to be responsible for handling the money
- Give information about other Jersey Hospice Care fundraising events that are being scheduled
- Take lots of photographs
- Enjoy yourself and be proud of your fantastic event

## After the Event
- Make sure you have a team to help you clear up
- Collect your donations in and make sure cheques are made payable to Jersey Hospice Care Fundraising Limited
- Give a tax reclaim form (page 11) to people making a single donation of £50 or more
- Thank everyone who was involved for giving up their time and for making your event such a success
- 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
Thank you for sponsoring me for this year’s Jersey Hospice Care Dragon Boat Festival!

Name ........................................................................................................................................................................

Team name or company ...........................................................................................................................................

Address .....................................................................................................................................................................

Phone number ........................................... Email ......................................................................................................

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

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

Thank you.
We are raising money for Jersey Hospice Care, taking part in the 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.

For Charity’s use

For Comptroller’s use

*Where form signed on behalf of a company R10(LSD)