Fundraising and Donations Information Guide

A practical guide to supporting Jersey Hospice Care
Introduction to Jersey Hospice Care

Jersey Hospice Care provides specialist palliative care to islanders with life limited conditions, 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, Jersey Hospice Care 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.

Over recent years, Hospice has extended its facilities on Mont Cochon in order to be able to provide for the expected increase in those needing palliative care in the coming years because of changing demographics. There is now a 12 bedroom 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 saw the creation of a physiotherapy suite and gym and an extended kitchen.

Contact details
Jersey Hospice Care Fundraising Limited, 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
Everything starts with an idea

...and your ideas are what we need! There are 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 guide.

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.

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, 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 the Jersey Hospice Care Fundraising team 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 may 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 hsildgov.je if necessary, as they can give you guidance.
Online sponsorship
You can set up your own online sponsorship page on our website (jerseyhospicecare.com). Simply click on Donate and then follow the pages through to ‘Create your sponsorship page’. You can personalise the page with your own message and photograph.

Once this is approved and published, you can share the link with your family and friends. As this is our own site, we don’t need to pay any third party fees, so Jersey Hospice Care receives more than it would through other websites, such as JustGiving.

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, volunteer t-shirts, balloons and stickers that you are welcome to use for your event.

Show me the money!
Any Jersey Hospice Care Fundraising 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 10) and return it to us. We will then receive 25% of the donation back and this will also be allocated to you 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 Fundraising 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.
The dos and don’ts of fundraising

**Do...**

- Get in touch with the Fundraising team to let them know what event you are planning and how they can help.
- Use the official Jersey Hospice Care logo (you can get this from the Fundraising team) when promoting and advertising events. If you require an official letter or headed paper, please contact the Fundraising 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 normally more than happy to assist.
- 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 and Jersey Hospice Care Fundraising Limited 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 the Fundraising team.

*Good luck*
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  
| A is for | Aerobics marathon  
| A is for | Antiques fair  
| A is for | Arts & Crafts stalls  
| A is for | 'As new' sale  
| A is for | Auction of services/promises  
| B is for | Bachelor auction  
| B is for | Bad hair/tie day  
| B is for | Barbecue  
| B is for | Barn dance  
| B is for | Bed push  
| B is for | Board game event  
| B is for | Bottle sale  
| B is for | Bring & Buy sale  
| C is for | Cabarets/talent shows  
| C is for | Cake sale  
| C is for | Car boot sales  
| C is for | Car washing  
| C is for | Carol singing  
| C is for | Casino night  
| C is for | Cocktail party  
| C is for | Coffee morning  
| C is for | Concerts/recitals  
| C is for | Cookery/chocolate contest  
| D is for | Dance marathon  
| D is for | Dance lessons  
| D is for | Darts tournament  
| D is for | Dinner dance/ball  
| D is for | Dress down day  
| E is for | Eating marathon  
| E is for | Egg painting  
| E is for | Egg rolling competition  
| E is for | Eurovision Party  
| E is for | Eyebrow shaving  
| F is for | Face painting  
| F is for | Fairs, fetes, bazaars etc  
| F is for | Fancy dress party  
| F is for | Fashion show  
| F is for | Film night / premiere  
| F is for | Football tournament  
| F is for | Fruit and vegetable stall  
| G is for | Game shows  
| G is for | Garage sale  
| G is for | Gladiators  
| G is for | Glamorous Gran/Granddad  
| G is for | Golf tournament  
| G is for | Guest speaker  
| G is for | Gymkhana/horse show  
| H is for | Hair beading  
| H is for | Halloween Party  
| H is for | Head shave  
| H is for | Hot dog or burger stand  
| H is for | Household or handbag sale  
| I is for | Ironing service  
| I is for | It’s a knockout  
| J is for | Jewellery sale  
| J is for | Jumble sale  
| K is for | Karaoke competition  
| K is for | Kite flying  
| K is for | Knitwear sale  
| L is for | Left-handed day  
| L is for | Line dancing  
| M is for | Marathon events  
| M is for | Midsummer masked ball  
| M is for | Mile of pennies  
| M is for | Murder Mystery evening  
| M is for | Music gig  
| N is for | Nature trail  
| N is for | New Year’s Eve party  
| N is for | Non-uniform day  
| O is for | Odd socks day  
| O is for | Old time music hall  
| O is for | Ornament sale  
| P is for | Pancake Day race  
| P is for | Penalty shootout  
| P is for | Pet show  
| P is for | Photo competition  
| Q is for | Quiz nights  
| R is for | Race night  
| R is for | Raffles  
| R is for | Rapping contest  
| S is for | Safari supper  
| S is for | Scavenger hunt  
| S is for | School fair  
| S is for | Second hand sale  
| S is for | Sheep racing  
| S is for | Soup kitchen  
| S is for | Spaghetti eat-off  
| S is for | Sponsored events  
| S is for | Sports contest  
| S is for | Swap shop  
| T is for | Tabletop sale  
| T is for | Tea party  
| T is for | Teddy Bear’s picnic  
| T is for | Themed evening  
| T is for | Tombola  
| T is for | Top of the Pops show  
| T is for | Treasure Hunt  
| U is for | Underwear party  
| U is for | University Challenge  
| W is for | Wacky races  
| W is for | White elephant stall  
| W is for | Who’s that baby  
| W is for | Wine and cheese evening  
| X is for | Xmas hampers  
| X is for | Xmas party  
| X is for | Xmas present wrapping  
| X is for | Xmas wreaths/crafts  
| Y is for | Yacht race  
| Y is for | Young Entrepreneurs  
| Z is for | Zany parties  
| Z is for | Zodiac evening  

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**Jersey Hospice Care - Fundraising and Donations Information Guide**

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## Event organisation checklist

<table>
<thead>
<tr>
<th>Before the event</th>
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<tbody>
<tr>
<td>❑ Research your fundraising idea</td>
</tr>
<tr>
<td>❑ Check the safety, legal and insurance issues</td>
</tr>
<tr>
<td>❑ Form an organising committee, if necessary</td>
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<tr>
<td>❑ Plan your budget</td>
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<tr>
<td>❑ Look for sponsors, if necessary</td>
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<tr>
<td>❑ Schedule your event - try to avoid clashing with another charity event</td>
</tr>
<tr>
<td>❑ Tell JHC Fundraising team about your event</td>
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<td>❑ Put posters up everywhere you can</td>
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<thead>
<tr>
<th>During the event</th>
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<tr>
<td>❑ Make sure you have enough people on hand to help out</td>
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<tr>
<td>❑ Appoint someone to be responsible for handling the money</td>
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<tr>
<td>❑ Give information about other Jersey Hospice Care fundraising events that are being scheduled</td>
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<tr>
<td>❑ Take lots of photographs</td>
</tr>
<tr>
<td>❑ Enjoy yourself and be proud of your fantastic event</td>
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<thead>
<tr>
<th>After the event</th>
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<tbody>
<tr>
<td>❑ Make sure you have a team to help you clear up</td>
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<tr>
<td>❑ Collect your donations in and make sure cheques are made payable to Jersey Hospice Care Fundraising Limited</td>
</tr>
<tr>
<td>❑ Give a tax reclaim form [page 11] to people making a single donation of £50 or more</td>
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<tr>
<td>❑ Thank everyone who was involved for giving up their time and for making your event such a success</td>
</tr>
<tr>
<td>❑ Send the JHC Fundraising 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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Sponsorship Form

In aid of Jersey Hospice Care

Thank you for sponsoring me

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

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

Address ..............................................................................................................................................................................
....................................................................................................................................................................................
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Phone number .......................................................................................................................................................................

Email ....................................................................................................................................................................................

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<tr>
<th>Name</th>
<th>Address</th>
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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
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

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