

How To Run A Successful Fundraising Event For St Peter & St James



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All of our Hospice services are free of charge to patients and their loved ones. We receive just **15%** of our funding from the Government and have to raise more than **£1.3 million** every year through fundraising. That's **£3,600 every single day**.

As you can imagine this is a huge task and we are heavily reliant on people like you to hold events to help us achieve this target.



What We Do

- Our mission as a registered charity is to provide specialist care, love and support for those living with progressive, life limiting illnesses from East and West Sussex.
- We will endeavour to meet the needs of each patient, their family and friends.
- We aim to encourage and enable all patients to live their lives to their full potential despite their illnesses.



Margaret's Story

Margaret Byatt's husband Derrick had Parkinson's disease and was looked after by St Peter & St James.

"I am indebted to all the staff and volunteers at St Peter & St James for providing the support we needed as his condition deteriorated, without which I do not believe I would have been able to care for Derrick at home.

"Initially he attended the Day Hospice on a Friday which gave me a much needed break and a little time to do the things most people take for granted. Derrick was a little reluctant to go at first but the kind people there soon became his friends and he particularly looked forward to his weekly games of Scrabble. St Peter & St James always arranged his transport, sometimes by minibus but often by private car. He enjoyed his chats with the drivers and they too became good friends.

"We also appreciated being able to attend the services in the Chapel on a Thursday morning because Derrick felt comfortable amongst the others there in a similar predicament. They supported each other spiritually which was just as important as the physical support we received. When I had a cataract operation four years ago and was not able to look after him for a week, for the first time he made use of the respite facilities provided by St Peter & St James. This was really the beginning of St Peter & St James becoming a second home as I needed to rely on them more and more for respite care every three months or so.

"The Befrienders Plus scheme gave us further support at home enabling me to go out in the knowledge that Derrick was in somebody else's capable hands which took away the strain of worrying that I would get home and find that he had had a fall and no one was there to help him. But it also gave him good mental stimulation as he enjoyed sharing his vast knowledge with them.

"Derrick went into the Hospice in-patient unit after Christmas 2006 for a week's respite care. At the end of that week he was too frail to return home and the wonderful nursing staff and doctors provided him with the best care which helped to make his final two weeks as comfortable as possible. I would like to express my heartfelt thanks to everyone involved at St Peter & St James and I know that Derrick would like to thank you too for all that you did for both of us - thank you so much."

This event pack is intended to walk you through the process of planning and holding a successful fundraising event. Not everything will be applicable to your event and you may have further questions but hopefully this pack will give you some ideas and get you started and keep you safe and legal.

Whilst we appreciate that you may not want to 'bother us' or may have run your event many times before, please get in touch and let us know what you're doing. There are lots of ways in which we can help you and people often contact us about externally organised events and if we know what you're up to then we can help them. Please complete the event notification form in this pack and let us have it back as early as possible.

What's In It For You?

As well as the obvious benefits for us, we hope that you will also gain a great deal by organising a fundraising event in aid of St Peter & St James. We hope that the benefits for you will include some or all of the following:

- Knowing that the money raised from your event is helping us to care for our patients and their loved ones and spreading the word about St Peter & St James
- An opportunity to work with friends, family and colleagues and to meet new people
- Gaining experience in arranging events
- 'Something extra' on your CV - many employers look for evidence of voluntary work and arranging a fundraising event can look great on your CV and make you stand out

How To Get In Touch

If you have any further questions please feel free to get in touch with the Fundraising Department on 01444 471598 or email fundraising@stpeter-stjames.org.uk. The office is open from Monday to Friday 9.00am – 5.00pm. The Fundraising Department is made up of:

- Gill Cronin – Head of Fundraising
- Rosie Wyer – Community Fundraiser
- Karen Lambert – Fundraising, Media and Marketing Administrator
- Jo Claxton – Fundraising Assistant
- Kerensa Russell – Charity Liaison Fundraiser



The Fundraising Department - Jo, Karen, Rosie, Kerensa and Gill

- **Decide what you want to do**

There are so many different types of fundraising event. Some have been tried and tested for many years or you might want to try something brand new! If you are looking for inspiration take a look at the A – Z of fundraising in this pack to get some ideas.

- **Choose a date**

What you've decided to do may well determine when you hold your event. Garden parties generally do not work well in December and likewise Christmas drinks parties will probably flop in July!

Check what else is happening locally on that date that might take people away from your event. It's also worth checking that you're not clashing with the World Cup Final, Wimbledon or similar, just in case! Check our website www.stpeter-stjames.org.uk to see what else is happening in aid of St Peter & St James around the date of your event.

- **Let us know what you're up to**

Please complete the events notification form in this pack and let us have it back as early as possible.

- **Spread the workload**

Think about who you can recruit to take on different jobs, what skills and contacts do your friends, family and colleagues have? If you're organising a large event like a ball then it might be wise to get a committee together.

- **Think free!**

Obviously the more that you can get for free the more money you will make for St Peter & St James. Do you know anyone who has a venue, would provide food, donate a raffle prize or print posters and tickets for free? In return you can offer to include them in your publicity or invite them to put up a banner or distribute fliers at your event. Ask around and use your contacts, if you don't ask you don't get! Tell people that it's for charity and they might be more inclined to help.

- **Book a venue**

Think about the size of the venue, is there enough parking, will they provide chairs and tables, do you need a kitchen?

- **Sponsorship**

You could also ask local businesses to sponsor elements of your event. In return for a donation from them you could offer to include an advert for them in a programme or allow them to put up a banner at your event. It's best to start with smaller local businesses who may already know about St Peter & St James but please check with us before you do so in order to avoid companies being asked by too many different people.

- **Draw up a budget**

If you can't get everything for free then you will need to decide how much you're prepared to spend and work out which elements of your event are to cover costs. For example, the ticket price may cover the cost of the hall hire but everything else will be profit.

'Think outside the box' when organising your event. For example, if you're holding a lunch party you could raffle the flower arrangements at the end of your event. If you're holding a sports tournament, ask a local Scout or Guide group to wash cars in the car park in return for a donation from spectators.

- **Matched funding**

It's worth finding out if your employer runs a matched funding scheme. Some employers offer to match or part match money that their employees raise for charity which could potentially double your fundraising efforts.

- **Talk about it!**

Tell everyone and anyone about your event. You never know who you are talking to or who they might know who might like to come along. Word of mouth is a very powerful publicity machine!



- **Posters, fliers and tickets**

We can design and print posters, fliers and tickets for you or provide you with blank A4 poster templates. These have our logo and Registered Charity Number on and space to print or write the details of your event. Then put your posters up everywhere, try your local shop, staff room, pub, petrol station, gym, school and so on but please make sure you get permission first.



- **Our logo**

We ask that our logo is used on all publicity material, it gets additional publicity for us and makes you look more official. All fundraising/publicity materials you produce must make it clear that you are fundraising in aid of St Peter & St James but that you do not represent St Peter & St James. You must also use our Registered Charity Number wherever our logo or name are used. **'Registered Charity Number: 1056114'**.

To obtain a copy of the logo please email fundraising@stpeter-stjames.org.uk or call 01444 471598. **The logo must not be altered or stretched in any way.**

- **St Peter & St James website and newsletter**

As long as you have completed and returned the events notification form to us we can add the details of your event to our website. If you do not wish for your event to be included on our website then please let us know.

We produce our newsletter 'Caring' 3 times a year which at present has a print run of 10,000. Whilst we can't include every event taking place we try and feature a few in each issue. Please let us know if you would like your event to be included and we will do our best.

- **Email**

Email the details of your event to all of your email contacts and ask them to forward the email on to all of their contacts. You could reach hundreds of people in this way.

- **Company intranet**

Does your workplace have an intranet? Ask whoever manages it if they would add the details of your event to the intranet for all employees to see.

- **Local media**

Local newspapers and radio stations are great for both pre and post event publicity.

The main newspapers locally are:

- **The Mid Sussex Times & The Citizen, The Argus & The Leader, The Sussex Express**

The main radio stations locally are:

- **Bright FM, Southern FM, Southern Counties Radio**



There are also lots of village magazines and websites that may be interested in what you are up to. We can point you in the right direction.

Sometimes it's best for you to go to the media directly and other times it's best coming through us. We can help you with press releases and contacts and are more than happy to help you with publicising your event in this way so please get in touch and we will talk you through the best options. Please contact Karen in Fundraising on 01444 471598. Unfortunately we can never guarantee what the papers will or will not cover but we will always give it a go!

• **St Peter & St James marketing materials**

At present, the following items are available to you:

Banners (6ft & 12ft)	Loan
T-shirts with logo (s, m, l, xl)	Loan, keep or buy depending upon the event
Tabards	Loan
Collection buckets (large)	Loan
Collection boxes (small)	Loan
Large signs with logo on	Loan
Foam sunflower heads	Loan
Enamel pin badges	To sell
Window stickers	To give away
Lapel stickers	To give away
Annual Review	To give away
'Caring' newsletter	To give away
Information leaflets	To give away



If you would like to order any of these items for your event please complete the event supplies order form at the back of the events pack and return to the Fundraising Department as soon as possible and at least 3 weeks before your event.

At some times of the year certain items are in high demand so please book as early as you can as we operate a first come first served system. We also ask that you return items to us as quickly as possible and no later than a week after your event.

• **Photographs**



Try and find a willing volunteer to take photographs at your event. When your event is over they will bring you a great sense of satisfaction when you look back at what you have achieved and there may be photos of things that you didn't get to see happen. Photographs of the event are far more appealing to the press if you decide to do any post-event publicity than photographs of you presenting us with a cheque.

We are always looking for photographs for use in publicity material and on our website so please let us have copies too.

• **St Peter & St James representatives**

Whilst we cannot attend all externally organised events we do try our best. If you would like a St Peter & St James representative to attend your event, please let us have plenty of warning and let us know what you would like us to do. Please fill in the details on the event notification form.

• **Many hands make light work**

Ensure that you have enough pairs of hands to help you out on the day. Allow plenty of time for setting up so that you are nice and relaxed before the event and make sure you are not the only one left clearing up at the end. It's always a good idea to have a couple of spare pairs of hands without an allocated job that you can call upon if anything crops up at the last minute.



• **Go Green!**

Wherever possible please try and arrange for recycling facilities at your event. Ask people to put empty bottles in a separate bag and take them to your local recycling centre. Make sure that you have plenty of bin liners available and do not leave any rubbish behind.

Volunteer fundraisers acting entirely on their own initiative and with no special authority to represent the charity are acting “in aid of” St Peter & St James. This includes people organising events such as walks, lunches, discos, etc.

Unfortunately you are not covered by our insurance and must be completely aware of this. We can offer advice and guidance but St Peter & St James does not accept responsibility for your event or activity.

You are responsible for ensuring that your event complies with the law. There are many sources of information about how to ensure that your event is run both legally and safely. You may need to consider contacting:

- The local police if you are planning an event to be held in a public place, for example something that may disrupt traffic
- The local fire brigade for advice regarding fire safety
- The local council for advice about licensing, permission, health and safety and trading standards
- The venue that you are using to ensure that they have suitable public liability insurance
- Any suppliers that you are using to check that they have their own insurance
- The local St John’s Ambulance or the Red Cross for advice about First Aid requirements
- Check www.food.gov.uk/safereating or with your local environmental health department for advice on food safety laws if you are offering food at your event

It is very important that you check if your suppliers - such as a disco or your venue, have their own public liability insurance. You may need to take out your own insurance or an extension to your home insurance. This obviously has a cost effect but will leave you safe in the knowledge that you are fully covered for any eventuality. In this: “where there’s blame, there’s a claim” culture, it is far better to be safe than sorry. It is highly advisable to carry out a risk assessment for any event. Your insurance company might require one. We can provide you with a template if required.

Licences

It is fine to give away alcohol and ask for a donation but if you want to set a fixed price, you are selling it and will therefore require an alcohol licence from the local authority. This is not an onerous task and costs around £20 and we can help you with the details. Your venue may have a licence already.

Raffles

If you are considering a raffle as part of your fundraising you must ensure that it is legal. There are 3 types of raffle but yours is most likely to be either a small or private raffle.

- **Small:** A small raffle is a useful additional fundraising tool during an event. For example if you are holding a race night you could also hold a raffle. Tickets do not have to be specially printed. The value of donated prizes is limitless but no more than £250 should be spent on purchased prizes and, whilst none of the prizes can be cash prizes, vouchers are allowed. The sale and draw of tickets must take place during the event. You can only sell tickets to people attending the event.
- **Private:** If you are holding a raffle at your workplace, school or club you do not need a licence. Tickets can only be sold to other people within the workplace, school or club and the draw must take place on the premises where the tickets are sold.
- **Society Lottery:** To sell tickets to the general public over a period of time a raffle must be registered with either the local authority or the Gambling Commission, depending on the size of the lottery. For further information about society lotteries please contact the Fundraising Department or the local authority.

(Source: Institute of Fundraising, *Everything you need to know about Raffles, Lotteries and Competitions*, January 2007)

Records

- In order to protect yourself you should keep records of all of your income and expenditure. You should keep a record of all expenses that you claim along with receipts whenever possible.
- You must only claim 'legitimate expenses' which relate to publicising or running the event such as insurance, printing costs and transport. You must not pay yourself a 'fee' for organising the event.
- Whenever you are counting money it is good practice to ensure that there are at least two people present and the money should be counted and verified by both people.
- If your event involves money coming in from different sources, for example from business sponsorship, a raffle, ticket sales, and donations it is advisable to keep a record of each of the different income streams. This will make it easier to trace any errors when counting money and can be useful for analysing what worked well and what didn't after the event.



Handling money on the day

- Make sure that you have a sufficient float available for the day. It's not unknown for people to want to buy a 50p raffle ticket with a £20 note - please make sure you have plenty of change available.
- If there is going to be cash at your event make sure that you are vigilant and take suitable safety precautions. Make sure that you appoint somebody to be responsible for collecting and banking money taken on the day and that money is moved around safely and that those moving it are always accompanied or carry a personal alarm.

Paying the money to us

When you have worked out exactly how much you have raised we would be delighted to receive the money from you as soon as possible so that we can put it to use. All money should be paid to us within 6 weeks of your event. You can either send us a cheque in the post or, if you would prefer and if you have cash, deliver the money to us. We would be delighted to see you and hear how your event went. The office is open from Monday to Friday 9.00am – 5.00pm and we advise you to call first to make sure that there is somebody available to receive the money.

If you are sending a cheque in the post please send to: Fundraising Department, St Peter & St James Hospice, North Common Road, North Chailey, Lewes. East Sussex. BN8 4ED including brief details of how you raised the money. Please make cheques payable to 'St Peter & St James Charitable Trust'. Please do not send cash in the post.

Gift Aid

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Gift Aid is a Government scheme which allows charities to reclaim the tax that their donors have paid on the donations that they make and increases the value of the donation by 28p for every £1 donated. It can only be claimed when a donation is a 'pure' donation and the donor is not receiving anything in return. For example, paying for entry to an event or buying raffle tickets cannot be Gift Aided as donors are 'buying' something for their money rather than simply donating it.

If somebody gives you a 'pure' donation and they are a UK taxpayer, the donation may well be eligible for Gift Aid if they complete a Gift Aid declaration. Please contact the Fundraising Department for further information and declaration forms.

Running a fundraising event can be stressful (although hopefully the enjoyment and sense of achievement outweighs the stress!) and when it's all over you just want to put your feet up and recover.

However, there is one last job to be done which is to thank everyone who has helped you. In particular, think about the people who have helped you put the event on and anyone who has given you something for free or at a discounted rate.

A short thank you note goes a long way and is very important, not only for relationships between you and them personally but also between them and us as many people will see not having a thank you from you as not having a thank you from St Peter & St James. If you thank them they are far more likely to help you again, once you have recovered enough to think about doing it again that is. Let them know how much they helped you raise, you might just make their day!

If somebody has helped you in a big way we would be very happy to write a thank you letter from the Fundraising Department so please feel free to ask us.

And Finally... Relax! You did it!



Please complete with as much information as possible and return to:

The Fundraising Department, St Peter & St James Hospice & Continuing Care Centre,
North Common Road, North Chailey, Lewes, East Sussex. BN8 4ED

Alternatively you can send the details to us by emailing fundraising@stpeter-stjames.org.uk
or telephone us on 01444 471598. The office is open from Monday to Friday 9.00am – 5.00pm.

Event	
Date of event	
Location	
Time	Start: Finish:
Tickets	£
Ticket price includes	
Tickets available from	
What else is happening? Raffle, licensed bar etc.	
Do you require a St Peter & St James representative to attend? If yes, what would you like them to do?	
For further information contact	Name: Telephone: Can these contact details be made public, for example on our website and in our newsletter? Please circle: Yes No

Please use further sheets if required.

For office use only: RW KL

GC?

Please complete and return at least 3 weeks prior to your event to:

The Fundraising Department, St Peter & St James Hospice & Continuing Care Centre,
North Common Road, North Chailey, Lewes, East Sussex. BN8 4ED

Alternatively you can send the details to us by emailing fundraising@stpeter-stjames.org.uk
or telephone us on 01444 471598. The office is open from Monday to Friday 9.00am – 5.00pm.

Your name:

Your event:

Date of event:

Quantity and
size required

Banners (6ft & 12ft)	Loan	
T-shirts with logo S, M, L, XL	Loan, keep or buy depending upon the event	
Tabards	Loan	
Collection buckets (large)	Loan	
Collection boxes (small)	Loan	
Large signs with logo on	Loan	
Foam sunflower heads	Loan	
Enamel pin badges	To sell	
Window stickers	To give away	
Lapel stickers	To give away	
Annual Review	To give away	
'Caring' newsletter	To give away	
Information leaflets	To give away	

All loan items must be returned to the Fundraising Department within one week of your event.

For office use only:

Date agreed for collection of items ordered:

Date collected:

Signature of collector:

Received back:

If you would like to hold an event but are not sure what you would like to do, the following list may give you some ideas:

- Auction of Promises, Abseiling, Antique Fair, Art Exhibition
- Baked Bean Bath, Ball, BBQ
- Car Boot Sale, Cricket Match, Coffee Morning
- Darts Competition, Disco, Dragon Boat Race
- Egg and Spoon race, Easter Egg Hunt
- Fashion Show, Five-a-side Football Tournament, Film Premiere
- Garden Party, Golf Day
- Head Shaving, Half Marathon
- It's a Knockout competition
- Jumble Sale, Jewellery Sale, Jazz Night
- Karaoke Competition, Knitting Marathon, Knobbly Knee Contest
- Line Dancing, Lunch party, Limbo Competition
- Murder Mystery Evening, Marathon
- Netball Tournament, Non-Uniform Day
- Open Garden, Old Time Music Hall, Obstacle Course
- Plant Sale, Parachute Jump
- Quiz Night, Quirky Costume Party
- Race Night, Rugby Match, Raffles
- Seventies Night, Sponsored anything!
- Treasure Hunt, Teddy Bears' Picnic, Tombola
- Unicycle Race, Unwanted Gift Sale
- Vehicle Push, Variety Show
- Wine Tasting, Welly Throwing, Wheelbarrow Races
- X-Treme Sports, Xylophone Concert
- Yo-Yo competition, Young Enterprise Scheme, Yoga Marathon
- Zany Clothes Day, Zebra Fancy Dress Party



The list is endless! If you have any other ideas that you would like to discuss then please get in touch!