

SPONSORSHIP PACK

Raising Sponsorship For St Peter & St James



St Peter &
St James

HOSPICE &
CONTINUING
CARE CENTRE



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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 raise sponsorship 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 pack is intended to help you raise as much money as possible from your sponsored event whether you are running a marathon or doing a sponsored silence. Not everything will be applicable to you and you may have further questions but hopefully this pack will give you some ideas and get you started.

Whilst we appreciate that you may not want to 'bother us' or may have raised sponsorship 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. Please complete the sponsored 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 raising sponsorship 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 you raise is helping us to care for our patients and their loved ones and spreading the word about St Peter & St James
- An opportunity to meet new people
- 'Something extra' on your CV - many employers look for evidence of voluntary work and raising money for charity 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 Wyrer – 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

- **Sponsorship forms**

Enclosed in this pack is a generic sponsorship form which requests all of the information that we need from your sponsors. Please either complete your details by hand on this sponsorship form or get in touch with us if you would like us to create a form for you with your details printed on. We are happy to print these off for you or can email the file to you if you are happy to print your own.

This form has been carefully developed over the years to ensure that we can make as much money as possible from your sponsorship (see Gift Aid below) so please do not change anything.

- **Gift Aid**

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Gift Aid is a vital source of income for us. To give you some idea of just how important it is, we claimed in excess of £55,000 in Gift Aid in the last financial year which is enough to run all of our Hospice services for more than 16 days. By getting your sponsor to Gift Aid their sponsorship, we can claim an extra 28p from the Government for every £1 that you are sponsored, making your sponsorship go even further. £10 can be turned into £12.80 at no extra cost to your sponsor.

In order to claim Gift Aid on your sponsorship please ensure that all of your sponsors who are UK taxpayers provide their full name, full home address including postcode, and tick the Gift Aid box, it's as easy as that! Unfortunately without all of this information we cannot claim Gift Aid.

When your sponsors are completing the form please encourage them to be as sensible as possible. Writing their home address as 'in the dog house' is very amusing but unfortunately means we cannot claim Gift Aid.

You may find that some of your sponsors are reluctant to give their home address, particularly when a sponsorship form is on public display, for example on a noticeboard at work. If this happens, please take the time to collect as many home addresses as possible when the form is no longer public as we can only claim Gift Aid with a full home address including postcode.

- **Online sponsorship pages**

As well as paper sponsorship forms, many people find that setting up a sponsorship web page is an effective and easy way of raising money, particularly from people that you may not see to ask face to face. One of the most popular websites is www.justgiving.com. Our 2007 London Marathon runners raised more than £10,000 through their pages on Justgiving.



Justgiving allows you to create your own personalised web page with a photo and message explaining what you are up to and why. Then all you need to do is let your friends and family know what the link to your page is and they can sponsor you online using a debit or credit card. Justgiving is 100% secure and money that you raise is paid directly to us on a weekly basis. They also reclaim Gift Aid on any sponsorship that you receive from UK taxpayers.

As an aside, please be aware that Justgiving do charge a fee of up to 7.5% depending on your payment method, which is taken either directly from their sponsorship or from the Gift Aid claimed if your sponsor is a UK taxpayer. As such, it's best to ask people that you are likely to see to collect your sponsorship from to use paper sponsorship forms and encourage those who might be trickier to pin down to use Justgiving to ensure that you get every penny possible!

- **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 what you're doing. You never know who you are talking to or who they might know who might like to sponsor you. Word of mouth is a very powerful publicity machine!



- **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.** If you are interested in posters or fliers to publicise what you are up to then please let us know and we would be more than happy to help.

- **St Peter & St James newsletter**

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

- **Email**

Email the details of your sponsored 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. You could include a link to your Justgiving page if you have set one up.

- **Company intranet**

Does your workplace have an intranet? Ask whoever manages it if they would add the details of your sponsored event to the intranet for all employees to see. You could include a link to your Justgiving page.

- **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!

- Ask the people who you think are going to be most generous to sponsor you first. People often look to see what others have sponsored and what the highest amount is
- Keep a sponsorship form on you at all times. Keep one in your wallet or handbag then you can catch all of the people who say ‘I’ll sponsor you when I next see you’
- Please, please don’t forget Gift Aid!
- Make a list of everyone who might sponsor you so that you don’t forget to ask them. Don’t forget work colleagues, clubs that you belong to, neighbours, customers, suppliers and so on
- Don’t be afraid to ask! The worst that they can say is no
- Don’t be upset if people say no! You never know what else people do for charity so don’t be upset if they can’t sponsor you. They may already be sponsoring other people
- Try and collect your sponsorship money as quickly as possible after your event. We know that it can be hard work but do it quickly whilst you’re still full of enthusiasm
- Keep asking for sponsorship after your event. If you’re telling somebody about what you’ve achieved, gauge their reaction and if they seem impressed ask them if they’d like to sponsor you, it’s never too late!

The Money

When you have collected all of your sponsorship money we would be delighted to receive it from you as soon as possible so that we can put it to use. Or, if you would prefer, you can give it to us in instalments and we will keep a running total. 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 you got on. 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.

• **Insurance**

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 taking part in externally organised sponsored events. **Unfortunately you are not covered by our insurance and must be completely aware of this.** We recommend that you check with the event organisers that you are covered by their insurance.

• **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 sponsored 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 of you doing your sponsored 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 they can be great ‘proof’ that you did it when you are collecting sponsorship. 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.

Sponsored Event Notification Form

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.

Your Name	
Your Contact Details	Address: Telephone: (Home) Telephone: (Mobile) Email Address:
Event	
Date of Event	
Location	

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:

Your Running Kit

You do not need to spend a fortune on new kit if you're taking part in a sponsored run. However there are thousands of products designed to improve your performance and help you avoid injury if you would like to invest in them.



- **Running shoes**
Are the most important part of your kit. Comfy shoes that suit your running style are essential for avoiding injury. Seek advice from sports shops who will be able to recommend the best shoes for you. They don't have to cost a fortune but will be worth investing in. Never wear a new pair on race day.
- **Clothing**
Look for fabrics that 'wick' away sweat from the skin to the outer surface of the fabric where it evaporates. They feel light, cool and comfortable against the skin, unlike cotton, which feels heavy and damp when you sweat. Think about shower proof tops, long trousers and shorts to cater for every type of weather.
- **Socks and underwear**
Specialist running socks which consist of two layers are available from good sports shops. The inside layer stays with your foot whilst the outer layer moves with your trainers which helps to avoid blisters. Ladies, please invest in a good sports bra to protect your assets!

Preparation Is Key!

- **It is always advisable to consult your GP before starting any exercise programme.** If you experience a serious injury or suffer any medical problems as a result of your training then please consult your GP or sports injury specialist immediately.
- **Know your starting level and be realistic.** Setting your targets too high will lead to disappointment and injury. Having said that you need to make sure you fit enough training in before the big day and progress at the right pace. Remember that you do not need to run the full distance before the big day. Marathon runners are normally advised to ensure that they can run 18 - 20 miles before the big day as (apparently!) the atmosphere will make the last 6.2 miles just breeze by!
- **Keep a training diary.** It's hard to believe that you can go from barely being able to jog for a minute to running a marathon in as little as six months but we promise you that it is possible if you're prepared to put the work in. A diary can be a huge motivator during training for realising how much you're improving and will be a great memento to look back on when you've achieved your goal.
- **Knowing that you have done enough training will be vital for getting round on the day!** Work out how much time you want to dedicate to training and plan a realistic training schedule taking into account all of your other commitments. There are lots of free training schedules available on the internet but remember that training schedules should be adjusted to suit you.
- **Consider taking part in a shorter race before your main event.** This will give you a chance to test your pace and experience what it feels like to take part in a large running event if you haven't done so before. The atmosphere will really help you to get round.
- **Ensure that you drink enough fluids and adapt your diet accordingly.** You can lose more than a litre of water an hour through sweat, and this will start to affect your efficiency if you don't replace it. Try to eat at least 2 - 4 hours before you exercise and include lots of high carbohydrate foods in your diet such as pasta, rice, bread, potatoes, beans, fruit and vegetables. Again, there is lots of advice available free on the internet.
- **Most importantly, listen to your body.** Rest is a vital part of any training schedule and you should ensure that you have a least one day rest between training sessions. The changes that occur within your body to enable you to cope with the increased activity that you are undertaking all take place when you are resting.
- **Do not train or take part in a race if you are injured or unwell.** We appreciate that this may be hugely disappointing to you but your health must come first and you can always re-schedule.



Be Safe

- Be seen on dark nights by wearing light coloured clothing with reflective strips
- If you listen to music when running, ensure that you take extra care when crossing roads and be aware of your surroundings
- Try and run in well lit, populated areas whenever possible
- If you do not feel safe running on your own then try and recruit a training partner or join a running group
- If you do go running alone, consider investing in a personal alarm and carry a mobile phone so that you can call for help if you have to stop or injure yourself
- Let somebody know that you are going running and, if possible, what your route will be



Race Day Preparation

Ensure that you have sorted out the following in advance of the big day to avoid any last minute panics:

- Travel arrangements and accommodation if required – don't forget to work out how you're going to get home afterwards. Chances are you will not want to be hopping on and off buses, trains etc so make sure you have a plan in place to get you home and into that hot bath as quickly as possible!
- Directions of how to get to the race
- What you need to do when you get there – do you need to register or leave your bag somewhere? Some events can be quite strict so make sure you have it all clear in your head beforehand
- Check the weather forecast and lay out your kit the night before
- If you have a few fans coming along to cheer you on, work out the best places where you will spot each other. You will know from your training when you are likely to hit a 'bad patch' so ask them to be there to lift your spirits and arrange where you're going to meet them at the end

Don't Forget:

- Water bottle and fluids
- Safety pins for your running number
- Vaseline and plasters
- Toilet paper
- Warm clothes and snacks for after the run

On The Big Day

- Most importantly, remember why you're doing it! Your efforts are enabling us to provide the highest quality care to our patients and their loved ones and you should feel immensely proud of yourself. Remembering why you're doing this will help you to get round. **Put your worries aside, smile, and enjoy the day!**
- Allow yourself plenty of time to get there – you do not want to be running any more than you have to!
- Warm up well to reduce your risk of injury, your body will perform much more efficiently if it is warmed up and raring to go!
- When you've finished, make sure you warm down with some gentle stretches to reduce muscle soreness the next day and make sure you re-fuel by eating and drinking something within 30 minutes of finishing

Useful Websites

There is so much free information available on the internet. A few of the best websites we've found are:

- www.runnersworld.co.uk
- www.runtheplanet.com
- www.running4women.com
- www.realbuzz.com
- www.runningdiary.co.uk
- www.london-marathon.co.uk
- www.greatrun.org
- www.haywardsheathharriers.co.uk - local running group in Haywards Heath
- www.bhrunners.co.uk - local running group in Burgess Hill
- www.lewesac.co.uk - local running group in Lewes

