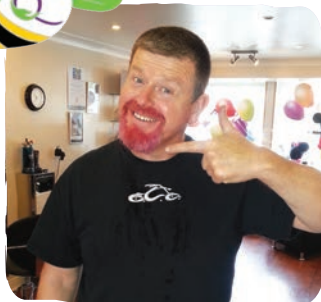


# Queenscourt

## Hospice

Registered Charity 518801

where life is for living...



**Your Guide to fundraising  
for your local hospice**

# Thank you for your support

Thank you for choosing to support us ... one in three people will be touched by Hospice care, nearly all of us can think of a friend, relative, colleague or neighbour who has benefited from the professional support we provide.

We recognise that people diagnosed with terminal and life-limiting conditions not only experience physical symptoms, but also have social, emotional and spiritual needs. Over the last 12 months Queenscourt

provided FREE care and support to over 1000 local people.

We strive to help our patients enjoy the best possible quality of life and give their families and loved ones support when they need it most. We can't do this without people like you. We rely upon donations of time and money from our local community.

We might not be able to add days to lives but with your help we can add life to days.

## Queenscourt Hospice caring for the communities in Formby, Southport & West Lancashire



@QueenscourtHospiceSouthport



@QCHospice



@queenscourthospice

# How your fundraising makes a difference

We believe no-one should face a life-limiting illness alone. Our aim is to give adults with far advanced, serious and progressive diseases the best possible Specialist Palliative Care free of charge, whilst supporting their families and carers.

Our broad range of services are provided to referred patients free of charge, 24 hours a day, 365 days a year across Formby, Southport and West Lancs.

Our team of highly skilled professionals strive to help our patients have the best quality of life they can for as long as this is possible. We do all we can for those in our care and understand the importance of personal choice, independence and dignity during these potentially challenging times.

We depend upon the generous support we receive from our local community. 96p of every £1 donated is spent on providing and supporting direct patient care.



## Your money works hard for Queenscourt

### **£2.50 could**

help us prepare a special meal for a seriously ill patient who has difficulty eating.

### **£25 could**

help us support a patient to capture precious moments in a memory box for their loved ones.

### **£50 could**

improve a patient's quality of life by helping us provide them with a complementary therapy session.

### **£125 could**

help cover the cost of a nurse's shift on our in-patient unit where they can help relieve a patient's pain and anxiety.

# Top Tips for organising a successful event

## Choosing the activity

What type of event do you want to do? Could you tie in with an existing event e.g. holding a dance competition at an 80's night or get your local pub to hold a quiz night in aid of Queenscourt?



## Planning your event

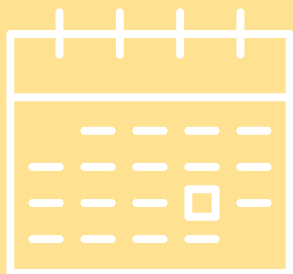
Give yourself enough time to plan your event.

The sooner you start planning the less you'll have to worry about. Don't be afraid to ask for help.



## Picking a Date

You might want to hold your event on the date of a particular occasion e.g. an anniversary or birthday, but if not, make sure you get the date that's right for you. Is there anything else happening on the date of your event that might clash? For example, it might be difficult to get people to attend a sportsman dinner if it clashes with a major national sporting event.



## Choosing a Venue

Find the ideal place to suit your activity, make sure they know it's a charity event so you get the best price or maybe even free of charge.



## How many guests / participants

Consider who might attend your event, who you need to invite and whether or not you need a maximum or minimum number.



@QueenscourtHospiceSouthport



@QCHospice



@queenscourthospice



## Targets and budgets

Set yourself a realistic target and stick to a budget. It's OK to review things if the target turns out to be too demanding. If you are charging an entry fee or selling tickets, try to be realistic, it's easy to overprice or undersell an event. A good rule of thumb is to check the price you're charging fits in with other similar events.



## Fundraising

Find as many ways as you can to maximise what you raise - it's all for a great cause e.g. ticket sales, raffle, auction, tombola.

## Health and Safety

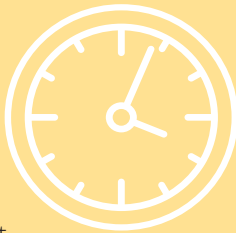
Are there any rules or regulations related to your event that you need to be aware of? Is a risk assessment needed? Do you have the relevant public liability insurance cover?



## Be realistic

Is this event within your comfort zone?

Have you got time to organise it, or train for it and to fundraise? If not...



## Don't be afraid to delegate!

Friends and family will often rally round and are usually only too happy to help you reach your fundraising target.

## Sponsorship and support from local businesses

You can minimise costs by trying to get a local business to sponsor your event or you could appeal for their goods and services for free or at a discount. We can help by providing you with letter of authority if needed. Please advise us if you plan to approach local businesses so we can let you know if they are already doing their bit for us.



# Community Fundraising

## Fundraising with your local Community

Combining a fun day out with your own fundraising event is a great way to raise funds. You might want to organise a coffee morning, garden walk or summer fete at your home; or involve a community group you already know to hold a bridge night, summer fair or dog walk. How about holding an auction at a dinner dance or a raffle at a quiz night? Other ideas... car wash, golf day, garden party, afternoon tea.



## Seasonal Events

How about staging an event themed to the key holiday season, like:

**Spring** - Easter Egg Hunt

**Summer** - Strawberries and Buck Fizz for Wimbledon

**Autumn** - Halloween fancy dress party

**Winter** - Bonfire night party, carol singing or a Santa's Grotto



I miss my mum every day but with the support of Queenscourt we were able to make the most of the precious time we had left together. I have no regrets. When I drive past Queenscourt I smile as I know what really happens, it's not all doom and gloom there are happy times and precious memories being created.

*Debbie Atherton*

## Fundraising at school

Schools raise thousands of pounds for Queenscourt each year. If your child attends a school which is willing to hold an event for us, or if you work for or are involved with a local school, there are bags of ideas to try. You could even organise your school event around a special day in the schools calendar. Here are just some of the ideas you could use in schools:

- Non uniform day
- Spelling bee
- Cake sale
- Themed dress down day
- Theatre performance
- Sunflower painting or making
- Sports day



## Fundraising at work

If your employer is supportive of your ideas, work can be a great place to get your fundraising off the ground and is always an inspiration for event ideas. Why not hold a departmental challenge or organise an out of hours team event for colleagues? Some companies will even match fund whatever you raise.

- Karaoke or quiz night
- Five a side football tournament
- Dress down day
- Loose change donation bucket or collection tin
- Coffee morning
- Sponsored head shave or leg wax
- Enter a work team into a Queenscourt or locally organised event



## Latest Craze

The media is always a great source of inspiration when you are looking for event ideas. How about your own version of:

- Strictly Come Dancing
- X Factor
- Come Dine with Me
- The Apprentice
- Britain's got Talent
- Deal or No Deal



## Special Interest Groups

Are you a member of a group or organisation who could help stage an event?

- Scouts
- Line Dancing Troupes
- Theatre Groups
- Arts and Crafts Groups
- Women's Institute
- Lions/Rotary



## Hobbies and Interests:

Why not turn your hobby into a great event in aid of Queenscourt:

- Bingo
- Games Console Challenge
- Pub Quiz
- Book Club Challenge
- Fashion and Beauty
- Golf Day



# Challenge Events

## Get Active

Do you like sports and fitness? Are you an adrenaline junkie? Why not get a team together and challenge your fitness or try a new adventure - here are some ideas:



- Five a side football
- Rugby
- Gym circuit challenge
- Zumbathon
- Cycle challenge
- Sponsored walk
- Tandem sky dive
- Marathon
- Abseiling



I know first-hand the difference Queenscourt makes to patients and their families at such a difficult time. I was so grateful for the care and sensitivity shown to my wife Sue and the support given to me and my family. Volunteering is my way of giving something back and I know when I raise money it helps ensure Queenscourt is there for other local families.

*John O'Neill*

# Promotion & Sponsorship

## Promoting your event is part of the fun!

**To make the most of all your hard work, it's important to let people know about your event and we are here to help you every step of the way.**

### Logo

If you are producing posters or flyers to promote your event it's important to let people know it's in aid of Queenscourt and using the hospice logo will help with that. We have a special logo with our charity number for this purpose - please contact the Fundraising Team about this.

### Online sponsorship

Setting up your own online fundraising page is easy and can greatly increase the amount of money you raise. It also takes a lot of the stress out of fundraising, as all the donations are taken securely online, so you don't need to collect your sponsorship after the event. You can also share the Virgin Money Giving link of your page with friends and family by email and social media. [www.queenscourt.org.uk/startfundraising](http://www.queenscourt.org.uk/startfundraising)

We receive less than

**20%** of our funding from  
the NHS and it  
costs us more than

**£4m**

to run the Hospice 24 hours a day,  
7 days a week, 365 days a year

### Sponsor forms

If you need sponsorship forms you can download one from our website or get in touch to request some.

### Facebook and Twitter

These are great tools to use for promoting your event to friends and family. Post regular updates on your planning and progress and appeal for support and sponsorship.



### Press release

If you want to invite people from the wider community, get your message out to the press via a press release. We have a template you can use.

### Tips for your Press Release, Tell them...

- What you are doing
- Why you're are doing it - with a quote
- A bit about Queenscourt
- Contact details and how to show support

### Posters

Create your own poster using our branded templates. You can find these on the Queenscourt Hospice website in the Fundraising section.



@QueenscourtHospiceSouthport



@QCHospice



@queenscourthospice



### Gifts in Celebration

Got a special occasion coming up? Instead of wedding, anniversary, birthday or Christmas gifts, you could ask people to support your fundraising and donate to Queenscourt instead. We can provide pin badges for you to use as favours.

### £10 can help...

families deal with grief and loss - We support patients at each new stage of their illness and make sure we're there for loved ones when they need us. Your donation could go towards our library of children's books which we share with families to help them deal with understanding loss and grief.

### £25 can help...

create a sense of achievement - We know how important it is for patients to make the most of the time they have left. Your donation could help fund a creative therapy session for a patient. Completing projects can lead to a sense of achievement and pride, whilst creating special gifts and memories for family and friends.

### £50 can help...

can help ease discomfort - We do whatever we can to make a patient more comfortable. Your donation could go towards a physiotherapy session for a patient, helping to ease discomfort and improve physical symptoms.

### £125 can help...

reduce pain and anxiety - Our patients often tell us that pain is what they are most afraid of. Your donation could cover the cost of a nurse's shift on our inpatient unit, where they can help deal with a patient's pain and symptoms.

# Other ways to support Queenscourt

## There are so many other ways you can support your local hospice.

### Donate

We rely upon one-off and regular donations because we receive less than 20% from the NHS. Your donation will mean we can continue to provide our care and support to those facing a life-limiting illness. [www.queenscourt.org.uk/donate](http://www.queenscourt.org.uk/donate).

Last year donations of  
£10 and under raised over

**£27,000**

### Corporate Support

Would your company help organise a fundraising event, set up a Payroll Giving scheme or nominate us as their Charity of the Year? Does your employer have community days where staff are encouraged to take time out of their usual duties to make a difference volunteering?

We are also always seeking commercial sponsors for our events which offer many local PR and branding opportunities.

For further information on sponsorship opportunities, please contact the Fundraising team on **01704 517 420**.



### Use your will power

A Gift in your Will will help make sure that we will still be here to give compassionate care to our patients and families in the future.

Whilst the hospice staff are not qualified to provide legal or financial advice, for general enquiries you can contact the Fundraising Team on **01704 517420**.

We care for over

**1,000**

patients every year



### Take on a challenge

Whether taking part in memory of a loved one or as a personal challenge, sponsored events make a real difference to our fundraising. For more inspiration, please visit [www.queenscourt.org.uk/challenge](http://www.queenscourt.org.uk/challenge)



@QueenscourtHospiceSouthport



@QCHospice



@queenscourthospice



## Lottery

Queenscourt has a local lottery where players pay £1 a week for one line and the chance to win up to £1500 in the weekly draw.

Call **01704 562 715**.



Queenscourt's Lottery currently has

**over 8,400 players**

and has paid out over

**£3.3m in prizes**

from their weekly draw and over  
**£50,000 in raffle prizes**  
including 2 cars

Queenscourt Hospice needs more than

**138 professional staff**

to deliver the essential care we provide  
and we have over

**500 volunteers**

who give their time freely to support  
people with life-limiting illnesses  
and serious illnesses in Southport,  
Formby and West Lancashire

## Give time

Our dedicated workforce of volunteers, make a huge difference to a patient's experience and are central to the care we provide. As well as fulfilling many roles in and around Queenscourt, they also support by transporting patients, working in our shops and at many of our fundraising events. Speak to our Volunteer Co-ordinators to find out more call: **01704 517 426**.

I honestly don't know what we would have done without the care and support of Queenscourt. It was devastating losing both my parents so close together they deserved the best possible care which is what they got at Queenscourt. Nothing was too much trouble. Queenscourt is such a valuable part of our community and I'm proud to do what I can to help raise money.

*Shirley Mason*

## Shops

[www.queenscourt.org.uk/shops](http://www.queenscourt.org.uk/shops)

Our community shops help raise vital funds for Queenscourt each year. Why not pop in for a bargain or have a clear out and donate your unwanted items? We also have an eBay site [www.ebay.co.uk/usr/qchretail](http://www.ebay.co.uk/usr/qchretail)



[fundraising@queenscourt.org.uk](mailto:fundraising@queenscourt.org.uk)



**01704 517 420**



[www.queenscourt.org.uk](http://www.queenscourt.org.uk)

# How to Boost your Fundraising

Once you know what kind of event you'd like to host, when you're going to hold it and where it's going to take place you're well on your way to hosting a fabulous fundraiser!

There are lots of different ways you can boost your fundraising throughout your event - helping you to achieve that all important fundraising target. Why not give some of these handy hints a go to help boost your fundraising?

I cannot thank Queenscourt enough for the care they gave to my wife Joanne during the precious time she had left. You can't change the inevitable, but it's the little things that can make all the difference at such a difficult time. Queenscourt was like a haven for us.

*Gerrard Stoker*



## Guess the Weight of the Cake

The perfect added extra if you're hosting a Coffee Morning! Charge £1 per guess and the winner wins the cake!

## Match Funding

Match funding is a brilliant way to maximise your fundraising. Not all companies offer match funding, but for those that do they will pledge to donate a sum of money relating to the amount that their employee has raised for their chosen charity.

Ask your employer if they have a match funding scheme; if they don't you could ask your local bank or building society.



@QueenscourtHospiceSouthport



@QCHospice



@queenscourthospice

## Hold a Sweepstake

Guess the winner of the next Olympic games, guess the name of the next Royal baby or guess the name of winner of

the next Grand National winner - the possibilities are endless! Charge £1 per guess and give the winner a prize.

## Organise a Raffle

If you're thinking of organising a raffle, get in touch with the Fundraising Team for a letter of endorsement, and then ask few local businesses to donate raffle prizes for your event. Sell raffle tickets and announce the winner at the end.



## Guess the Name of the Teddy

Why not organise a 'Guess the Name of the Teddy' competition? Charge £1 per guess and the winner gets the teddy!



## A Sweet Surprise

Fill a jar with as many sweets as possible and ask people to pay £1 to guess the number of sweets in the jar. The winner with the closest guess wins the jar of sweets - an easy extra boost for your fundraising.

# Contact and Event Details Form

Where did you hear about Queenscourt Hospice?

Please complete the Contact and Event Details form and return it to: The Fundraising Team, Queenscourt Hospice, Southport, PR8 6RE. You can also email us with your event details on: [fundraising@queenscourt.org.uk](mailto:fundraising@queenscourt.org.uk).

## Contact Details

### Name(s) and addresses of organiser(s)

Please put main organiser first and continue on a separate sheet if necessary

Name

Address

Telephone  Mobile

Email

## Event Details

Name of event

Date of event

Time of event  Location

Do you have public liability insurance? No ☐ Yes ☐ Price of ticket/entry

How many people do you expect to take part in the event?

Are you planning to use volunteers? No ☐ Yes ☐

Process for obtaining tickets: From you ☐ Other

## Keeping in touch

Your support is vital to us. We think it's so important to show you how your money is helping to change people's lives. We would therefore like to contact you occasionally by post with updates on our events and activities.

☐ Tick here if you would prefer to receive updates via email

☐ Tick here if you DO NOT want to be contacted.

Queenscourt Hospice is proud to be a member of the Fundraising Regulator. Your details are safe with us. Please visit [www.queenscourt.org.uk/promise](http://www.queenscourt.org.uk/promise) for more information on how we will look after your personal data. You can get in touch at any time to update your contact preferences [fundraising@queenscourt.org.uk](mailto:fundraising@queenscourt.org.uk) 01704 517420.



## Get in touch

For information and advice please contact the Fundraising Team on:

 [fundraising@queenscourt.org.uk](mailto:fundraising@queenscourt.org.uk)

 01704 517 420

 [www.queenscourt.org.uk](http://www.queenscourt.org.uk)