

# Your guide to fundraising for St David's Hospice Care



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*Thank you for choosing to fundraise for St David's Hospice Care,*

### **About St David's Hospice Care**

St David's Hospice Care is a charitable organisation providing comprehensive, palliative care to patients, their families and carers facing life-limiting illnesses.

We provide a large range of expert services offering care and support and specialise in pain relief and symptom control to help people live and have the best quality of life possible. Our services are delivered from the comfort of our patient's homes or our purpose built in-patient hospice.

From our first year of operation, when we cared for six patients, St. David's has grown to become one of the UK's largest provider of hospice at home care, caring for over 3,400 patients and families every year, serving communities in South East Wales (Newport, Caerphilly, Torfaen, Monmouthshire, as well as Mid and South Powys.)

We believe everyone should have access to high quality and compassionate palliative and end of life care, where and whenever they need it. These services are free of charge, however come at a cost of £15,000 every day.

### **You can make a difference**

We appreciate all support and can only continue to provide care to thousands of patients and their families with the help of people like YOU.

There are so many ways to get involved and make a tangible difference to the hospice from coffee mornings or quizzes, bike rides to sponsored walks.

**Our Fundraising Team will be on hand to support you throughout and look forward to working with you!**



# Fundraising Guidelines

We are very grateful you have chosen to fundraise for the hospice, to make sure you stay safe and follow all legal requirements, please take the time to familiarise yourself with some important details highlighted below:



## Use of our logo

- Please ensure to only use our official logo that can be provided upon request
- When advertising and using our logo, please ensure to state it is 'In Aid Of' St David's Hospice Care, ensuring supporters are clearly aware that your fundraiser is a 3rd party event

## Licenses

- Depending on your activity, you may be required to apply for a license from the gambling commission or local authority
- For example, public bucket collections, raffles and lotteries all require licenses
- We recommend contacting your local authority if in doubt, the Fundraising team can also advise and support so please let us know

## Fundraising with food

- When fundraising with food, to keep everyone safe follow guidelines on the handling, storage and preparation of the food you're providing
- You can find more guidance on Food Standards Agency

## Contracts

- St David's Hospice are unable to be involved or liable with 3rd party contracts. We are on-hand to advise on contracts when involved with an event
- We feel duty bound to ensure our supporters are clear about the terms and conditions included within any contracts
- We advise our supporters to check for various stipulations which may be included such as: Deposits & dates funds are required, payment values as well as dates these are due, cancellations together with amounts payable and refunds, if appropriate



Use our official hospice logo - this can be provided by the Fundraising Team

Clearly state your fundraising is 'In Aid Of' the hospice and it is a 3rd party event. Ensure your logo and advertisement clearly states this

Ensure to check and apply for any relevant licenses when fundraising through the relevant organisation

Share out pictures, we love to follow along (let visitors know you are taking and sharing images beforehand)

Keep in touch with the fundraising team and always feel able to ask for help, support or guidance. We're there to help!

Have fun and enjoy making a difference!

Try to recreate our logo or use your own logo relating to the hospice

Fail to make clear that the event is not being held by the hospice itself

Don't forget to follow us on Social Media and tag us in your photos!

Don't forget to pay in your fundraising donations - details on how to do this are noted in this pack

Don't leave too little time to plan, getting organised early helps you to feel prepared and make the most of your event!

Don't forget to thoroughly read any contracts signed related to your fundraising event to make sure you're aware of any conditions



## How we can support you:

- Work with you to design posters & leaflets that can be used to promote the event
- List your event on the St David's Hospice Care community events website:

<https://stdavidshospicecare.org/events/community-events>

- Social media mentions on St David's platforms such as: Facebook, X, Instagram, Linked In etc
- Social media posts to local groups
- E-mail e-shots to our database with our Community Events e-newsletter
- Help to place posters and flyers around the local area of your event
- We will use our network of Charity Shops and select the appropriate ones to help advertise the event
- We can send information to the local newspapers for listing (we cannot confirm whether the story will definitely be run)
- We will endeavour to support and attend your event if team members or volunteers are available

\*We would be happy to discuss any other ideas you may have , to ensure we can support your fundraising as best as possible

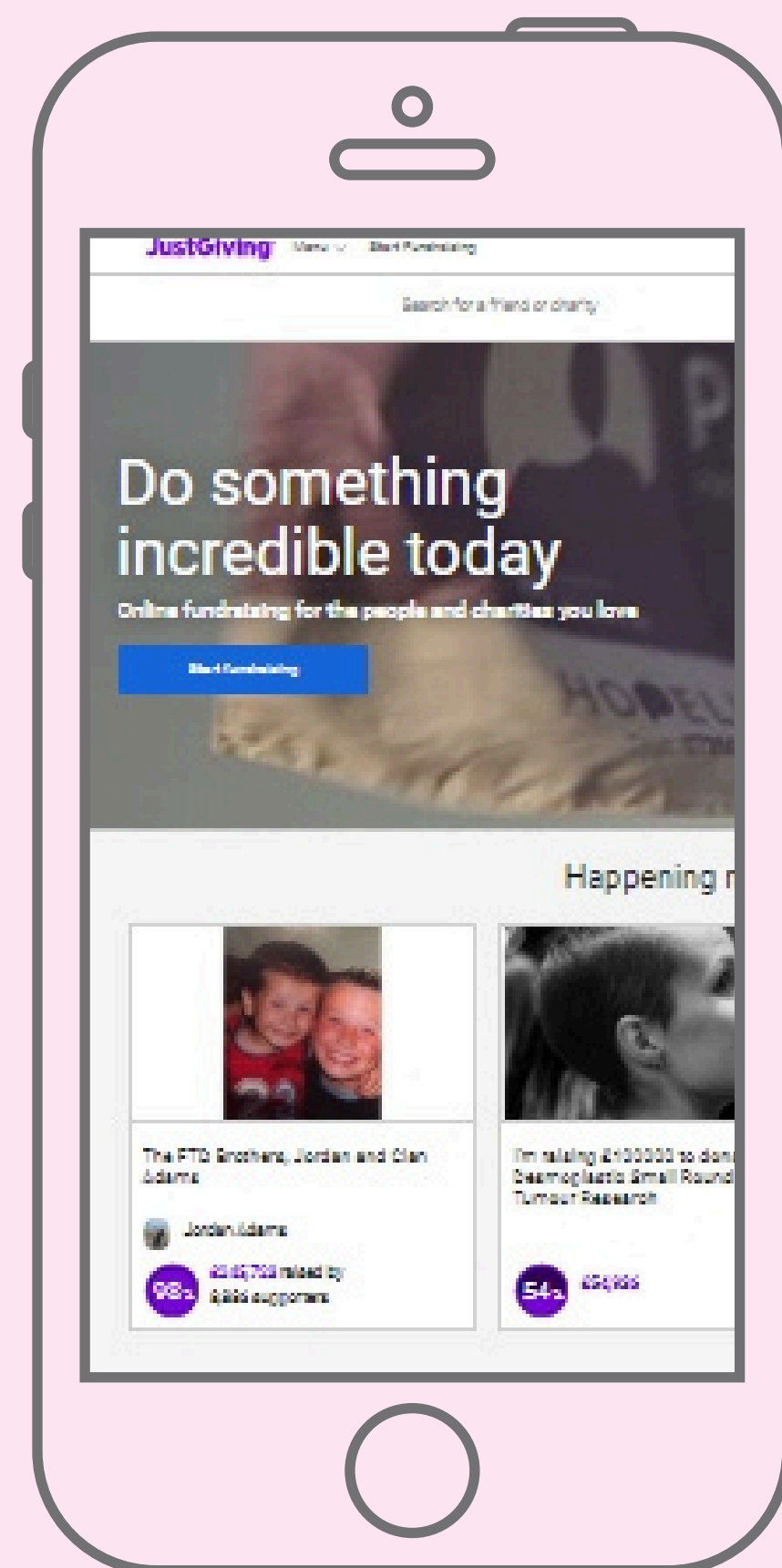
## Setting up a JustGiving page

A JustGiving page is one of the easiest ways to raise funds and receive donations with your fundraiser. Donations are automatically sent through to the hospice

Set up your JustGiving page by clicking the link here:  
<https://www.justgiving.com/sdf>

How to set up your page:

1. Visit [justgiving.com](https://www.justgiving.com)
2. Select start fundraising
3. Choose 'Yes i'm fundraising for charity'
4. Select 'St David's Hospice Care (Gwent and S. Powys)'
5. Follow the step-by-step instructions
6. Get sharing!



## Tips for your JustGiving page

- The Fundraising Team can help set up a QR code that can be scanned for donations, making it easier to visit your page and donate. Every share on social media for your page is worth around £5 - so get social!
- Received donations away from your page but want to track the whole total? Add these as 'offline donations' on your page and you will be able to have the full total displayed
- Check the closing date of your page - we recommend keeping your page open for a short time after, as around 20% of donations come in post event
- Be loud and proud! Share your story and add a summary, people give more when they know why you care and are aware of what you're doing. Grab a selfie and add this to your page as this can help you raise on average of 14% more per photo
- Smash your target - be brave and set a target! Pages with a target raise 46% more, tell the world what you want to raise and you will get there



## Ticketing

If you are hosting an event that requires tickets to be sold, the Fundraising team can support you in making tickets and setting up ticket sales in-person or online

We are unable to be responsible for selling tickets on your behalf, but will support you with this element of your fundraising with advice, guidance and advertising out

## Eventbrite

Eventbrite is an affordable all-in-one ticketing and marketing platform that enables you can easily sell tickets online and reach your target audience

Selling tickets online with Eventbrite is easy and quick to do. Post your event, build your own professional online ticketing system, and create tickets for both in-person and virtual events in just minutes

Set up payouts for your events on a custom schedule of your choice and get paid quickly

Website Page: [www.eventbrite.co.uk](http://www.eventbrite.co.uk)



# Paying in your fundraising

## Website

- Donate via our website, select 'How to help us', 'Make a donation' and fill all relevant details relating to your fundraising
- Ensure to tick for a letter of recognition so we can thank you for your support!
- <https://stdavidshospicecare.org/>

## Bank Transfer

- When donating via bank transfer, please note a clear reference relating to your fundraiser
- Please let a member of the fundraising team know you are paying via the bank beforehand
- Organisation: St David's Hospice Care  
Sort Code: 56-00-59  
A/C No: 00168416

## Cheque

- Please make payable to 'St David's Hospice Care'
- Alongside the cheque please include a short covering letter about your fundraising and contact details
- Postal Address:  
FAO Fundraising Department  
St David's Hospice Care  
Blackett Avenue  
Newport  
NP20 6NH

## Cash

- We are open Monday-Friday, 9-5pm. Please contact a member of the fundraising team to book an appointment to bring your donation
- St David's Hospice Care, Blackett Avenue, Newport, NP20 6NH





## Gift Aid

Boost your donation by 25p of Gift Aid for every £1 you donate, at no extra cost to you.

If you pay tax, but then donate to us - any amount - we can reclaim the tax on any eligible donations you have made to us in the last 4 years and Gift Aid will also allow us to claim an extra 25p for every £1 you may kindly donate in the future.



## Spread the word!

Letting others know you are fundraising makes a big difference, there are so many ways you can share out and encourage others to get involved - on social media, posters in your local area or simply word of mouth!

The earlier you begin sharing, supporters can follow along your journey and there's more time to grow donations and support.

# Tips for your fundraising



## Matched Funding

Many companies throughout the UK offer employees the chance to boost their fundraising efforts by 'matching' the money they raise. We always encourage our supporters to check with their employers to see if they could double the amount of cash it raises.





## How your fundraising makes a difference

**£50**

Will provide a patient with a relaxing complementary therapy session.

**£100**

Can provide a bereaved relative with much needed support from our Bereavement Team

**£170**

Provides one night of Hospice at Home care allowing relatives to have a peaceful night's sleep

**£180**

Pays for a Clinical Nurse Specialist to visit a patient and their family twice a week to help stabilise their symptoms

**£200**

Funds a patient's visit to our Day Hospice providing a friendly and comfortable place to meet and gain support from others

**£500**

Pays for one nights care in our in-patient when patients need it most.

**£1,400**

Pays for a syringe driver to help manage symptoms in a comfortable way



# More ways to get involved



Free pin badge & hot drink at our cafe!

## Join one of our many events

- Our Fundraising Team here at St David's Hospice Care pride themselves on offering supporters a chance to get involved with a huge range of activities to help provide the funds for our free hospice services
- Visit our events section on our website to find out more about what we have on - <https://stdavidshospicecare.org/events/our-events>

## Become a Friend of the hospice

- When you become a friend, you are supporting the hospice with your minimum payment of £5, allowing us to lend a helping hand to someone in need in our community. In return, you'll get a free enamel pin badge & a complementary hot drink at our hospice cafe
- <https://stdavidshospicecare.org/how-to-help-us/friends-of-st-davids-hospice-care>

## Join our Hospice Lottery

- For just £1 a week, take part in our lottery and be in with the chance of winning one of 24 great prizes
- <https://stdavidshospicecare.org/how-to-help-us/play-our-lottery>

## Volunteer

- Any time you can spare makes a difference, volunteer at events or at our hospice site, with an array of opportunities
- <https://stdavidshospicecare.org/events/volunteer-form>

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Join our  
lottery

Raise money!  
Win money!