



**Severn
Hospice**

here and at home

Your Fundraising Guide

**YOU'RE ABOUT
TO DO
SOMETHING
R-OAR-SOME!**

THANK YOU FOR CHOOSING TO FUNDRAISE FOR US...

For every **£3**
we spend
on care,
we have to
raise **£2**

It's thanks to supporters like you who have joined the Dragon Boat Festival crew that we can continue to care for patients and their loved ones living with incurable illness.

Each year we need to raise over £10 million and your mammoth fundraising efforts will make a real and lasting difference — every penny is priceless to the families we care for.

We hope this guide will give you some practical advice, handy hints and lots of inspiration to help you supercharge your sponsorship to smash your Dragons' fundraising target! And don't forget we're here to help you on your fundraising journey.

Welcome to the Severn Hospice fundraising family. Together we can do it! See you on the river in July!

The Dragon Boat Masters



“

We still are in awe of the staff for their dedication, care and thought that happens day and night. The respect shown to every patient is astounding.”



“

Even if I have a bad day, I come out of the gardening and tonic sessions feeling uplifted and as if I have achieved something.”



“

We were totally blown away by the support that was given to us all – mum especially. Our dad was cared for with dignity, respect and a little bit of humour too throughout his care with Hospice at Home.”

Every day we spend **£26,526** caring for local families

YOU CAN MAKE THIS DIFFERENCE

£1,040

could pay for five overnight stays with a family from our Hospice at Home team

£2,900

could pay for six weeks' worth of complementary therapy appointments

£4,375

could pay for a bereavement support day for a group of children and their carers during each school holiday

£11,447

could fund a nurse's salary for 16 weeks

FROM THE DRAGON'S MOUTH...



PCN Bandits

“

Dragons was an incredible event and our team had so much fun on the day and felt great contributing to such a worthy cause.”

Aquila Avengers

“

We entered as an office team and had an absolutely brilliant day. Such a great team-building day for us and all for such a brilliant cause.”

PCN Bandits

Aquila Avengers



SUPERCHARGE YOUR SPONSORSHIP

Your team's fundraising target is a minimum of **£1,000**. Be bold, think big and then break it down into bite-size pieces.

Get online

Online giving is the easiest way to kickstart your fundraising.

Visit justgiving.com/severnhospice to set up your team's JustGiving page – colleagues can raise money separately whilst contributing to a larger team target.



Scan the QR to set up your JustGiving page

If you need help to get started, we've got a handy step-by-step guide.

Remember to personalise your page – add a team photo, tell your story and share why you are fundraising for us.

Shout about it

- **Post updates on social media**
and don't forget to tag us in
- **Pin up a poster** –
there's one at the end of this pack
- **Share your story with local press** –
get in touch if you'd like a quote from us

Doing it for work?

- **Keep colleagues motivated by sharing updates**
- **Ask your suppliers, clients and customers to get involved**



Give your fundraising an extra boost

Match funding

Why not ask your workplace if they will match all or part of your fundraising?

Gift Aid it – the little tick means more!

Your fundraising can be worth 25% more. If your supporters pay tax, all they have to do is tick the box on your sponsorship form, donation envelope or JustGiving page and we'll do the rest. It's that simple and it's at no extra cost to you or them!

It all adds up – for every £1 they donate, we'll get £1.25!

Say 'thank you'

Remember to say a big thank you to workmates, customers, clients and friends who have supported you. Sharing how much you have raised with their help makes everyone feel part of the fundraising family.

And most importantly... have fun!

AND IT'S NOT ALL ABOUT SPONSORSHIP

There are lots of ways you can get your workmates, suppliers, customers and friends involved.

Need inspiration? Here are some of our favourites...

Sweepstakes

A great one to get everyone involved! You'll find everything you need to run a sweepstake in this pack. Ask colleagues, suppliers, customers, friends and family to guess your fastest time on the water – closest guess wins!

Get quizzical

Test your knowledge and donate to take part. Ideal for a bit of friendly team competition! Working remotely? Set up a Teams call so everyone can be in it to win it!

Office Olympics

Get into the sporting spirit with pencil javelin, rubber band archery and bin basketball and why not get some practice in with desk chair rowing!

Great office bake-off

Channel your inner Paul and Pru and take on your colleagues in an office bake-off. Pay to enter for your chance of being named star baker.



HAVE FUN STAY SAFE

If you are giving your sponsorship a boost with more fabulous fundraising activities, then there are a few things you may need to consider to keep it legal and safe.

Insurance

If you're planning an event that involves the public, you will need to think about insurance. Some venues already have this, so it's worth checking with them first.

Stay safe

It's important that your event is safe, and this means assessing potential risks and hazards for you, your helpers and anyone attending or taking part. Consider things like handling money safely, first aid, security, fire exits and possible accidents.

Food safety

If you're serving or selling food you may wish to check the Food Standards Agency guidelines on preparing, handling, cooking and storing food. You'll find them at **[food.gov.uk](https://www.food.gov.uk)**.



Licenses and permissions

You'll need to consider whether you need any licenses to keep your fundraiser legal. This could be a temporary event licence if you're serving alcohol in an unlicensed premises or hosting live music.

We'd love to see lots of photos from your fundraiser! Make sure everyone in the photo is happy you're going to share it with us.

Raffles

There are rules about running raffles, tombolas, sweepstakes and other lotteries.

Take a look at these websites for more details: **[gamblingcommission.gov.uk](https://www.gamblingcommission.gov.uk)** or **[fundraisingregulator.org.uk](https://www.fundraisingregulator.org.uk)** and if you have any questions just give us a shout.



WE'RE HERE TO HELP

Whatever you're doing to
fundraise, we're here to support
you every step of the way.

Whether you'd like to generally
pick our brains, find out about
permissions and licensing or
borrow resources, we can help
make your fundraising journey
easy, successful and fun!



Lizzy & Cathy from our fundraising team

Get in touch
fundraising@severnospice.org.uk
01952 221351

We've got lots of resources to help with your fundraising.
Simply get in touch and we'll get them out to you.



Collection buckets, tins & boxes



Indoor & outdoor banners



Bunting



Donation envelopes & hospice factsheets



Advice & more

PAYING IN YOUR FUNDRAISING

There are several ways you can pay in your donation and sponsorship.



Online

Visit severnospice.org.uk/donate and pay in with a credit or debit card. It's quick, easy and secure. Be sure to tell us about your fundraising when prompted and if you are raising money in memory of someone special so we can say thank you.



JustGiving

If you've set up a JustGiving page, then you don't need to do a thing – it automatically comes to us.



Post

You can post a cheque to us at **Severn Hospice, Bickton Heath, Shrewsbury SY3 8HS**. Please make your cheque payable to Severn Hospice.



Phone

Call our friendly finance team on **01743 236565** to pay in over the phone by card.



Bank transfer

If you'd find it easier to make a transfer, our bank details are available upon request.



In person

You can drop off your donation in cash or cheque at either of our hospices at Apley Castle or Bickton Heath or at one of our community shops. We love to say thank you in person! Please make your cheque payable to Severn Hospice.

For your nearest shop visit
severnospice.org.uk/yourlocalshop



Severn Hospice

here and at home

Registered Charity 512394



Dragon boat festival 25

We're on board!

Sponsor us here



We're doing the
Severn Hospice
Dragon boat festival
Helps us reach our
fundraising target of

£ _____

19 & 20 July

Pengwern & Shrewsbury
School boat clubs

Find out more
severnospice.org.uk



Registered with
FUNDRAISING
REGULATOR



**Severn
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The logo for the Dragon Boat Festival 25th anniversary. It features a large red circle containing a white silhouette of a dragon's head and neck. Below the dragon, the text "Dragon boat festival 25" is written in a white, sans-serif font. The number "25" is significantly larger than the words "Dragon boat festival". Above the dragon, the text "Registered Charity 512394" is written in a small, white, sans-serif font, following the curve of the top of the circle. Below the red circle, there is a white table with two columns. The first column is headed "Number" and the second column is headed "Paid". The table has three rows, with the first row being the header and the other two rows being empty.

Closest time wins

[illegible]



Help my team reach our target of £

If I have ticked the Gift Aid box, I confirm that I am a UK income or capital gains taxpayer. I have read this statement and want Severn Hospice Ltd to reclaim tax on the donation detailed below, given on the date shown. I understand that if I pay less income tax or capital gains tax in the current year than the amount of Gift Aid claimed on all of my donations it is my responsibility to pay any difference. I understand Severn Hospice will reclaim 25p of tax for every £1 that I have given.

Remember: you must provide your full name, home address and postcode for us to claim Gift Aid

The little tick means more.

Make your donation go further — turn £1 into £1.25 at no extra cost to you

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Sponsor's full name First name and last name	Sponsor's home address Only needed if you are Gift Aiding your donation. Please don't use your work address if you are Gift Aiding your donation.	Postcode	Donation amount	Gift Aid ✓	Date paid
A. Example	123 Street, Telford	TF1 7SH	£10	✓	01/01/25

Amount raised

Thank you! It's only because you care that we can

The information you provide will be shared with Severn Hospice Ltd to allow them to process your donation. Your details will be kept safe, not used for marketing purposes and never passed on to others for their own use. You can view the Severn Hospice privacy policy at severnospice.org.uk or call 01952 221351.

Now turn your fundraising into care



Please return your sponsorship form and cheque, made payable to Severn Hospice, to us at the address below. Please do not send cash in the post.



You can also drop off your donation and sponsorship form at either of our hospices or at any of our hospice shops.



severnospice.org.uk
fundraising@severnospice.org.uk

Registered address: Severn Hospice, Bicton Heath, Shrewsbury SY3 8HS

Office use

Supporter ref:

Date donation received:

Total received:

Total gift aid donations:



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Severn Hospice is a registered charity in England and Wales.
Registered Charity No. 512394



Registered with
**FUNDRAISING
REGULATOR**

It's because
you care
that we can.



Registered charity 512394

Fundraising Team
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Visit
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