

Steps to Success

FUNDRAISING PACK SPONSORED EVENTS



Iain Rennie
HOSPICE AT HOME

Iain Rennie Grove House Hospice Care
Registered Charity No. 1140386

Dear Supporter

Thank you so much for deciding to take part in a sponsored event on behalf of the Iain Rennie Hospice at Home.

This Fundraising Pack is designed to help you get the most out of your sponsored event. We appreciate that a lot of these points may not apply to your event but they are worth bearing in mind when planning your fundraising.

Iain Rennie Hospice at Home (IRHH) gives patients with life-limiting illness the choice to be cared for in their own home. IRHH provides 24/7 call-out specialist nursing care as well as support for family members from diagnosis to bereavement and beyond. The charity operates in the Chilterns, and has recently extended its service further into Hertfordshire by merging with Grove House. We need to raise £6 million annually to meet demand for our services, all of which are offered completely free of charge and so we rely heavily on public support to fund nearly 90% of our services. Patient numbers are increasing, so combining the best of both hospices puts us in a stronger position to face the tough funding and care challenges that lie ahead.

If you have any further questions please do not hesitate to contact the Fundraising Team on 01442 890222 or email info@irhh.org.

Thank you again for choosing to support us.

The Iain Rennie Hospice at Home Fundraising Team



We are happy to help

How we can help your fundraising!

To maximise the success of your fundraising challenge we are happy to help you in any way we can. We can provide the following:

- Personalised sponsorship forms
- Fundraising web page
- Personalised pledge cards
- Personalised business cards
- Sweepstake form
- Gift aid envelopes
- Individually designed posters and flyers (A5, A4 and A3)
- Up-to-date charity leaflets and information
- Publicity through our website, newsletter and emails as well as other media coverage and publicity where possible.
- An Iain Rennie t-shirt or running vest to wear on the day
- Purple and orange balloons
- Thank you letters to your sponsors on request
- General advice and moral support!



Please feel free to get in contact with the Fundraising Team at any time to request the above items on 01442 890222 or email info@irhh.org

Postal address:
The Iain Rennie Hospice at Home
52a Western Road
Tring
Herts HP23 4BB

Top tips for raising sponsorship

START AS SOON AS POSSIBLE

Carry your sponsorship form with you at all times.

ENLIST THE HELP OF OTHERS

Why not set family, friends and work colleagues the challenge of collecting £10 each towards your sponsored event? Get them to help you do the hard work!

WRITE LISTS OF KEY CONTACTS

Make a list of all your family, friends, work colleagues, sporting or social associates. If it helps, list them in separate sections and decide how best to ask them to sponsor you.

ONLINE SPONSORSHIP

www.justgiving.com and www.virginmoneygiving.com enables charity supporters to design an online sponsor form in minutes. Whether you create your own, or we do it for you, your sponsors will be able to donate safely and tax-effectively, from anywhere in the world. Your personal site will record all online sponsors, and you will be notified every time someone sponsors you.

EMAIL AUTO-SIGNATURE

Mention your event at the bottom of your emails. Add something like 'I'm taking part in The London Marathon! Would you like to sponsor me?' to raise awareness of your event and add a link to your justgiving page if you have one.

FACE-TO-FACE

It's more difficult for sponsors to say no if you're standing in front of them. But if you can't meet them, you might like to ask for some of our personalised business cards, like mini sponsor forms, to be left at their desk. Consider using a tear-off slip.

MATCHED FUNDING

Ask the boss if the company would match your sponsorship pound for pound, or even if they would round your total up to the nearest ten, or hundred pounds.

HAVE A HIGH PROFILE

Contacting your local newspaper or company newsletter helps raise awareness of your venture and the vital work carried out by our nurses. We can help you with this - just request our press release factsheet!

AND FINALLY, BE PROUD

The Iain Rennie Hospice At Home provides specialist nursing care for patients who wish to stay in their homes during the final stages of any terminal or life-threatening illness. We rely heavily on fundraising and donations; as we do not charge patients or their families for our service.

*Supporter Peggy Verrall
Sponsored Hair Dye*



Top Tips for Collecting Sponsorship

Some people find it easier to collect the sponsorship as it's pledged, to save having to go back to ask their donors to put their hands in their pockets afterwards. If you'd prefer to complete the event first, work logically down the list, asking people to pay the amount they pledged.

Perhaps the top tip of all is that you should always carry your sponsor form with you because you never know when you'll bump into a sponsor!

How do you send your sponsorship to the Iain Rennie Hospice at Home?

There are different ways of sending us your sponsorship. You could use one or a combination of the ways below:

- You could wait until you've collected the whole amount before posting one covering cheque to us. It can take a while to collect everyone's pledges though, so your cheque might not reach us until some months after the event.
- You could send the money to us as you collect it. If you choose to do this then please follow these steps:
 1. Enclose cheque/s with a covering note stating your name and the sponsored event.
 2. Enclose copies of the sponsor forms highlighting those sponsors you have collected money from on this particular occasion.
- If you use the online funding pages at www.justgiving.com, we receive the money you have raised electronically. We will keep a tally of the amount you've raised and add it to any money you raise in other ways.

Please do not...

- Please do not send cash by post as it is not safe.
- Please do not open a bank account using the Iain Rennie Hospice at Home name in order to pay in cheques made payable to us, even when you intend to send us one cheque for the total at the end of your fundraising. This is illegal. Cheques made payable to the Iain Rennie Hospice at Home must be sent to us by post or paid into our account directly.

Please note that if your sponsors are tax payers and they wish us to reclaim tax paid on their donations then they can indicate this on the form by ticking the Gift Aid box. They must also individually complete the form with their full name and address. We can then reclaim the Gift Aid on their behalf (currently 25p in every £1 given). This can significantly boost your total sponsorship money raised.

Please note cheques should be made payable to the Iain Rennie Hospice at Home with your name written clearly on the back, and sent to the usual address (page 2)

Thank you



David Coles: Dragon Boat Racing

Tony Bainbridge
Windsor Half Marathon



Thank you for supporting us

We look forward to hearing about your event!



Raj Patel
Mumbai Marathon

Ian Minty Cycle Ride
from Dungeness to Ness



Pam Kirk & Heather Travis
Great Wall of China Trek



Iain Rennie
HOSPICE AT HOME

Iain Rennie Grove House Hospice Care
Registered Charity No. 1140386

Iain Rennie Hospice At Home (part of Iain Rennie Grove House Hospice Care)

Registered Charity No. 1140386. Registered address: Waverley Road, St. Albans, Hertfordshire AL3 5QX