



Pembroke
Hospice Charity



Fundraising Pack

Thank you for fundraising in support of Pembridge Hospice patients and their families

This pack should contain all of the materials, advice and inspiration you need to raise funds in support of our patients.

Every penny that you raise will ensure that our patients and their families have the best quality of life right to the end. While some people are only with us for a matter of days, others need months or years of support to live their lives to the fullest.

What will your support provide?

- £250** sponsor a nurse to receive **specialist palliative care training** and provide the best possible care for our patients
- £120** fund a **day of rehabilitation sessions** that help people to live at home for as long as possible with independence and dignity
- £60** fund enough **art supplies for two weeks** of fun and creative art sessions
- £36** provide **two therapeutic massage sessions at home** to help alleviate pain and anxiety
- £12** buy a **birthday present for a patient with no family**

“Life with a terminal illness can mean coping with pain, fear and loneliness. Your fundraising will ensure that our caring staff can give local people and their families the support they need to live life to the fullest.”

- *Cathy Saraby, Senior Nurse*



Your support will help people like Carol and Ros

At age 40 doctors diagnosed Carol with motor neurone disease (MND).

"MND is a progressive disease that over time has taken away my ability to walk and talk, as well as affecting how I eat, drink and breathe. My confidence slowly disappeared and I was embarrassed to use a machine to communicate.

When I came to Pembridge at age 47 things started to change. I was happier and made good friends with other patients. Vanessa the rehab assistant even got me walking again after three years in my chair. What a feeling to walk again!

Pembridge is now my second home and I visit three times a week."

"I love the Pembridge team because they have made me feel alive again."



Carol Johnson from Kensal Rise has been a patient for six years



Ros and Alan MacInnes live in Hammersmith

Ros got the news just before Christmas 2014. Her doctor said she had cancer and would probably live for six months without chemotherapy, or 18 months with.

"I worked as a theatres nurse for most of my life and I was not sure what to expect from Pembridge. Everyone is so lovely though and I only wish I had heard about it earlier. If you have an off day everyone understands what you are going through and there is no judgment. I can tell the team anything and they really listen."

Alan went on to say "Everyone is very helpful and I have definitely seen the benefits for Ros."

"We both stopped working after the diagnosis but coming to Pembridge has helped to put a bit of structure back into our lives."



A to Z of Fundraising Ideas



Have a look at our A-Z of fundraising ideas for inspiration and to make the most of whatever you are doing.

A is for auction. Everyone loves a good auction. If you have contacts who work at venues or for companies who produce desirable goods see if they can donate something. We've seen everything go at auction – from holiday home stays to football shirts and pink wheelbarrows full of alcohol!



B is for baking. England's national sport. Have yourself a bake-off and go as far as you like with the event – invite submissions, sell slices on the day, put together a 'celebrity' judging panel and award prizes for the best cakes.

C is for coffee morning. Get friends or colleagues together, make cakes, set up a nice comfortable space and put a collection tin out to take donations. Or do a mad hatter's tea party and make it a bit wilder! You can add to this with a raffle or some of the other ideas here.

D is for dancing. Organise a barn dance, 70s/80s/90s theme night, salsa/ballroom lesson or do a sponsored dance-a-thon.



E is for Easy Fundraising. Do you shop online? Do it through easyfundraising.org.uk and raise a free donation for Pembridge Hospice Charity every time you shop! Visit www.easyfundraising.org.uk/causes/pembridgehospicecharity



F is for fancy dress. Come up with a theme or just go freestyle and get everyone to donate £2 for coming to work, school or an event wearing anything but the usual.

G is for gigs. If you know about some good local bands or venues get in touch and see if they would like to get involved. You could even piggy-back on a regular event and see if they will add £1 to their usual fee or hold a collection.

H is for head shaving. Make a big statement and go bald for a good cause.

I is for imagination. Brainstorm every part of your event and see where the opportunities are. For example, let's say you are running for us. How about holding a sweepstake for the person who guesses closest to your finish time, or saying that people who donate over £50 get to nominate a fancy dress outfit for you to run in.

J is for jump. We are organising a mass skydive in the early spring and you can jump at any time for free if you raise at least £400. Visit www.pembridgehospice.org/skydive for more information.



K is for karaoke. Singing is good for the soul and for the silver.

L is for Land's End to John O'Groats . You don't have to do the actual route and could use the concept to do your own thing. Log the miles you run, swim or cycle and aiming for a specific distance that is personal to you over a set period of time (that could be 12 hours or a month). If you do want to do the big one then get in touch!

M is for matched giving. Ask your employer or a sympathetic family member/friend to match what you raise. Banks and larger companies are particularly good for this.

N is for night time walk. Organise your own night time walk with friends and see the sights of London after hours. Quite a few cafes, restaurants and bars in London are open until the early hours (particularly in Soho), so you could build in a couple of stop-offs along the way.

O is for office swear box. Pop our collection tins around the office and see which team swear the most over a month.



P is for pampering. Organise a beauty and pampering day at a local salon or other popular space.

Q is for quiz night. Everyone loves a good quiz and there is so much you can do with the format. Raffles, entertainment, food and silly bonus rounds can all be built in to a quiz night.

R is for run. Get fit and go the extra mile for Pembridge patients with a sponsored run. Visit www.pembridgehospice.org/events for a list of all the local running, swimming, cycling and obstacle course events that you could take part in.

S is for silver screen. Host a film screening or see if you can do a special event at your local independent cinema. Take donations from guests and sell snacks.

T is for trek. Have the experience of a lifetime visiting one of the wonders of the world, or see the sights of the UK. We work with partner organisations who organise big treks to China, Peru, India, Spain and many more destinations. Just get in touch to find out more.



U is for up the ante. Get everyone to put in £5 and organise a sweepstake around the Olympics, the World Cup, the Great British Bake Off or anything else for a bit of healthy competition.

V is for volunteer. We rely on volunteers to help with so much at Pembridge. From driving patients to and from the hospice to helping on the in-patient unit and at one-off events. Find out how you can support our patients other than by raising money at www.pembridgehospice.org/volunteer.

W is for waxing. Help the men with the hairiest legs to seek sponsorship for having them waxed in public. Beauty salons are usually more than happy to help out in return for a bit of publicity.

X is for x-mas. Christmas is the season of giving and there are so many things you can do to make the most of it. Build Pembridge in to your work/school Christmas party, collect money instead of sending cards this year, organise a raffle or volunteer at one of our events.

Y is for year. Take Pembridge Hospice Charity on as your charity of the year at your work, school or social club. This gives your friends and colleagues a focus for the year and we can help you to plan out your fundraising so everyone gets involved.



Z is for zombie zumba. Mash-ups are pretty popular and the possibilities are nearly endless. Host a baby disco, a fancy dress fishing trip or a beauty barbeque (or just stick to the tried and tested wine and cheese night).



Fundraising At Work



Get your company involved and you can do some good for your business, your employees and the local community.

Take us on as your charity of the year

By making a big statement and committing to long-term support you can make a huge impact for local patients. We will help you to use this fundraising pack and devise a fundraising plan that will engage with your staff and customers while generating maximum publicity.

Take part in one of our events

We can help you to get a team into one of several popular London/South England events, including the Royal Parks Half Marathon, Swim Serpentine, the London Triathlon, Tough Mudder and many more. We will also help to publicise your involvement and support your team every step or stroke of the way!

Volunteer your expertise

Do you work with accountants, web developers, statisticians, bakers, artists or clowns? We can almost always find some way for you get involved in our work and broaden your experience at the same time.

Matched Giving

Ask your employer to match what you raise. Banks and larger companies are particularly good for this.

Healthy competition

Fancy dress, sports events and flash fundraising days can be great ways to get a bit of healthy competition going across teams and raise a lot in a single day.

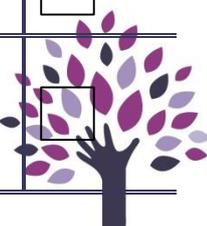


Sponsorship Checklist



Follow these 10 golden rules and you will hit your target in no time!

	Complete
A Create an online fundraising page. This is the single easiest way to maximise your sponsorship. Visit www.justgiving.com/pembridge and click 'fundraise for us' to start.	<input type="checkbox"/>
B Set a reasonable target and increase it if you hit it early. If you think you will reach your goal early you have clearly underestimated what an amazing fundraiser you are.	<input type="checkbox"/>
C Once your online fundraising page is up, write a short story about why you are fundraising and post an update to your page every so often. The more effort, enthusiasm and emotion you put in the more people will donate.	<input type="checkbox"/>
D Use a sponsorship form too and remind people about gift aid. Ask face to face and get people to pledge. For Gift Aid we need full name, first line of the address and postcode.	<input type="checkbox"/>
E We hope you know that your fundraising will change lives. Only with your support can we provide things like therapeutic massage, birthday presents for patients with no family and a rehabilitation assistant to help patients improve and maintain their independence at home.	<input type="checkbox"/>
F Ask your employer if they will match fund your sponsorship.	<input type="checkbox"/>
G Save on the leg work. Post on facebook, tweet, email and text all your friends to tell them about what you are doing and get them to pledge their support for you online. You can create a text donation code: just log in and click 'edit my page'.	<input type="checkbox"/>
H Pin up your sponsorship forms and a print out of your fundraising page in the social areas at your work or place of study.	<input type="checkbox"/>
I Give a sponsorship form to family and friends to raise money on your behalf.	<input type="checkbox"/>
J If you are fundraising with others, set up a team fundraising page to bring the group together. Log in to your Just Giving account, go to 'edit your page' and then click on 'start a team'. Or use your one page for everyone if people don't want to.	<input type="checkbox"/>



Use of Logo and Legal Advice



Using our name and logo

We are very happy for you to use our registered charity name and logo to support your fundraising activities.

Get in touch via the details at the bottom of this page to let us know that you would like to use the name and logo so we can supply you with high quality copies.

There are also a few guidelines for using our name and logo when promoting your fundraising:

- Charity regulations advise that our registered charity name and number must be on all promotional materials. You must use the following phrasing somewhere on all of your materials:

Fundraising in aid of Pembridge Hospice Charity *registered charity no. 1120231*

- Please do not modify or distort our name or logo. If you have a fancy new idea for how the logo could be used then just let us know and we can help.
- The benefits for the charity must be clearly stated on all promotional materials and the public must not be misled as to the involvement of the charity in your activities.

Legal advice and regulations

Whatever you are doing, please ensure that you are safe and above board with all of your activities. If you aren't sure then just ask us.

Please find some links below for further information on how to run a raffle and organise a public collection. We can help with all of this so just get in touch if you aren't sure what the rules are.

- **Raffles and lotteries.** You will not need a license but there are rules you need to follow, including one about having certain information printed on tickets if you are holding a public raffle over more than one day. Visit www.institute-of-fundraising.org.uk/library/raffles-and-lotteries-an-introduction for full information.
- **Public collections.** Different bodies manage collections in public spaces. Visit www.institute-of-fundraising.org.uk/code-of-fundraising-practice/sections/public-collections for more information.



When You Are Finished



Say thank you

Remember to thank everyone involved. Anyone who sponsored you, donated goods, supported you, gave up their time or did anything to help will love to receive a summary of how it all went.

Donate the funds you have raised

You have a few options for paying the funds you have raised. Remember that Just Giving donations come straight through to us.

We will write you an official thank you letter within a couple of days of receiving the funds that you can share with everyone involved.

<p>Bank transfer to our charity account</p> <p>Bank Name: NATWEST</p> <p>Account Name: GBS RE CLCH NHST CHR</p> <p>Account Number: 10001980</p> <p>Sort Code: 60-70-80</p> <p>Please enter 'Pembridge Charity' when prompted to enter a reference/description of the payment by your bank. Pop a quick email to support@pembridgehospice.org to confirm that you have sent the funds along with you postal address if we don't already have it.</p>	<p>Donate online</p> <p>www.pembridgehospice.org/donate</p> <p>Follow the instructions there to make your donation.</p> <hr/> <p>Donate by cheque</p> <p>Make a cheque payable to 'Pembridge Hospice Charity' and send it to:</p> <p>Fundraising, Pembridge Hospice Charity, St Charles Hospital, Exmoor Street, London, W10 6DZ</p>
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Let's meet up and hear all about your story

It would be great to see you if you can visit the hospice one day. We can organise a ceremonial donation of the funds you have raised and take a photo with some of the staff here, who would love to thank you in person.

We feature inspiring fundraising stories in our newsletter and online, so if we can't meet up just send us an email to tell us what you did and you could be Pembridge-famous!



**Thank you for
supporting our patients
and their families**



Visit

**www.pembridgehospice.org
for more stories about our
patients and the staff who
support them**

