



Willow Burn

Fundraising

Pack



TIPS, ADVICE & INSPIRATION FOR FUNDRAISING

THANK YOU

We are so pleased you have chosen to make a difference to the people living with a life-limiting illness in Derwentside.

For nearly 35 years the wonderful team at Willow Burn Hospice has been improving the quality of life for people living with life-limiting illnesses and their families. As the only adult hospice in Derwentside, we provide a vital range of specialist services that enable people with serious illnesses to make the most out of life.

Our nurses can't do their vital work without you!

Not everyone knows this, but hospices need fundraising to survive. Willow Burn receives 44% of its funds from the Local NHS. For every pound spent providing care at Willow Burn the charity needs over 56p from fundraising. The main running costs of our care are funded through the generous donations and support from **you**, the local community.

Some call it fundraising. We call it life-changing.

This fundraising pack has been designed to help you organise a successful event and to offer suggestions for fundraising. Once you have an idea of the kind of fundraiser you would like to hold, get in touch with us and we will support you with marketing and promotion.

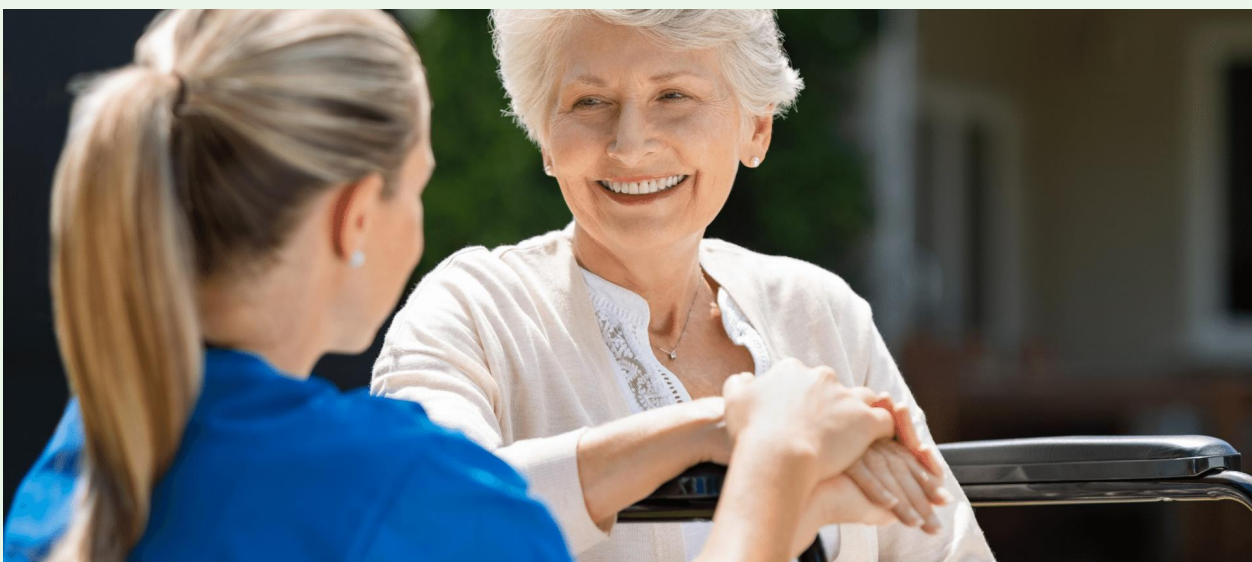
We would be delighted to support you every step of the way, so if you would like to get involved, please don't hesitate to get in touch with Ali our Fundraiser at:

Ali English: aenglish@willowburnhospice.org.uk or
01207 529 224

Thank you again
Team Willow Burn

When you fundraise for Willow Burn:

- You're improving the lives of thousands of people in your community.
- You're helping our nursing team to deliver **8760** hours of care.
- You're raising awareness of the importance of Hospice Care.



WE BELIEVE IN TREASURING LIVES

How the money you raise will help people to make the most of their lives.

We receive 56% of our funding from generous supporters just like you. However much you are able to raise, you're making a difference to the people who need it the most.

£5

will provide refreshments for patients' families when they come to visit.



£10

will fund a meal for a patient.

£20

will fund one hour of nursing care.

£240

will fund a 12-hour nursing shift.

£450

will fund one day of bereavement counselling for adults and children.

£575

will pay for a day in Day Services including Complementary Therapies.

£2400

will run the Helen McArdle In-Patient Wing for 24 hours.



These are just a couple of ideas, to find out more about the specific projects you could fund, please call us on: 01207 529 224



FUNDRAISING MADE EASY

You've got the power to change lives, so the least we can do is give you some tips!

FIND THE IDEAL EVENT SPACE

Think carefully about the sort of space you'll need. Indoor or outdoor? Big or small? What facilities do you need? And don't forget to tell the venue it's for charity – you may get a reduced rate for the space.

SPREAD THE WORD

Tell people why you're doing your event. Your personal reasons will really help motivate your supporters. Facebook and Twitter are ideal for inviting and updating people. If possible, write a blog about your progress. It doesn't have to be a masterpiece; it just keeps your supporters involved.

STAY SAFE

When holding a large or public event it is recommended that you:

- **Contact your local council** for any necessary permissions, licensing, trading standards, and health and safety issues.
- **Think about First Aid and fire safety.**
- **To make sure the event is safe for everyone** concerned consult the **Health and Safety Executive** and check the 'Five steps to a risk assessment' before hosting any event.

TIME IS OF THE ESSENCE


Before you set the date, make sure you've given yourself plenty of time to get everything organised and for people to get it in their diaries. Pick a date that's easy for people, like the weekend – or a Friday, if you're doing something at work.

SET YOUR TARGET

Once you've set your fundraising goal, tell everyone! Seeing how you're progressing helps inspire people to give generously.

BUDGETS

Make sure you cover the costs of your event, and it doesn't leave you with a deficit. If you need equipment, see if you can borrow it rather than buying things. You can also cut costs by asking local businesses to donate prizes.





**Take part in the family muddy obstacle course
whilst raising money for your local Hospice**

Suitable for bairns and big kids aged 5 - 80

COMING JULY 2024

Register Your Interest Today!

T: 01207 529 224

E: aenglish@willowburnhospice.org.uk

WILLOW BURN IS A REGISTERED CHARITY, NO 519659 AND REGISTERED AS A COMPANY LIMITED BY GUARANTEE IN THE NAME OF DERWENTSIDE HOSPICE CARE FOUNDATION, NO 2263960.

FUNDRAISING IDEAS

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|--|---|
| <p>Marathon – Would you like to challenge yourself? Why not run a half or full marathon in aid of Willow Burn Hospice? This will put your body and mind to the test, but you will reap the rewards of helping sustain your local hospice. Ask our Fundraising Team to see if we have places available for the Great North Run</p> | <p>Collection Box – can you host a Willow Burn Hospice collection box or boxes in your home, shop or school? Ask your colleagues, friends or customers to donate their loose change; a little goes a long way. Simply call us to register your interest in a collection box: 01207 529 224</p> |
| <p>Bake Sale - Host a baking competition! Who can make the best cake? Whose was a baking disaster?</p> | <p>Sponsored Swim – How far can you swim? Unsure? Then put yourself to the test for a worthwhile cause.</p> |
| <p>Shave your Head – In need of a change and fancy a new style? Shave your Head for Willow Burn Hospice - a small change for you will result in a big change for those we support through your donations.</p> | <p>Non-uniform or Dress up Day – Do you want to unwind for the day or have a ‘best-dressed’ fancy dress competition? Then why not stick with the tradition of a non-uniform or dress-up day for a donation to your local hospice.</p> |
| <p>Bungee Jump – 3, 2, 1 JUMP! Get the thrill of challenging yourself by doing a sponsored Bungee Jump Scared of heights? Overcome your fear knowing you are helping those in your community</p> | <p>Raffle/Tombola – Stick with tradition and hold a raffle or tombola for your local hospice! If you like to feel lucky and give back to your community, support Willow Burn Hospice the next time you organise a raffle or tombola.</p> |
| <p>Karaoke Night – Love to sing and have a great sense of humour? If so, then organising a karaoke night could be just the event for you. A karaoke night is sure to bring laughter, joy, and a wonderful night out with family and friends.</p> | <p>Jumble Sale – Everybody loves a bargain so why not host a jumble sale? From crafts, to bric-a-brac, to books and household appliances; you always need something with a bargain price.</p> |
| <p>Sponsored Cycle – Do you enjoy cycling and want to take this passion to the next level? You could help support Willow Burn by doing the activity you love most.</p> | <p>Football Tournament – Do you love football and are in need of some competition? Why not organise a football tournament with friends or colleagues.</p> |
| <p>Bonkers Bingo Night – Host a bingo night with a spin! Get the music playing, your competitors up dancing, and brighten up your evening by hosting a Bonkers Bingo Night. Or stick with tradition, and play a game of bingo in our name.</p> | <p>Zip-wire – Scream if you want to go faster! This experience will cause an adrenaline rush, however, the rush is sure to give you a thrill when you succeed in your fundraising endeavour.</p> |
| <p>Abseiling – Fancy facing your fears by taking yourself to the edge? Then an abseiling challenge could be just for you!</p> | <p>Charity Walk - Walk one mile, two miles or even 500 miles- the choice is yours!</p> |
| <p>Coin Hunt – We hear how much money is stuck down the back of sofas, so why not see what you can find in your furniture? Take ten minutes during Willow Week to have a search in your furniture and in the car. What you can find for Willow Burn?</p> | <p>Car Wash – A simple but easy way to engage with your local hospice. Organising a car wash within the local community will allow for you to fundraise in a different way and will be a great way for you to get to know local residents.</p> |

These are just a couple of ideas to give you inspiration, we’re sure you have lots of creative ideas to fundraise for Willow Burn. Every penny and thought counts, so whatever it is you do, you will be making a huge difference.

GREAT NORTH RUN 2024

**TAKE ON THE
WORLDS MOST
ICONIC HALF
MARATHON FOR
YOUR LOCAL HOSPICE**

SUNDAY 8 SEPTEMBER 2024
REGISTRATION FEE: £62 PER PERSON
MINIMUM FUNDRAISING TARGET: £300

As well as lots of support from our fundraising team, you will receive:

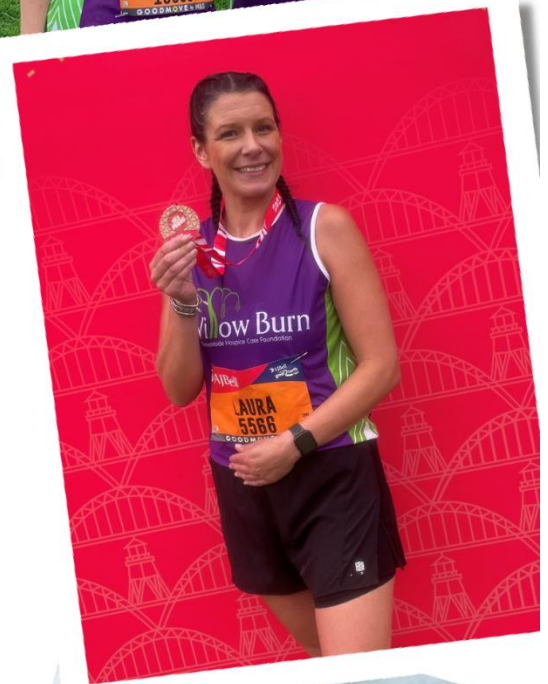
- ♥ Willow Burn Running Vest
- ♥ Willow Burn Water Bottle
- ♥ Willow Burn Goody bag

REGISTER NOW

☎ 01207 529 224

✉ aenglish@willowburnhospice.org.uk

Willow Burn is a registered charity, no 519659 and registered as a company limited by guarantee in the name of Derwentside Hospice Care Foundation, no 2263960.



PROMOTION

Promoting your event or activity helps you raise more money and awareness for Willow Burn. You can do this through your local press, social media, local posters/flyers and word of mouth.

Local media

If you are holding an event, your local newspaper or radio station might be interested in coming along or sending a photographer. If you are undertaking a personal challenge, it could make an interesting article.

Contacting local media may seem a bit daunting but it is relatively easy. All it takes is a little forward planning. Local press will be interested in stories with a local link and a good human interest angle. You should be able to find email addresses and phone numbers on their website. The 'Contact us' page is the best place to start. You could also contact aenglish@willowburnhospice.org.uk and we can point you in the right direction or help you write your article. If you do contact the press or get any coverage, please let us know, we are also happy to provide quotes about your fundraising.

Posters and Flyers

Make up posters advertising your event and ask to put them up in your workplace or school. We are happy to provide you with posters if you need them and please do ask for our logo and charity number if you are making your own. Ask local businesses if they would mind if you put a flyer or poster for your event in their window. In the cases of large public events ask to leave flyers on the counter or at tables for people to pick up.

Any publicity material must state that the event is being held 'In aid of Willow Burn Hospice' and have the Registered Charity Number on 519659. We can even supply you with an 'in aid of' logo

Online fundraising

Online fundraising pages and social media are a great way to publicise your fundraising.

One of the easiest things you can do is to set up an online Enthuse fundraising page at: www.fundraise.enthuse.com/login#!/ Not only does this provide a quick and safe way for people to donate online, but pages like these are also easy to share across social media.

You can also set up a similar page at JustGiving: www.justgiving.com/willowburnhospice

You can follow us on:

Facebook – Willow Burn Hospice

Twitter - @Willow_Burn

Instagram - willowburnhospice

LinkedIn – Willow Burn Hospice

Your Fundraising Journey

We really want to support you throughout your fundraising journey, but we can't do this if we don't know, please get in touch and we will do our best to promote your event with marketing and materials e.g. sponsorship forms, logos

Share your success

We love to hear about the way those in our community choose to fundraise for us. We could feature quotes or photographs from your event in our publications, online or in materials like this, so get in touch and let us know how it went.

For professional-looking posters or for marketing advice and support from our Marketing Team, contact Rachel on 01207 529 224 rtodd@willowburnhospice.org.uk

FUNDRAISING IN MEMORY OF A LOVED ONE?



Fundraising for Willow Burn in memory of a loved one(s) is not only a beautiful tribute but it will truly make a difference to our nurses and the care they provide for the Derwentside community. There are a number of ways we can remember your loved one at Willow Burn.

Gift of a Day - What does a day mean to you? To patients and their families, it can mean everything.

Each day it costs £2,400 to run the Helen McArdle Wing for 24 hours and £575 to run day care in the Sir Tom Cowie Wing. By generously gifting a day of care, you will be offering vital support to patients and their families during one of the most difficult times in their lives.

Not only will you receive immense satisfaction from supporting your local hospice, Willow Burn will also honour your kind gift with a day dedicated to your loved one.

Before your chosen day, we will chat with you to find out how you would like to honour your loved one, including:

- Your story on our social media pages and/or website
- A photograph in the Willow Burn Hospice Reception
- Complimentary Cream Tea in the Willows Café for you and your family

Memory Lane

Memory Lane is a peaceful and scenic pathway located at the bottom of the Willow Burn Gardens. Within the path are dedicated bricks which can be engraved to remember someone special to you. This is a really special place where you will find a lot of space and peace to reflect on your memories. For a minimum donation of £120 a year or £10 per month, you can have your loved one's name engraved on a brick to be placed in Memory Lane.

Please contact Ali for further information:
aenglish@willowburnhospice.org.uk

Everlasting Leaves

Our beautiful, handcrafted memorial tree, which was hand sculpted by local resident, Ged Morgan, is located at the entrance to Willow Burn Hospice and features leaves dedicated to loved ones from across the world. For a minimum donation of £36 a year or £3 per month, you can have your own personal message engraved on one of our Everlasting Leaves. The leaves will hang on the tree for twelve months and at the end of each year, you can choose to renew your leaf or we will return it to you for you to treasure. Please contact Ali for further information: aenglish@willowburnhospice.org.uk

If you would like to share your in-memory fundraising story, we would be honoured to write it for you. Please contact our Head of Fundraising and Marketing, who will work with you on a tribute to your loved one: Rachel Todd – rtodd@willowburnhospice.org.uk / 01207 529 224

KEEPING IT LEGAL



Registered with
**FUNDRAISING
REGULATOR**

Charity fundraising is regulated by law, and after all of your hard work, we want to help you make sure your event is a success. Here are a few key tips but if you have any questions or would like advice on the [Fundraising Regulator](#), please contact: aenglish@willowburnhospice.org.uk

Licences

You may require a license for:

- alcohol or entertainment, including recorded music
- holding a raffle, lottery or auction
- doing a public money collection
- putting up banners or signs in public areas.

You will need to check with your local council for further information.

Public collections

Collecting money in a public place of any kind requires permission from your local council:

<https://www.durham.gov.uk/article/2131/Street-collection-permit>

If you're fundraising on private property, make sure to ask the owner's permission first.

Insurance

If your event involves the public, you will need to have Public Liability Insurance. Please check what public liability insurance the venue has in place before your event. Unfortunately, Willow Burn cannot accept liability for a fundraising activity or event you undertake in support of us.

Money

Advice for handling and counting money at fundraising events:

- where possible have two people present
- when money is being counted collect cash using a secure container e.g. a sealed container for a collection or a secure cash box for change
- bank the money collected as soon as possible.

Food

Contact the Food Standards Agency (www.food.gov.uk) for guidelines about food hygiene.

Raffles and lotteries

The most straightforward way to host a raffle is to make sure:

- all tickets cost the same amount
- sale and draw of tickets happens on the same day/night – you'll need a licence from your local council if tickets are sold in advance.
- If you plan to run your lottery over a longer period of time or sell tickets at more than one venue, you will need to purchase a local lottery license from your council. For advice on raffles and lotteries, please visit:

<https://www.durham.gov.uk/article/2115/Gambling-licences>



Join us for
The Steel Town 20
2024
and raise money for

Willow Burn

Derwentside Hospice Care Foundation

Ran by Consett Hiking Group, the Steel Town 20 is a 20 mile walk which takes in some of the most beautiful parts of Derwentside.

Saturday 31 August 2024
Registration fee: £20 per person
Minimum fundraising target: £150

The route takes walkers out of Consett up to Derwent Valley, as far as Crooked Oak, before heading back towards the Derwent Manor Hotel, along the river to Blackhall Mill and onto the Derwent Walk. Then back to Consett, finishing at the Rugby Club.

Participants can choose to do 8, 14 or the full 20 miles.

Entry fee includes food and entertainment afterwards.

As well as lots of support from our fundraising team, you will receive:

- ♥ Willow Burn t-shirt
- ♥ Willow Burn water bottle
- ♥ Willow Burn goody bag

To find out more contact Ali on
t: 01207 529 224

e: aenglish@willowburnhospice.org.uk

IN PARTNERSHIP WITH



Registered with
**FUNDRAISING
REGULATOR**

PAYING IN YOUR DONATION

How to send your fundraising to Willow Burn Hospice

Once your fundraising activity is over and you've celebrated your success, thanked your supporters and collected your money, please send us the total amount that you've raised so we can start making a difference straight away! If you've fundraised online this is all taken care of for you.

Cheques

Please send your cheque made payable to 'Derwentside Hospice Care Foundation' to: Willow Burn Hospice, Howden Bank, Lanchester, Durham, DH7 0QS

Bank Transfer

If you would like to transfer donations or fundraising to Willow Burn, please contact Ali English for bank details: aenglish@willowburnhospice.org.uk

Cash

If you have cash donations, please pop it into Willow Burn to share your story with us. It would be great to see you and to celebrate your success. Call Ali to let her know you are popping by: 01207 529 224

Donate online

If you haven't fundraised but would just like to donate, you can do so online by using this links – please write us a message so we know why you have donated.

Willow Burn Website - <https://willowburnhospice.enthuse.com/donate#!/>

Whatever you raise, Gift Aid it!

Gift Aid makes donations to registered charities worth more by allowing them to claim 25p from the government for every £1 donated, substantially boosting your fundraising total. Gift Aid can be applied to any donation from a UK taxpayer, as long as the amount claimed is no more than the tax paid that financial year. If donating online, please tick to option for Gift Aid or if you are donating via bank transfer, cheque or cash, please ask us for a Gift Aid form.



**JUMP INTO THE
ADVENTURE!**



AND RAISE MONEY FOR



Willow Burn
Derwentside Hospice Care Foundation

If you fancy challenging yourself in 2024 and raising money for your local hospice why not sign up to take part in Go Ape's Zip Trekking Adventure at Grizedale Forest, Lake District. The ultimate zip wire experience will have you whizzing through the heart of the UK's Lake District, flying across seven forest zip lines totalling a whopping 3km.

SATURDAY 4 MAY 2024
REGISTRATION FEE: £60 PER PERSON
MINIMUM FUNDRAISING TARGET: £200

REGISTER NOW!

T: 01207 529224

E: AENGLISH@WILLOWBURNHOSPICE.ORG.UK

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At Willow Burn we believe that giving is not just about making a donation but about making a difference. Thank You for choosing to make a difference to the lives of people in Derwentside.



Contact Details

Willow Burn Hospice
Howden Bank
Lanchester
Durham
DH7 0QS

T: 01207 529 224

E: info@willowburnhospice.org.uk

Registered charity no. 519659

