

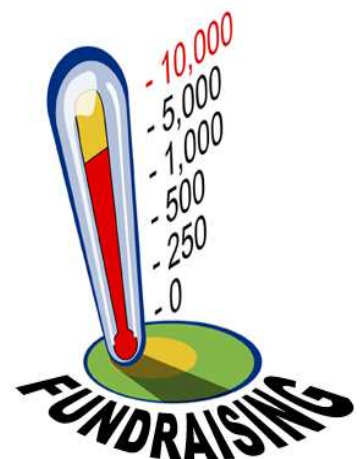


# FUNDRAISING EVENT PACK

## ORGANISING YOUR OWN EVENT



St Luke's Hospice  
Nethermayne  
Basildon  
Essex SS16 5NJ  
Registered charity no  
289466



# Some helpful Things: to think about

## The Idea

Will people want to take part?

Will it be easy to organise?

How long will it take to organise?

Will it raise money?

## Keeping it legal

Do you need First Aid?

Do you need to inform the police?

Do you need a collection permit?

Are you insured?

If in doubt phone the fundraising office

## Timing

When should you hold your event?

Ensure that there are no other

Events taking place at the same time

Does it need to take place

A certain month of the year

## Promotion/Advertising

How are you promoting the event?

Contact the local radio station

And local papers.

Put posters up in libraries, clubs,  
work offices.

Try and get free publicity in local magazines

E-Mail to your friends /work colleagues

Possibility of using "Facebook" contacts

## Helping Hands

Who will help you?

Do you need a committee?

What jobs need doing?

Can you secure a venue for free?

Will it be big enough for the Event?

Does it provide catering?



## Sundries

Is the event themed?

How can you make it more attractive?

Will you provide "cover" in case of bad weather?

Are toilets available?

Do you need help?

## The Money

What are your costs?

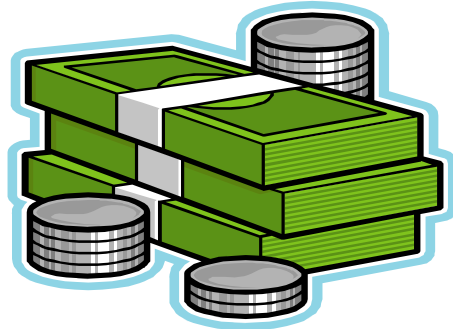
How will you make money?

How will you collect the money?

How will you keep it safe?

How will you record it?

Can you get things free?



## The Hospice can help with:

Collection tins/Buckets: - to have during the build up and during the event

So you can raise more money (remember you may need to apply for a permit)

Banners: - we have some banners that can be used at your event. Banners are limited so please ring and book them from fundraising 01268 272292

Advice: - Please ring the team who will always be happy to help



# Now the legalities.....

There are a number of legal regulations that govern fundraising which are designed to protect you and your event.

As You will be working on behalf of St Luke's Hospice we ask you please to make sure that you abide by the regulations.

Outlined below are some of the regulations will that ensure your event runs legally

## Charity status

You must ensure that our charity number is printed on all of the promotional materials on display ( St Luke's registered Charity no 289466 )

## Collecting in Public

If you would like to collect money in either Basildon or Thurrock depending where your event will be you need to obtain a street collecting permit from the local authority. You to apply for the permit acting as a fundraiser on behalf of St Luke's Hospice. These need to be sought well in advance before the event. Telephone the relevant Council asking for the "Licensing Dept" explain you need a public collection licence—they will direct you accordingly.

## Collecting on Private Property

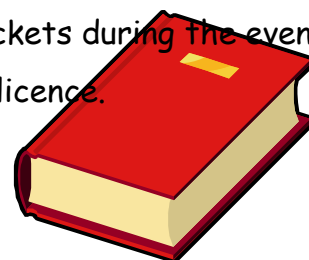
To Collect donations on private property, such as supermarket or pub, you simply need to gain written permissions from the owner/manager.

Make sure that you have written confirmation with the date of the event and the premises you have permission to collect in and ensure that you only collect in those areas.

## Lotteries and Raffles

If you are organising a raffle, where you are selling tickets over a period of time, in various places you need to apply for a Society Lotteries Licence. You will need to act as the promoter and will be personally liable for its organisation. Please contact your local Authority to obtain a form for this and more information

However if you are organising a raffle with sale of the tickets during the event in an enclosed area, e.g: in a hall you do not need to apply for a licence.



## Insurance

Unfortunately we cannot be held responsible for any damage, accident or injury should it occur at your event. Please ensure that your event is adequately insured and that you have thought about any accidents that may occur (We have attached a "Risk Assessment document) to help You with this.

## Registering Your Event

Please let us know so we can issue you your 'Letter of Authority' which will support your fundraising efforts. Telephone fundraising Dept 01268 272292

## Keeping accounts

You will need to keep some sort of written financial account of your event!-

What you have spent?

How much you raised?

How much you gave to the Hospice. These need to be kept in case the Charity Commission decide to carry out an audit on the Hospice and ask us how we came by the money.

## Can any of this amount be Gift Aided ?

If you take a direct donation on our behalf from a individual who is a UK tax payer we may be able to gift aid the donation, especially if you are organising a sponsored event. Please contact Fundraising dept for more info.



## Making the most of your event

Now that you have chosen the event and sorted legal issues hints below will help ensure that the event is a financial success.

**Promote** the event:- Tell everybody about what you are planning.

The more people that you tell the more will take part!



Contact **Local radio stations**

Local radio stations usually have a session during the week particularly for Community Event advertising. Use the air time well, squeeze as much information into the slot you can especially mention that you are raising funds for St Luke's Hospice!

Date, time, event ,venue Contact name & number.

Contact your **Local paper** and ask if you can run a story about the event. Maybe you

Have decided to raise a specific amount of money, so ask the paper to have a free feature in paper until the target is reached. The free local papers are usually happy to do this.

Try and get a photo of yourself wearing a St Luke's t-shirt or holding a collecting tin or bucket as this will help.

Use e-mail contacts -this is a free way of advertising.

You could think about making your event an annual one for the Hospice and build on your success year after year! - this could be used in the pre event promotion.

The Fundraising team at St Luke's Hospice are here to help you. Please contact them on 01268 272292.

# Finally

## Sending in the money.....

The event is over and has been a great success — now it's time to put your feet up and send in the money that you have raised for St Luke's Hospice.

Please make cheques payable to St Luke's Hospice or if donation is cash ensure it is delivered in a secure way (ie: do not put cash in the post). Also let us have sponsor and gift aid forms if appropriate. We are also happy to attend a formal presentation if you prefer, but ask that you let us know in good time.

We are always interested about what people get up to when raising funds for us, so please send photos and information the event would be fantastic as space permitting we can put them in our Fundraising newsletter.

All donations are acknowledged by the Hospice . You will receive a receipt and letter from us, generally within 2 weeks of receipt.

*Without your help we would not be able to keep our services running.*

GOOD LUCK WITH YOUR EVENT

§

THANK YOU FOR SUPPORTING

ST LUKE'S HOSPICE



# A-Z OF FUNDRAISING IDEAS

## **A**

Arm wrestling night

Afternoon tea stall

Athletic event

Auction

Antiques fair/valuation day

Aerobics sponsored workout

Ale tasting competition

Art fair

Assault course

## **B**

Blindfold challenge

Bikethon

Bridge evening

Bowling competition

Barbecue

Bands and concerts

Bake a cake stall

Badminton match

Barn dance

## **C**

Car treasure hunt

Cabaret night

Car boot sale

Craft Fair

Clay Pigeon shoot

Carol singing

Coffee morning

Car wash

Celebrity auction

## **D**

Disco

Dutch auction (price starts high then comes down)

Demonstrations-cake icing, painting

Darts match

Dinner for friends

Drink a yard of ale

Donate a day's salary-

## **E**

Easter-egg hunt

Egg eating competition

Exhibition

## **F**

Fair

Five-a-side football tournament

Fancy dress night (pub crawl)

Fete

Firework display

Fun Run

## **G**

Garden party

Go karting

Good as new sale

Guy Fawkes night

Golf tournament

Garage sale

## **H**

Halloween night

Horse race night

Holiday photo competition

Hill walking

**I**

It's a knockout

Indoor games evening

**J**

Jogging

Jazz evening

Jail and Bail

**K**

Karaoke evening

Knockout contests

Kidnap

**L**

Lotteries

Long distance walk/cycle

Lunch

**M**

Marathon dance/ride/etc

Market stall

Mystery tour

Miles of pennies

**N**

New Years Resolutions

**P**

Poll contest

Pub crawl/fun run

Plant sale

Photo stall

**Q**

Quiz Night

Quasar Night

**R**

Raffle

Race night

Road run

River boat trip

Rugby match

**S**

Sweets in a jar

Sponsor swim, slim, ,golf

Summer ball

Swear box

Sweepstake

Safari supper

Second hall stall

staff fancy dress

**T**

Treasure hunt

Talent night

Trekking

Three legged race

ten pin bowling

Town trail tour

Themed party/dance

Tennis tournament

Trading places

## **V**

Valentines party

## **W**

Wine tasting

Western party

## **X**

Xmas cards

Xmas draw/party/dance

## **Y**

Yard of ale competition

Yacht race

## **Z**

Zany ideas!!!!!!!!!!!!!!