

St Teresa's Hospice Fundraising Guide

Thank you for choosing to fundraise for St Teresa's Hospice. Your support will make a big difference for those affected by life-limiting illnesses across Darlington, South Durham, and North Yorkshire.

St Teresa's Hospice is an independent charity founded by local people, providing palliative care and support to patients, their families, and carers when they need it most. We give patients and their loved ones the comfort and dignity they deserve in a safe, relaxed, and friendly environment, whether that be in our specialist Inpatient Unit at the hospice or being cared for at home. We believe that no one should face terminal illness alone.

We rely on the support of the local community to be able to continue providing our vital care free of charge. It costs on average £9,358 a day to run our services, that's nearly £3.5 million each year.

"Although we receive some of our funding from the NHS, we will always be grateful for the enduring and generous support of our communities.", says Denise Hughes, Community Healthcare Assistant. "I see first-hand how your support makes a real difference."

Thank you - we simply couldn't do this without supporters like you.

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1) METHODS OF FUNDRAISING

There are so many different ways to fundraise for us, whether it's hosting an event yourself, running a marathon or challenge event, cash and bucket collections, or to celebrate a special occasion like a birthday or wedding – we want to support you throughout your fundraising journey.

Once you let us know you're fundraising for us, we'll give you an official letter of authority to confirm a fundraising event or activity is being organised 'in aid of' the hospice (bonus, it could help you to secure raffle prizes too!).

For some fundraising activities, there can be strict rules and regulations which you need to keep in mind. Our Fundraising Guide covers everything you need to know to, however if you're unsure about anything along the way, get in touch with us at hello@darlingtonhospice.org.uk or 01325 254321.

2) SAFETY & LIABILITY

St Teresa's Hospice cannot accept any responsibility for fundraising activities/events or anyone who participates in them, so it is important that you think about the health and safety for participants, the general public, yourself, and any volunteers. While it's not a requirement, conducting a risk assessment prior to your event is a good way to make sure everyone at your event stays safe.

Insurance

Like a risk assessment, getting insurance for your event isn't a requirement however we recommend you seek advice regarding public liability insurance if your event involves the general public.

If hospice staff are present and assisting at an 'in aid of' event or activity, then this is covered by our Public Liability Insurance. If you are holding your event or activity in a venue such as a village hall or pub, check they have public liability insurance for your activity. If the event or activity is not on hospice premises and hospice staff are not assisting, then it would not be covered, and you might want to get your own insurance.

First Aid

Depending on the type and size of your event/fundraising activity, it might be prudent to have trained first aiders in attendance. Prior to your event, it's best to ensure that all participants and

those involved (volunteers etc.) are fully briefed about the event, including (where relevant) any risks, fitness requirements, special equipment or clothing required as well as standards of behaviour expected to minimise the risk of needing any first aid. If anyone is injured at your event, please let us know.

Children & Vulnerable Adults

Where children and/or vulnerable adults are involved, it is imperative that you take extra precautions for their safety, this includes:

- Getting permission from their parent/guardian for them to participate and being clear with them about what the event entails and how their child/vulnerable adult would be involved.
- Confirm that their parent/guardians have given their permission for their child/vulnerable adult to have their photograph taken and potentially shared via media channels.
- If you are running a large event, it is important to have a lost child/vulnerable adult point and to explain where this is at the start of the event.
- Make sure that your event is adequately supervised.
- Provide proper adult supervision including carrying out appropriate background checks if adults are to have unsupervised access to children/vulnerable adult.

Handling Money

If you're hosting a ticketed event, or you think you will collect lots of cash at the event, think about where you will store the money safely and securely during and after the event. If it's a large sum, we suggest you pass it on to us as soon as possible. For more information, check out 'Section 8 – What to Do with Money?'

Food & Alcohol

It's quite common to serve and/or sell food as part of an event/fundraising activity however it's important to be careful and to follow basic food hygiene when preparing and serving food. While it's not a legal requirement unless you're a registered food business, labelling food is recommended, so it's a good idea to provide some information about what ingredients have been used in making any food you sell/serve as well as potential allergens. For more information visit <https://www.hse.gov.uk/food/food-hygiene.htm>.

If you want to sell alcohol at your event you would need a licence to do so, however you can give alcohol away for free. If you do give alcohol away as part of your fundraising activity or at your event you must make it clear that the value of the alcohol is not included in any ticket price or entrance fee. You must also get permission from the owner/manager of the venue or land you are using to hold your fundraising activity.

For more information on event Health & Safety, visit <https://www.hse.gov.uk/event-safety/>.

3) RAFFLES/LOTTERIES/AUCTIONS

Raffles, lotteries, and auctions are great ways to raise extra money at your fundraising event, however they fall under strict gambling laws and regulations, so it's important you're aware of these before you start advertising or selling any tickets. For every raffle, lottery or auction, the promoter (i.e., the main fundraiser) is responsible for running it legally, and are responsible for anyone that sells on their behalf including making sure they're aware of the law.

Raffles

Raffles are deemed a form of lottery and gambling by the Gambling Commission (under the Gambling Act 2005) and can require a licence and/or permission from your local authority depending on how they're run.

If you hold a raffle (or tombola) as part of an event it is considered an 'incidental lottery'. You do not need a licence and/or permission from your local authority as long as all tickets are sold at the location of the event while the event is taking place and the draw takes place during the event. However, you will need to get permission from the owner of the venue/land where you are running the raffle. If your event takes place across multiple days (i.e., a weekend), you can sell tickets on each day without a licence. The raffle cannot be the main reason for holding the event.

You must provide physical tickets to those taking part. As long as you can identify the winning tickets, you do not need to have anything specific printed on the tickets so you could, for example, use cloakroom tickets. While you will need to draw the raffle during the event you can announce the winners after the event. If you do not draw the raffle at your event, you will need a licence and/or permission from your local authority. You can sell tickets for incidental lottery to children.

If you sell any tickets before your event, over a longer period, online (including social media), or at more than one venue, this is considered a 'small-society lottery' and you will need permission from your local authority and may need to purchase a local lottery licence from the Gambling Commission, both of which may involve a small fee. A small society lottery has a top limit of £20,000 in ticket sales, if you anticipate that your raffle may raise more than over £20,000, please let us know as soon as possible. This type of raffle allows you to sell tickets in advance and the draw can be advertised to the general public.

If the Gambling Commission advise they do not require you to hold a licence from them for a raffle prior to/separate from an event, you must still make sure your tickets adhere to the rules they set:

- Specific tickets will need to be printed for the raffle (you cannot use cloak room tickets).
- Tickets must show the name of the charity, the ticket price, the name and address of the organiser/promoter and the date of the draw.
- You will need a person to be registered as the promoter (i.e., the main fundraiser) who will be responsible for the lottery and what must be printed on all tickets. You cannot register under St Teresa's Hospice.
- To purchase or sell tickets, you must be 16 years or above.

Auctions

Auctions can be an easy way to fundraise at an event, especially as you do not need to be licenced as an auctioneer however it can be helpful to have one manage your auction or give some advice on how to get the most from it.

It's important to keep in mind that as auctions are a way of trading (buying goods or services), they are subject to consumer legislation, so you do need to provide clear and detailed information about your prizes/lots to your prospective buyers. Online auctions and auctions where participants aren't present for the bidding (silent auctions) are affected by other laws and regulations such as Distance Selling Regulations, more information can be found at <https://www.gov.uk/online-and-distance-selling-for-businesses>.

If you're planning a charity auction, you can claim Gift Aid on anything above the retail value of the item that is being bid for. For example, if you auctioned off a weekend away for two with a retail price of £200 and it sells for £400, you can claim Gift Aid on the extra £200, raising £50. It's crucial to make clear to your bidders what the retail price is BEFORE they bid. The successful bidders will also need to complete auction gift aid forms, so if you're planning to run an auction, please contact us to discuss. Don't worry, we'll help you do any maths needed!

Online

You need a licence from the Gambling Commission to run an online lottery. This includes lotteries on social media, auction or selling sites, fundraising platforms, and live streaming platforms.

The only lotteries that can be advertised online are those run under a licence or registration with a local authority, or a lottery being run at a physical event with the tickets being sold at that event.

Other Things to Note

Rules for all of the above:

- The draw, bidding or opening of sealed bids must be witnessed and you should make a record of the results.
- All paid for valid tickets/bids must go in the draw.
- You must not make details of the winner's public without their permission.
- You must ensure you advise anyone you ask for a prize that you are fundraising in aid of St Teresa's Hospice not on behalf of. Unfortunately, we are unable to provide/support with obtaining prizes.

To apply for a licence from the Gambling Commission please go to:

<https://www.gamblingcommission.gov.uk/service/apply-for-an-operating-licence>

If you are in any doubt about what (if any) licences you may need, please contact our Fundraising Team or your local authority who will be able to provide you with advice and direction.

4) CASH/BUCKET COLLECTIONS

The law on collecting money or other property (i.e., donated items to sell) varies according to the type and location of the collection. In most cases, for collections on public land you will need a licence or permission to collect from the relevant local authority. On private land, you will need permission from the person responsible for the site. Under 16s are not permitted to collect money through public collection. Depending on your local authority and type of collection, other age limits may apply.

Before we can issue you with charity collection boxes or buckets, we must see a copy of the relevant licence or evidence of permission, following which we will provide you with a letter of authority and any other collection materials you may need.

Please DO NOT conduct any door-to-door requests for donations or sponsorship in aid of the hospice. These require a licence from local authorities, and we only support this activity through the use of trained personnel.

5) PROMOTION

Promoting your event/fundraising activity is key to your success. You're doing something amazing so make sure you shout about it!

- ✓ Talk about the who, what, when, where and why's. Is what you're doing a bit quirky? Are you celebrating a special occasion or anniversary? Tell people why you're fundraising and how they can get involved.

- ✓ Make use of social media – tag us in posts!
- ✓ Have you got posters? Put them up where you can (local community groups, businesses) – but ask for permission first.
- ✓ Chat to businesses in your area and see if they'd be willing to help. Could a local business owner donate something for you to raffle?
- ✓ Get your community involved – are there any local groups who may want to run a stall or help in some way?
- ✓ Speak to your local MP – they might come along, share your event on their social media or offer to donate a prize.
- ✓ Reach out to your local newspaper or radio station and tell them about your fundraiser, they're always looking for interesting stories from local people.
- ✓ Check out our 'Sponsorship Tips' (section 6) for more hints on how to get sponsorship.

All the promotion for your event/activity should clearly state whether all funds raised at the event will go to the hospice or whether any money will be used to pay for any costs. If you do have expenses for your event, you should state that "all profits" are going to the hospice rather than "all proceeds".

You must make sure that it's clear you're fundraising 'In Aid Of' St Teresa's Hospice and your activities are not representing or organised by the charity. If you wish to design your own promotional material, please contact us to request a copy of our 'In Aid Of' logo to use, and remember that our registered charity number must be included as Reg. Charity No: 518394.

6) SPONSORSHIP TIPS

1 - Set Up Your JustGiving Page

- ✓ JustGiving is an easy way for your friends and family to donate and keep updated with your fundraising journey. For more information JustGiving, check out Section 7 – 'How to Create a JustGiving Page'.

2 - Tell Your Story

- ✓ Let people know why you're raising funds. If you're raising money because of a loved one, talk about them if you can. Share some key stats about the hospice and how their donations will help:
 - £5 could pay for a meal in our Inpatient Unit.
 - £10 could pay for oxygen for patient for one day.
 - £20 could pay for one hour of care for a patient in their own home.
 - £35 could pay for a counselling session for a bereaved child.
 - It costs £9,358 per day to run the hospice.

3 - Set a Target

- ✓ Setting a target gives you a goal to work towards and helps you get up to 45% more donations. If you start to get near your original target, don't stop - aim even higher!

4 - Self-donate

- ✓ Be the first to donate. People who make a donation to their own page or sponsorship form to get them started raise a whopping 84% more!
- ✓ Never hand out a blank sponsorship form, have at least one sponsor per sheet.
- ✓ Try to get a first sponsor on the form to give £5 or £10; this will encourage the average donation to be higher.

5 - Share!

- ✓ Post regular updates on your social media along with the link to your JustGiving page and ask others to like and share. Adding pictures really helps!

6 - Ask for Help

- ✓ Ask your friends and family to take sponsorship forms into their workplaces and schools (with permission) to raise funds for you.
- ✓ Ask your employer whether they have a matched giving policy. One quick conversation could help double the money you raise!
- ✓ Do you have a company newsletter at work? Ask the person who runs it if they can put an advert in with a link to your fundraising page or how to contact you to donate.

7 - Shout About It

- ✓ Taking on a physical challenge? By connecting your page with your Strava or Fitbit account your supporters can keep track of your progress AND you could raise 111% more.
- ✓ Display how much you've raised so far (on social media, put up a poster at work or in local clubs you're a member of) to help encourage others to support you.
- ✓ Remember to tell people in person about your fundraising too.

8 - Share Again

- ✓ Seriously, don't stop!

9 - Say Thank You

- ✓ You've done it! Well done! Say thanks to everyone who's helped and donated.
- ✓ Tell your friends and family all about your event and what your total is. Share your success!

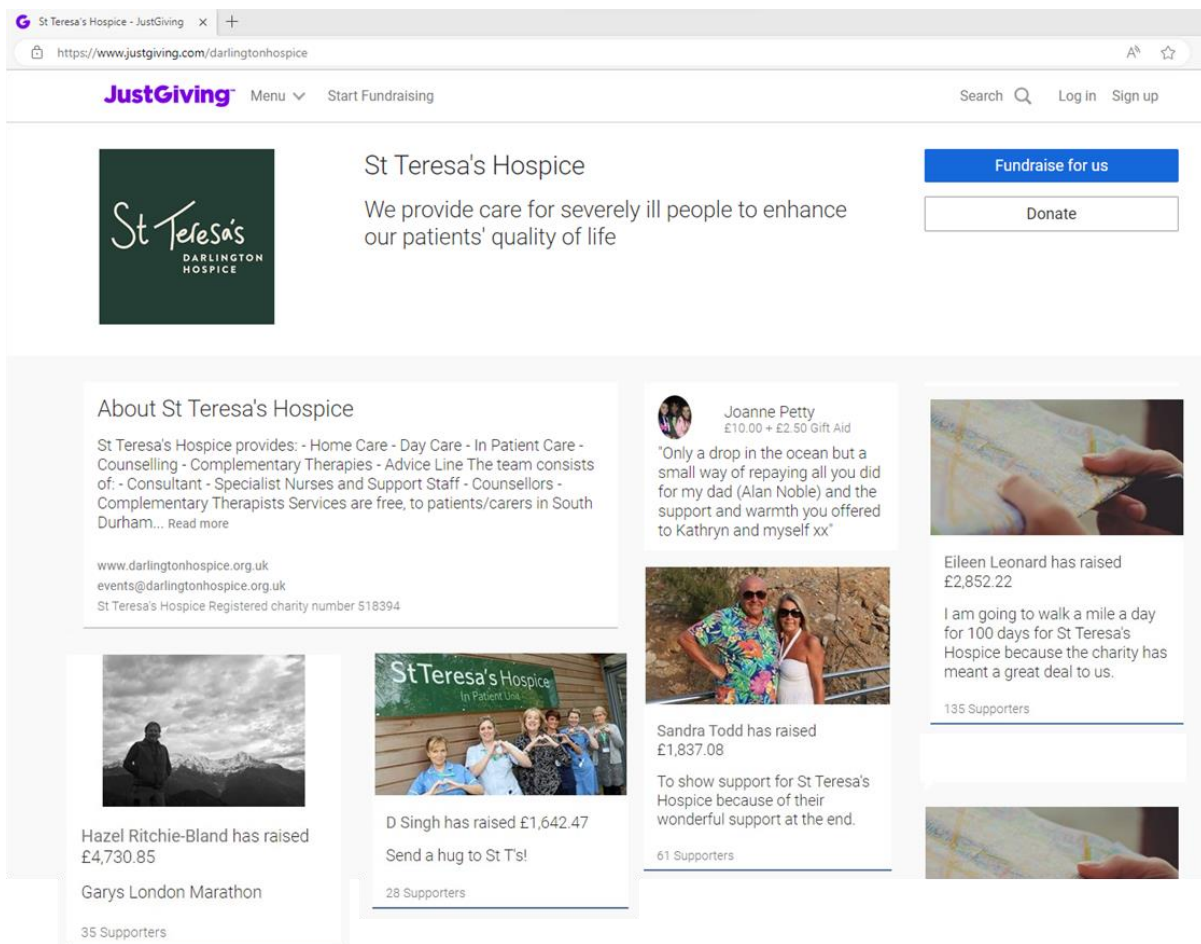
10 - Keep Asking, Even Afterwards...

- ✓ Some of your friends and family might have forgotten to donate to your page so give them a gentle nudge reminding them to donate. 20% of donations come in after your event has ended, so make sure you follow up!

7) HOW TO CREATE A JUSTGIVING FUNDRAISING PAGE

Creating a JustGiving page is a great and easy way for your friends and family to donate and keep updated with your fundraising journey. JustGiving sends your donations directly to us, so you don't have to worry about transferring any money or even closing your page once you've finished fundraising.

- Go to www.justgiving.com/darlingtonhospice



The screenshot shows the JustGiving page for St Teresa's Hospice. At the top, there is a navigation bar with the JustGiving logo, a menu, and options for 'Start Fundraising', 'Search', 'Log in', and 'Sign up'. The main header features the hospice logo on the left, the text 'St Teresa's Hospice' and 'We provide care for severely ill people to enhance our patients' quality of life' in the center, and two buttons on the right: 'Fundraise for us' (in blue) and 'Donate' (in white with a blue border).

Below the header is an 'About St Teresa's Hospice' section with the following text: 'St Teresa's Hospice provides: - Home Care - Day Care - In Patient Care - Counselling - Complementary Therapies - Advice Line The team consists of: - Consultant - Specialist Nurses and Support Staff - Counsellors - Complementary Therapists Services are free, to patients/carers in South Durham... Read more'. Contact information includes 'www.darlingtonhospice.org.uk', 'events@darlingtonhospice.org.uk', and 'St Teresa's Hospice Registered charity number 518394'.

The main content area displays a grid of fundraising updates:

- Joanne Petty** has raised £10.00 + £2.50 Gift Aid. Her quote: "Only a drop in the ocean but a small way of repaying all you did for my dad (Alan Noble) and the support and warmth you offered to Kathryn and myself xx".
- Eileen Leonard** has raised £2,852.22. Her quote: "I am going to walk a mile a day for 100 days for St Teresa's Hospice because the charity has meant a great deal to us." She has 135 Supporters.
- Sandra Todd** has raised £1,837.08. Her quote: "To show support for St Teresa's Hospice because of their wonderful support at the end." She has 61 Supporters.
- Hazel Ritchie-Bland** has raised £4,730.85. Her event is the 'Garys London Marathon' with 35 Supporters.
- D Singh** has raised £1,642.47. His event is 'Send a hug to St T's!' with 28 Supporters.

- Click 'Fundraise for us' at the top right - this means the donations come directly to us, so you don't have to worry about sending them across!
- Log in with your email and password or create a JustGiving account by clicking 'Sign Up' and entering your name, email and create a password.

- Next, you'll see the 'What are you doing' page, simply select what applies to you. If what you have planned doesn't fit into any of the options, select 'Doing my own thing'.
- Fill in the details for your fundraiser; how and when are you raising money for St Teresa's Hospice?
- Set a target. Setting a target helps you get up to 45% more donations. If you start to near your original target, don't stop - aim even higher!
- Personalise your page - give it a title, explain why you're raising money for St Teresa's and choose your page's web address – you can get creative, or simply use the suggested one.
- Add a cover/photo to your page. Try to find one that matches your fundraiser (i.e., if you're doing a sponsored dog walk use a photo of your furry friend).
- Finally, click 'Launch my page' ... and you're set up!

Edit your page



View gallery

Change cover

0%

£0

raised of £500 target

Give Now

Share

Sam Sarsfield

Sam's fundraiser for St Teresa's Hospice

Skydiving for St Teresa's!, 1 September 2023

Team: Sam's Team



St Teresa's Hospice

We provide care for severely ill people to enhance our patients' quality of life

Charity Registration No: 518394

Story

St Teresa's Hospice cares for people and their loved ones in Darlington, and across South Durham and North Yorkshire living with or affected by terminal illness. They give patients and their carers the comfort and dignity they deserve in a safe, relaxed and friendly environment.

It costs on average £9,358 a day to run (which is about £3.5 million a year!) so I'm skydiving to try and raise vital funds for St Teresa's.

A penny or a pound, it all counts! Please donate :)

Share this story



Facebook



Twitter



Email

STRAVA

Connect your Strava account to automatically update your page with your Strava activities

[Learn more about the use of your data](#)

Connect Strava

Add data manually

fitbit

Connect your Fitbit account to automatically update your page with your Fitbit activities

[Learn more about the use of your data](#)

Connect Fitbit

Updates



Post an update

Tell your supporters how you're getting on...

550

What next?

- Give yourself your first donation – click 'yes, donate' on the pop up or the green 'give now' button on the right. People who make a donation to their own page to get them started raise a whopping **84%** more!
- Raising money by doing something fit or sporty? Link a fitness app to your JustGiving page to keep track of your training, keep your donors up to date and raise more money. For more information check out www.justgiving.com/fundraise/how-to-fundraise/fitness-apps.
- Post regular updates on your page and on your social media along with the link to your page. For added impact, add pictures!

- Create a team – if you're fundraising with a team of people and want to share one JustGiving page, click 'Create a team'. You can fill out their details or your team members can connect their own fundraising pages to the team page.
- Once your page is created you can click 'Edit Your Page' to adjust the text and look of the page.

And last but not least... SHARE, SHARE, SHARE!

Copy the link or click the button to share your page. Send it to your friends, family, and colleagues – ask them to like and share the link to their own socials and make a donation if they can!

8) WHAT TO DO WITH THE MONEY?

There are a few different ways you can pass on the money you have raised to us:

- Drop it off directly to the hospice at The Woodlands, 91 Woodland Road, Darlington DL3 7UA. Please let us know beforehand and ensure you provide your full name, address, contact number and the details of your fundraising activity with the monies raised. Please don't send any cash in the post.
- Cheques – please make all cheques payable to 'St Teresa's Hospice' rather than you personally.
- BACS transfer – 'Darlington & District Hospice Movement', sort code; 20-25-29, account number: 30298735. Please speak to our Fundraising Team before you make any payments to ensure you use the correct reference.
- Donate online via our website at <https://darlingtonhospice.org.uk/donate/>. Make sure you reference your fundraising activity/event.
- Online fundraising (i.e., JustGiving) - if you have used an online fundraising page such as JustGiving, you don't have to do anything as they send your donations/funds raised directly to us. If you plan to fundraise for more than 30 days after your event/activity, please let us know. Check out our JustGiving Guide (section 7) for more information on how to create/use JustGiving.
- If you are using sealed collection boxes/buckets, please return these with the seal intact and we will let you know the total once it is counted by the hospice's finance team.
- Please don't use the donations/money raised to purchase anything without discussing this with the fundraising team first.

You can submit money raised at any point throughout your fundraising however please make sure you count the money you have collected with another person present so they can verify the

total. If you are using sealed collection boxes/buckets, please return these with the seal intact and we will let you know the total once it is counted by the hospice's finance team.

We want to thank you for your efforts as soon as we can! To help us, please pay in all monies raised to St Teresa's Hospice asap. We'll tally up your sponsorship 30 days after your event and pop out a thank you. But don't worry, you can still collect donations (including from JustGiving) after this.

9) EXTRA THINGS TO THINK ABOUT/BE AWARE OF

Gift Aid

Gift Aid is a scheme which enables registered charities like St Teresa's Hospice to reclaim tax on donations made by UK taxpayers. This increases the amount of the donation at no extra cost to you or your donors. For every £1 donation made with Gift Aid, St Teresa's receives an extra 25p from HM Revenue & Customs, totally free! Gift Aid can be claimed on sponsorship money raised for events/fundraising activities (options and information are on our sponsorship forms and on online giving platforms), for some charity auctions (see section 3 – Raffles/Lotteries/Auctions) and via Gift Aid envelopes at events. Gift Aid can't be claimed on raffles, or any purchases made/items sold (i.e., tickets for an event) excluding auctions. If you have any questions about claiming Gift Aid, or need any Gift Aid envelopes, please contact us.

Can Someone from St Teresa's Come to My Event?

We love seeing how our supporters help raise money for us! You can request for a representative from St Teresa's Hospice to attend your event however we can't guarantee we'll be able to come along. If you would like us to be there on the day, please let us know with at least 6 weeks' notice and we will try our best.

Can I Close a Road?

Closing a quiet street for a small community event, such as a street party, is easier than a lot of people think. It is common and legal for streets to be used for social events, but you do need to contact your local council to request permission and give them the information they need, i.e. where and when your fundraising event will take place so they can plan around it (for example, so they can let the emergency services know) and put in place a traffic regulation order. Most councils only need 4 to 6 weeks, however it's best to give them as much notice as possible, especially for larger events.

If you don't want to go to the trouble of closing a street, you can organise a street meet/gathering on private land (with the landowner's permission), such as a driveway or front garden, without any requirement to fill in council forms.

Use Of Our Logo/Brand

We can provide you with a copy of our logo for you to use in any posters/social media/printed materials you may want to use. It's important that you use a copy of our 'In Aid Of' logo for your fundraising events and do not copy it from our website/social media. It's also key that you put our registered charity number on (518394) material you produce.

THANK YOU!

On behalf of all the patients and their loved ones, thank you for fundraising for St Teresa's Hospice.

If you need any further help or support with your fundraising, or are keen to get involved in another way, please don't hesitate to get in touch with us on 01325 254321 or email hello@darlingtonhospice.org.uk.

St Teresa's Hospice
The Woodlands
91 Woodland Road
Darlington
DL3 7UA
<https://darlingtonhospice.org.uk/>

Follow us on social media:

Facebook – St Teresa's Hospice
Instagram - @stteresashospice
Twitter - @StTerasas
LinkedIn - St Teresa's Hospice

Are you looking for more ways to help? How about:

- Attend one of our Hospice events – check out our events calendar.
- Signing up as Volunteer
- Becoming a Charity Partner!

St Teresa's Hospice is a registered charity (no: 518394) trading under the name 'Darlington & District Hospice Movement'. It is a limited company (no: 02080756) registered in England at The Woodlands, 91 Woodland Road, Darlington, DL3 7UA.

These guidelines were reviewed July 2023. All laws and regulations were correct as of July 2023 however may change subject to regulatory and legal changes outside of St Teresa's Hospice control.