



Get involved  
*Your adventure starts here*



Thank you for  
choosing to  
support us!

"Attending the day hospice is uplifting, you realise you are not alone with your illness."

# Our vision is a community where people with a terminal illness are supported and empowered, together with their family and friends, to live well in mind and body until the very last moment of their life.

We have proudly provided compassionate care, completely free of charge, to the community of east Kent for over thirty years.

We are now caring for more than **2,300 people each year** – a figure that is set to climb in the years ahead as people live longer and have more complex conditions. This care is given in our three inpatient units in Canterbury, Thanet and Ashford, our day hospice, patients' own homes or through one of our community programmes. We also provide a 24/7 telephone support service to patients and carers and offer bereavement support.

All the care we give is free and it costs **£14 million** each year to run these hospice services across east Kent. 25% of our funding comes from the NHS **but we must raise £11 million ourselves**. We are facing rising costs and it's becoming increasingly challenging to maintain our facilities to the high standards needed for us to keep our promise of excellent care to our patients. This is where we need your help.

"I was feeling very lonely being ill. You don't want to go around talking about it all the time but as soon as I got talking to people at Pilgrims outreach I was made welcome and there are two nurses to talk to if anything changes with my symptoms. I feel as if I'm wanted – and most of all I feel someone is doing something practical for me."

Hilda

## FACTSFILE

- We care for people with life-limiting conditions including cancer, heart failure, respiratory conditions and neurological diseases
- Approximately **30% of people** who die in east Kent are cared for by us
- We run three hospices in Canterbury, Thanet and Ashford
- **75% of our funding** comes through people like you!

# Meet our Friends

Everyone was born to do something amazing and everyone has a secret talent that they can turn into a brilliant fundraising idea.

Maybe a little bit of inspiration will help you get started. Here are just a few examples of what our incredible fundraisers have done to support Pilgrims Hospices.





" Reaching the summit of Kilimanjaro felt amazing! That's when I felt really emotional. We remembered why we were doing it all - in memory of Mum and for the hospice".  
**Sandra & Martin Cook raised £4,620 in 2015**



Ginny Taylor (pictured left), fundraiser and baker extraordinaire! Ginny supports Pilgrims by baking, baking, baking for all of the Canterbury Hospice's events.



"We wanted to continue to support this wonderful charity that helps people like us when we are at the lowest points of our life."  
**Sisters, Louise Jennings and Emma Goodman raised £2,148 running 100 miles in 100 days**

“Whatever your target, fundraising is a huge leap of faith that your friends, family and colleagues will support your goal. Even running a gruelling 26.2 mile marathon isn’t always enough to get people to part with their hard earned cash, so you have to be bold. Now that you’ve got your idea, here are some tips to help you turn it into a fantastic fundraising success. Remember, positivity and enthusiasm are infectious.”



£20

could pay for an hour of nursing care

In memory of her Dad, Ella Brocklebank took on 13 challenges for Pilgrims Hospices raising £11,000. Read her full story on our website [www.pilgrimshospices.org](http://www.pilgrimshospices.org)

- 1. Start early**, the sooner you ask the more opportunities you have to ask again.
- 2. Tell us what you are planning** Fill in our form to let us know what you are planning and request the materials you need such as collecting buckets, posters, balloons etc.
- 3. Set a target and set up a JustGiving Page and a Text to Donate number** and share with everyone: [www.justgiving.com/pilgrimshospice](http://www.justgiving.com/pilgrimshospice)
- 4. Our sponsor form** is available online at [www.pilgrimshospices.org](http://www.pilgrimshospices.org) or from our fundraising teams.
- 5. Get a main sponsor** Are you lucky enough to have an employer who will sponsor you in return for advertising their logo on your vest. Or they may offer to 'match fund' what you raise. If you don't ask you'll never know.
- 6. The power of social media is immense** Promote what you're doing on Facebook, LinkedIn and Twitter and then share your story on the Pilgrims social media sites.
- 7. Make it personal** If you're fundraising for a particular reason, in memory of a loved one, then share your story.
- 8. Get in contact with your local press or the Pilgrims marketing team** to see if they will run a story to raise awareness.
- 9. Giftaid It** If you encourage people to GiftAid their donation an extra 25% goes to Pilgrims Hospices at no extra cost to them or us.
- 10. Call in favours** Call in as many favours as you can to get things as cheap as possible or ideally free! We can provide a **Letter of Authority** to help you source raffle prizes, refreshments, posters, entertainment and venue costs.

## Top tips for success by supporter *Ella Brocklebank*

# Shout about it!

It's fantastic that you are raising vital funds so that we can care for our patients and their families but you need to shout about it! Having the greatest fundraising idea in the world and the best planned event is worth nothing if nobody knows...



£35

could pay for therapy sessions for patients and carers

**Tell us what you're planning** we'll promote it on our website events calendar and possibly in our hospices.

**Tell everyone you know** ask family, friends, colleagues to spread the word.

**Be Social Use Facebook and Twitter** to let everyone know what you're planning and why you're doing it. Link to your JustGiving page and ask for donations!

**Follow us** Join our community on [www.facebook.com/pilgrimshospices](https://www.facebook.com/pilgrimshospices) and tweet us with your fundraising updates [@pilgrimshospice](https://twitter.com/pilgrimshospice)

**Blogging** why not write a blog about your progress? It doesn't have to be a masterpiece, it just keeps your supporters involved.

**Make the News** A mention from your local paper or radio station is a great way to get free advertising and potential sponsors.

**Location, location, location** Promote your event wherever you can. Put up your posters in shops, your workplace, pubs, Tourist Information Centres and libraries. (Don't be tempted to fly post though - it's illegal!)

**Attention to detail** make sure that any publicity you do says what, where, time and date, price, contact details, and has our registered charity number (Registered Charity Number 293968) and our 'In Aid of Logo'.

**Photo Calls** be an inspiration to others. Take lots of photos on the day to send to the local press and to us, we may use your photos to encourage others to fundraise for us.



Whether you like walking at night, running, cycling, dressing up or down, we've got something for you in your local area.



# Take part in a



We hold an annual programme of events including our evening walks, annual cycle challenge, skydiving, firewalking and our summer and Christmas fairs.



**To find the perfect event for you this year, take a look at our event calendar or ask our fundraising teams for more information.**



We also have a range of UK and overseas challenges to tempt you and a number of places in the London and Brighton Marathons and other runs.

# Pilgrims Event



[www.pilgrimshospices/howcanIhelp/eventsandchallenges](http://www.pilgrimshospices/howcanIhelp/eventsandchallenges)



# Keeping it legal and safe

If you are unsure about anything  
please contact one of the team for advice



**£50**

could pay for  
essential nursing  
supplies

## THE LEGALITIES

- Please do not collect money door to door as it is illegal to do so without a valid licence.
- If your fundraising involves collecting money or selling goods in a public place, you need to obtain written permission and a licence from your local authority.
- Events taking place on private property must have the written permission of the landowner or manager.
- Check with the event venue to see if your activity is covered by their insurance. If you are organising your own event you will not be covered by our insurance.
- If you are planning on selling raffle tickets in advance of an event, you must inform your local authority and use tickets that include specific information about the draw. Remember to be clear about the rules for any competitions, prize draws or tombolas to be held and contact the fundraising team if you need support.

## FOOD AND DRINK

- If you are selling alcohol at your event check your venue has a licence in place or you will need to apply for one from the local council.
- If you are supplying food and drink, you are responsible for seeing that it is deemed fit and safe, even if the public aren't paying for it. The Food Safety Act (1990) covers all food prepared for public consumption - including raffle prizes, free ice creams and buffets.

## SAFETY

- Whatever you do, please do it safely. We cannot accept liability for any loss, damage or injury as a result of you fundraising for us.
- Make sure your venue has been checked for health and safety hazards. We can send you a sample risk assessment.

## APPROACHING COMPANIES FOR SPONSORSHIP

We need to know of any companies that you approach as this ensures that, should the company contact us, we can confirm that the approach is genuinely for us. We can provide you with a letter acknowledging that you are holding an event in aid of us.

A photograph of two cyclists in a celebratory embrace. The cyclist on the left is wearing a black Bell helmet and a red jacket. The cyclist on the right is wearing a blue Prorider USA helmet and a blue and pink jacket. The background is a blurred outdoor setting. The entire image has a light blue tint.

Well done - you did it!

**THANK YOU**

Don't forget to thank the people who supported you and let them know how much you raised. Sometimes this can prompt another donation. Share your fundraising success with them and your photos.

# How to get your money to us

## Once you've raised money for Pilgrims Hospices, you can get it to us:

**In person:** You can come in to any of the three hospices (Canterbury, Thanet or Ashford) and hand it in. Let our fundraisers know that you are coming as they'll want to meet you and hear all about it. Outside office hours our receptions are open from 9am to 7pm every day and so you can always give it to a volunteer who will give you a Donation Receipt for your records.

**By post:** Alternatively, send us a cheque made payable to 'Pilgrims Hospices' with your donations or sponsorship form to the following address: [Supporter Services, Pilgrims Hospices, 56 London Road, Canterbury, Kent CT2 8JA](#). Don't forget to tell us what it's for and who it's from.

**Bank transfer:** Get in touch at [supporter.servicesqueries@pilgrimshospices.org](mailto:supporter.servicesqueries@pilgrimshospices.org) and we'll tell you how to transfer the funds straight into our account.

**Debit/Credit Card:** If you have raised money using the sponsorship form in your pack, you can pay in your money by phone using your debit/credit card. You will find the telephone number of your local fundraising office on the back of this pack.

**Online Fundraising:** If you have already set up an online fundraising page on JustGiving, we will receive the money you raise automatically. Don't forget to add your offline total to the page too!

# Ways to Get Involved

You will find more information on our website:

[www.pilgrimshospices.org](http://www.pilgrimshospices.org)

Chat to your local hospice fundraising team or email:

[fundraising@pilgrimshospices.org](mailto:fundraising@pilgrimshospices.org)



£250

could pay for a patient's Day Hospice session



£500

could pay for a hospice bed in our inpatient unit for a day



Supporting Pilgrims Hospices isn't just about organising or taking part in an event. From making a donation, however small, to volunteering your time, shopping with us or joining Pilgrims Hospices Lottery - together we can make a difference.

Here are some of the ways that you can get involved:

- **Take part in a Pilgrims Hospices event or challenge**
- **Organise your own fundraising activity**
- **Donate**
- **Become a regular giver or donate through your payroll**
- **Sponsor a Nurse**
- **Celebrate the life of a loved one by donating in memory**
- **Leave a gift in your will**
- **Find a Pilgrims Hospices shop in your area and donate your unwanted goods or go shopping**
- **Buy through our ebay shop: [stores.ebay.co.uk/pilgrims-hospice](https://stores.ebay.co.uk/pilgrims-hospice)**
- **Join our lottery and have the chance to win up to £20,000**
- **Volunteer your time on our receptions, in our shops, at a fundraising event or in our offices**
- **Encourage your company, school or organisation to pick us as their 'Charity of the Year'**

# A Really Big Thank You!



**Please keep supporting Pilgrims Hospices so we can continue caring for our local community.**

"Hospice is a big word, and when I first went to day hospice, I was scared. Now I know that I need not have worried, and I quickly learned that hospice is not only end-of-life care. At Pilgrims, nurses and volunteers are totally engaged in patients and their lives, not just our conditions. Knowing there is a good chance I won't meet my grandchildren has been made easier by knitting little toys for them, and leaving a record of myself for them."

Lorna



**£1,000**

could pay for a patient  
to be cared for in  
their own home



**We really couldn't do it without you, so thank you so much.**

**Text to Give: CARE30 £10 to 70070 to donate £10**  
**Email: [fundraising@pilgrimshospices.org](mailto:fundraising@pilgrimshospices.org)**  
**[www.pilgrimshospices.org](http://www.pilgrimshospices.org)**





“Going to the hospice has helped my wife enjoy life again and helped me as a carer. The support from Pilgrims’ nurses has allowed us to move from a very dark place to living our lives.”

Steve



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Hythe Road  
Willesborough, Ashford TN24 0NE  
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Canterbury CT2 8JA  
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