



# Your Group Guide to Fundraising and Recruitment

*Fundraise your way!*



# Your Guide

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Support for your group

*Get in  
touch  
with us  
today!*

## Canterbury

56 London Road, Canterbury,  
Kent CT2 8JA

Call: 01227 812612

## Ashford

Hythe Road, Willesborough,  
Ashford, Kent TN24 0NE

Call: 01233 504100

## Thanet

Ramsgate Road,  
Margate, Kent CT9 4AD

Call: 01843 233920



# About Pilgrims

## *Our services*



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

We have proudly provided specialist and compassionate care, completely free of charge, to patients and their families across east Kent for over 36 years.

Each year, **we support 2,500 patients**, empowering the whole family to live well in every moment, both in mind and body. This is a number that is set to rise in the years ahead as people live longer, and with more complex conditions.

### **Our Services**

Our **in-patient units** at all three sites in Canterbury, Thanet and Ashford offer short stay admissions for pain management and symptom control, as well as end-of-life care for someone in the last few days of their life.

We also care for many patients in the community, supporting them to remain in the comfort of their own home wherever possible, if this is their end-of-life wish.

Each month, **850 patients are supported in the community** through services including outreach clinics at various locations, so that patients don't have to go too far to see a member of our team.

Our **home visit service** supports patients who are unable to travel to the hospice for clinical appointments.

**Did you know** *that 46% of patients who receive treatment on our inpatient units return home?*



# About Pilgrims

## *Our services*

For patients whose wish it is to remain in their own home in their last few days of life, support will be given by our **Hospice at Home team**. Staffed by our senior healthcare assistants, they will deliver hands on care to the patient, as well as emotional support to their family.

A range of services are provided through the **Pilgrims Therapy Centres** which are local on each hospice site. Through the Pilgrims Well-being Programme, a wide range of practical and emotional support is offered to both patients, and their carers.

As well as offering carer support, our **Bereavement after-care** ensures that our teams support families through the loss of their loved ones. From group bereavement sessions to one-to-one counselling, we are there for families for up to two years following bereavement.

**Did you know**, Pilgrims have an expert multidisciplinary team who are all highly skilled in supporting the needs of individuals in their last year of life. As part of the Pilgrims team we have; doctors, nurses, occupational therapists, social works, counsellors, spiritual care advisors, complimentary therapists, healthcare assistants and well-being practitioners.

The team helps patients and families to consider what they want to achieve in their last year of life, ensuring that every patient has a meaningful care plan in place, specific to their individual needs.

### *Did you know...?*

*£90 could pay for  
all the medicines  
used in one of our  
inpatient units over  
24 hours!*

*We receive  
200 new  
referrals  
each month*

*We have a  
gym on each  
hospice site*



# Your Fundraising Group

*You are making a big difference!*

By setting up, or being part of a fundraising group, you are helping Pilgrims be there for the next family who need our clinical care and support, when and where they need it.

Your fundraising group will play a big part in raising vital funds and awareness for Pilgrims. You will decide what events and activities you organise throughout the year, at times that suits you and your group members.

Fundraising groups are a great way to be part of your local community, working with like-minded people who want to support local hospice care. You will also receive lots of support from your local community fundraising team, who will be on hand to provide advice and guidance when you need it.

***In the last year, fundraising groups raised over £45,000 in vital funds for local hospice care. In 2020/21, with your help, we hope to raise over £50,000.***



# Getting started!

## Hints and tips...

### Group members

Once you have decided to form a fundraising group, reach out to friends, family, colleagues and your local community to see if you can recruit more members over time.

Each member will bring different strengths and skills, helping your group to run smoothly.

Your group doesn't have to have lots of members, just people with lots of passion and a commitment to making it a success.

### Running your group

**Organise your first meeting** with your group to discuss how you would like your group to run, including:

- *Roles for each person*
- *How often you would like to meet*
- *A calendar of events and activities for the year*
- *What target you want to set for the year*
- *A date for your next meeting and what needs to be done before then*



### Group Roles

**Group Coordinator**

**Treasurer**

**Events Coordinator**

**Secretary**

**PR Officer**

**Social Media Officer**

**Creative Officer**

More than one role can be given to each member, depending on the size of group, time commitments and interests.

*Your local fundraiser will come along to your meetings!*



# Bramling Fundraising Group

## *Case study*

*The Bramling Fundraising Group has successfully been running for over 15 years and has raised over £90,000 on behalf of Pilgrims Hospices.*

Led by Kim and Jo Tatman, who moved to the village of Bramling in 2003. The group is well supported by the local community to help make events a huge success, including local pub landlords, Kevin and Louise.

It all started with a summer fete, organised by Kim and Jo which was supported by many in the village, with the aim to create a sense of community spirit.

Since then, the group has grown and each year new fundraising ideas are put into the hat and added to their events calendar. The year begins with their annual quiz at The Haywain Pub in February, where Kim also proudly presents a cheque of the previous years fundraising to Pilgrims.

From skydives and race nights, sponsored walks, raffles, hamper auctions, paper plane competitions and lots more. The Bramling Fundraising Group creates a fun community in the village, as well as helping to raise vital funds for local hospice care.

*“We are determined to continue our support and reach the 100k milestone!”*



# Fundraising Ideas

We'd love for you to keep us up to date with your fundraising and to share your photos with us!

Auction of promises  
BBQ  
Bucket collections  
Car boot / jumble sale  
Carol singing  
Charity ball  
Coffee morning  
Garden safari  
Golf day  
Lucky dips  
Murder mystery night  
Quiz night  
Race night  
Raffles / sweepstake  
Sponsored swim  
Street party  
Talent show  
Themed dinner parties  
Tombola  
Treasure hunt



Join your Pilgrims Hospices Facebook fundraising group for inspiration and promotion!

[www.facebook.com/groups/pilgrims.ashford.fundraising](http://www.facebook.com/groups/pilgrims.ashford.fundraising)  
[www.facebook.com/groups/pilgrims.canterbury.fundraising](http://www.facebook.com/groups/pilgrims.canterbury.fundraising)  
[www.facebook.com/groups/pilgrims.thanet.fundraising](http://www.facebook.com/groups/pilgrims.thanet.fundraising)





# Fundraising Hints and Tips

## *Planning your event*

You will need to consider everyone's safety when carrying out an event, especially if your event is open to the public.

### **First aid**

You will be able to get more advice on what first aid you might need at your event from St John's Ambulance, or your local first aid provider. If your event is on private property then the venue may have on duty first aiders and qualified staff.

### **Writing a risk assessment**

Every event you do will need to have a risk assessment in place. Your local community fundraiser will give you a template and ensure you have considered all the risks.

### **Cash handling**

We want to make sure that you and the money you have raised at an event is kept safe.

During events please make sure that money is securely locked away, and ideally have two people present when money is being counted and transported.

After your event, bank the money as soon as possible, and consider what route you take when transporting cash from the event to the hospice.

### **Do I need a Temporary Events Notice (TEN's)?**

If you are organising an event where you are having licensable activities, you will need to apply to your local council for a TEN's.

For example, if you are selling alcohol, having live entertainment such as music or dancing, serving hot food, or any other activity that isn't covered under the premise license.

There is a small fee for each TEN's license you apply for.

You might also need to submit an event management plan to your local council, this will be reviewed by the Safety Advisory Group (SAG).

You can contact your local council for more information.

# Fundraising Hints and Tips

## Lotteries

Raffles, sweepstakes, guess the number of sweets in a jar, squares on a lucky number grid and other games of chance (also referred to as lotteries) are a great way to boost income at an event.

There are a few things to remember though to make sure you are keeping in line with the rules of the Gambling Act 2005.

**Your group will most likely hold one of two lotteries:**

**If you are running a small scale society lottery**, you are selling tickets prior to the event and will need to register with your local authority, this will require a small fee.

Raffle tickets will need to be printed and specific information will need to be included.

**An incidental non-commercial lottery** is when tickets are bought at the event. You do not need to get any permissions or licenses to run your activity.

No more than £100 can be deducted from the proceeds in expenses incurred, and no more than £500 can be spent on prizes (excluding ones that have been donated).

Visit [www.gamblingcommission.gov.uk](http://www.gamblingcommission.gov.uk) for more information on lotteries.

### Top tips!

1. Star prizes will attract more ticket sales.
2. Leave plenty of time to plan and secure prizes.
3. Maximise income by asking for donations from local businesses.

Our fundraising team will provide you with a letter of acknowledgement. This will act as proof of your fundraising for Pilgrims that can be used when asking businesses for prizes.

*Contact your local fundraising team and we will make sure you have thought of everything.*





# Fundraising Hints and Tips

## Refreshments

**Refreshments** are a great way to raise extra funds at your event, from cakes and cream teams to a BBQ or hog roast.



**Remember to follow basic guidelines for food preparation, cooking, storage and display including:**

- ☒ Have facilities for volunteers to wash their hands with soap or anti-bacterial gel.
- ☒ Provide clean dishcloths, tea towels, sponges etc.
- ☒ Use separate utensils for raw foods, ready to eat food and foods that might contain nuts.
- ☒ Provide a box of gloves and serving utensils for volunteers who are handling food to use.
- ☒ Display notices about allergens in food you are selling, such as 'contains nuts' or 'gluten free', also include 'homemade and lovingly made by volunteers'.
- ☒ Keep dishes containing fresh food out of the fridge for the shortest time possible.
- ☒ If you have asked an outside caterer to come to your event, you will need to see a copy of their food hygiene certificate and public liability insurance.

***Top tip...*** ask friends & family to donate their signature bake, or approach your local supermarket for a donation to help keep costs down.



*Visit the food standards agency website for more information*  
[www.food.gov.uk](http://www.food.gov.uk)

# Paying in your money

**Your group will decide how often you transfer funds to Pilgrims.** You could transfer all funds raised at the end of your fundraising year, or you might prefer to transfer funds regularly. We would encourage you to send this to the charity as soon as possible after the event or activity.

**The treasurer** will be responsible for setting up a groups bank account (if applicable), with the support of the group coordinator, as well as keeping hold of a paying in book.

**The easiest way to donate funds to Pilgrims is via BACS.** You will be given a copy of our bank account details for your records. If you are **paying via cheque**, please make the cheques out to *Pilgrims Hospices in east Kent*. You will be given your **supporter reference number** to use when sending in money, this will enable us to keep track of your total income.

## Making the most out of your fundraising!

Gift Aid is a great way to boost your fundraising. Gift Aid enables Pilgrims to claim back from HMRC the tax paid on donations. **For every pound donated from an individual we can claim back 25%**, this will turn a £10 donation into £12.50!

### When can gift aid be claimed?

- \* The donor has to be a UK taxpayer.
- \* Gift Aid can only be claimed on a donation from an individual, not on a Fundraising Groups fundraising.
- \* A Gift Aid declaration form must be signed and given to the charity along with the donation
- \* You can't claim Gift Aid if the donor has received something in return for their donation, for example buying refreshments, tickets to an event or buying raffle tickets.
- \* If someone is sponsoring you for taking part in a challenge event then you can claim Gift Aid on their donation

**If you have any queries on gift aid, please get in touch with your local Community Fundraising Team.**

*Your support  
will help Pilgrims  
be there for the  
next family who  
need us!*



# Support for your Group *Fundraising Toolkit*

Your local community fundraising team will make sure you have everything you need to kick start your fundraising for Pilgrims.

When you are producing promotional materials to support your event, or fundraising activities, please use the 'On behalf of' Pilgrims logo. The group coordinator will be sent a copy of this.



We encourage you to write your own press release to gain maximum coverage for your events. Before sending it to the local media, please let your local community fundraiser know, so they make sure you have thought of everything. We will also be able to help you with other ideas on how to promote your activities.

## **Your fundraising toolkit:**

Fundraising pack

Pilgrims t-shirt

Template posters

Letter of acknowledgement

Pilgrims literature

Collection pots

Collection buckets

Thank you post cards

Pilgrims ID badge

Paying in book

Insurance & guidance on coverage

Pilgrims merchandise to sell at events to raise vital funds

Press release template



## **Get in touch!**

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

**Call:** 01227 459700

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



# Support for your Group

## *JustGiving page*

We always encourage our wonderful, generous and brave supporters to set up a JustGiving page to accept online donations. Not only is it a great way to reach those friends, family and colleagues that you don't see on a daily basis, it's quick and secure and cuts out the hassle of handling lots of cash and cheques as the money is forwarded to Pilgrims automatically.

### Getting started

- Visit [www.justgiving.com](http://www.justgiving.com) and click 'start fundraising'
- Select that you're raising money for a charity, and search for 'Pilgrims Hospices in East Kent' as your chosen charity.
- JustGiving will ask you 'what are you doing?' Select the category that suits best your fundraiser. If you're taking part in an organised event, you can select the event and link your page with the event.
- Click 'create your page' and your page is now set up! This is now your opportunity to personalise your page.

### Personalise your page

- Click 'personalise' at the top of the page, this will allow you to add specific details to your page for your fundraising.
- You can enter your 'fundraising goal' for how much you want to raise with your fundraising with your JustGiving page. You may want to set your sights on raising enough to pay for a certain amount of hours of nursing care, you may have your own personal target, or if you're taking part in an organised event you may have a pre-set minimum sponsorship target.
- You can edit your profile picture; a picture of yourself, a group shot of your fundraising group or something that will ensure people recognise the fundraising page as yours.
- Invite your supporters into your fundraising by telling them your fundraising story. This is where you can tell your supporters the reasons behind your fundraising and what inspired you. You can also use this space to share a bit more about Pilgrims Hospices.

*Did you know...  
pages with a  
target raise 46%  
more. Aim high  
and spread the  
word!*

*Did you know...  
pages with photos  
on their page raise  
14% more per  
photo!*

# Support for your Group

## *JustGiving page*

### Update your supporters

- You can 'edit your page' during your fundraising to update and engage your supporters and bring them on your fundraising journey. You can add training updates, pictures or saying thank you regularly to your supporters.
- You can also 'personalise your thank you message'. When friends and family donate to your page they'll receive a thank you message. You can personalise this with your own fundraising story, perhaps telling them the difference their donation could make.

### Handling your donations

- The amazing thing with JustGiving is that all of your online donations are sent directly to Pilgrims Hospices on a regular basis, meaning that you don't have to handle any cash or cheques.
- Friends and family may still want to donate to your fundraising in person, this can be with cash, or you may host a fundraising event where you collect donations that coincides with your fundraising page. These are called 'offline donations' and you can add these to your JustGiving page in two ways. You can either make an online donation yourself, or you can send the money directly to Pilgrims and then add the donation to your page as an offline donation by going to 'edit your page' and edit the figure in 'raised offline'.

### Spread the word

- Once you're happy with how your JustGiving page is looking, simply press 'share' at the top of the page and you're ready to shout about your amazing fundraising to friends & family!
- JustGiving will give you an individual URL and this is what you can send to friends, family and share on social media to direct people to your JustGiving page.
- You can share your JustGiving page on your social media page by simply copying your individual URL and pasting it into your Facebook post, you will then see it appear.

*If you need any support setting up your JustGiving page, please get in touch with your local community fundraiser.*