



Fundraising for Willowbrook

The little book to inspire your fundraising event



www.willowbrook.org.uk



Willowbrook Hospice *Every Contact Counts*

Registered Charity No. 1020240

A big "thank you"

We would like to thank you in advance for your dedication and commitment to Willowbrook Hospice and for supporting us by organising your own fundraising event. In doing so, you are enabling us to provide our special care to local people and their families.

Throughout this pack you will discover plenty of hints and tips and inspirational ideas to help make your fundraising a huge success!

If you want to have a chat about your idea or if you need more materials then don't hesitate to get in touch with the Fundraising Team.

Fundraising for a local charity is a great way to make friends, get involved in your local community and get the feel good factor.

We wish you the best of luck, and don't forget to put the **FUN** in fundraising!

We look forward to hearing from you!

The Fundraising Team
Willowbrook Hospice



"You made our family feel safe and welcome and you couldn't have done more to support us through his final days and hours. Thank you."

– Carer

"Myself and my family would like to say a huge thank you for all the care you provided. You treated him with dignity and respect and kindness. We will always be grateful."

– Carer

"The support and friendship I have had at Willowbrook has helped me tremendously in accepting support from others."

Contact the Fundraising Team!

address: Willowbrook – The Living Well, Borough Road, St Helens, WA10 3RN
tel: 01744 453798 • **email** events@willowbrookhospice.org.uk
www.willowbrook.org.uk/fundraise

Please see **page 10** for information about our social media accounts.

How will my fundraising make a difference?

Willowbrook Hospice is a local charity, offering specialist care to people who have cancer and other life-limiting illnesses. We have cared for thousands of people living in St Helens and Knowsley and provided support for their loved ones.

A Hospice needs the community as much as the community needs the Hospice. As a charity there is absolutely **no charge for our service**, the support of the local community is essential as it costs over £5m each year to deliver our services.

Your fundraising can help to:

- **Provide bereavement support for our patients' families and friends.**
- **Provide nutritious and healthy food options for patients staying in our in-patient unit.**
- **Buy craft materials for patients to make memory boxes and collages.**
- **Deliver relaxation therapies and physiotherapy**
- **Provide counselling and multi-faith or non-religious support to patients and their loved ones as well as our specialist medical care.**

In 2022, it cost **£4.8m** to run all our services with **56%** funded by Willowbrook supporters.



We held a successful fashion show raising over £3500.



Every 24 hours, it costs Willowbrook **£960** to care for each patient.

How can I fundraise at home?

Take on a challenge

Push yourself to do something out of your comfort zone like run a 5k, brave a sky dive or climb a mountain.



Right: Supporters atop Mount Snowdon.

Have a spring clean

We have **charity shops** across St Helens and Knowsley and we are always in need of more stock.



So what are you waiting for...? Have a sort out and donate your unwanted items to Willowbrook. We can even pick up your larger items, just call our collections line on **01744 766929** for more details.

To find one of our charity shops in your area, please visit **www.willowbrook.org.uk/shops** or see back page for details.

Support our events

Come along to one of our events, bring your friends and family and help the event to be a huge success!



Above: Johnny Vegas (left) with Granada TV's Paul Crone.

Join our lottery

Paying just £1 per week goes a very long way for our hospice and you can be in with a chance of winning £1000!



Every penny counts

Ask us for a **FREE home money box** today and start collecting your pennies! This is a small and simple way to make a big difference to our patients.



How can I fundraise at work?

Charity of the year

Could you nominate us to be your company's charity of the year? It means we could work together for a whole year not only fundraising but raising awareness too. How exciting!



Above right: Supporters from Wain Homes have helped Willowbrook in our hospice gardens.

Join our lottery

Paying just £1 per week goes a very long way for our Hospice and you can be in with a chance of winning £1000! Scan the QR code above.



CLICK
HERE

Team building

Why not take on a challenge together such as a Tough Mudder or an Abseil or how about coming along to one of our events?



Payroll Giving

Payroll Giving is a way of giving money to charity without paying tax on it. It must be through PAYE from someone's wages or pension. Contact your employer's HR team for more advice on payroll giving.



Match funding

Speak to your company to see if they can match and donate what you have raised to double your fundraising donation.

Great office 'Bake Off'

What about cake sales, a cake decorating competition or find your star baker? Colleagues can pay to take part then you can slice up your yummy treats and sell them to make even more money. Wooden spoons at the ready...



How can I fundraise at school or college?

Sponsored fancy dress walk

Have a simple non-uniform day or go all out and introduce a fancy dress theme.

You could raise even more money by having a sponsored walk in a local park or around your school fields in your costumes. We can provide you with the sponsorship forms, so what are you waiting for?



Break the rules day

For one day only let the children break the rules but they have to pay to do so! How about bringing in a chocolate bar instead of fruit for £1 or wearing odd socks for 50p? Let the pupils create the rules that are to be broken!



Quiz afternoon

Hold a quiz night in your school hall and get everyone working their brains. You could charge per person or per team and have a raffle to raise even more money!



Brookie Bear visited the children at Ecclestone Lane Ends Primary School following their fundraising efforts at their Break the Rules Day.



Summer fayre and cake sale

Organise stalls and hold small competitions such as bat the rat and hook-a-duck to raise as much as possible. Don't forget to get baking! Everyone loves a cake stall.



How can I fundraise in the community?

Community Fun Day

Organise stalls and hold small competitions such as guess the name of the dog to raise as much as possible.



Fitness fundraiser

Why not ask a local fitness instructor, sports coach or dance teacher to donate their time and charge participants or make it a challenge and ask them to raise sponsorship.



Charity event

Get all your friends and family together and have a fantastic time whilst fundraising.

See if you can hire a local venue and DJ for free and charge £5 a ticket. You could even make it a themed night with competitions and raffles.

Bucket collection

Speak to your local supermarket about holding a collection at their store. We can supply you with a Letter of Authority, buckets, and t-shirts.

Visit www.willowbrook.org.uk for regular updates on events in St Helens, Knowsley and surrounding areas.

What do I need to do next?

Five simple steps to success!

1

Choose an idea

There are so many to choose from... Are you active? You could sign up to a marathon. Are you crafty? You could hold a craft fayre at your local church hall or a demonstration class. Do you love food? You could organise a tea party. Fancy doing something in the evening? How about a charity night, quiz night, concert or comedy show?

2

Plan your event

Once you have decided on your fundraising activity it is time to start planning. Even the simplest of events need some preparation. The better prepared you are the smoother the event will run, the more fun you will have and the more money you will raise for the hospice! More details on planning your fundraising can be found on the next page.

3

Promote your event

Once you have finalised the details of your event you need to let everyone know about it. The more people you tell the more donations you will get. We will give you more details on publicising your event later in this booklet.

4

Pay your money in

And just like that it's all over! If you have raised funds online then that money will come straight to us. If you have collected donations yourself then take a look at the back of this booklet.

5

Pat yourself on the back

Congratulations! All your hard work has paid off and you have done something amazing. Get in touch with us as we want to hear all about it.

How do I get started?

If you still have questions,
we have the answers

Who?

Think about who you will invite to your fundraiser and how you'll do it.

Don't be afraid to ask friends, family and colleagues to help you with your planning.

What?

Pick something you enjoy doing. If you're stuck for ideas have a look at our A-Z of fundraising on our website.

TIP! Keep a record of everything you spend and ask for a charity discount or a donation from local businesses.

Where?

Think about where you are going to hold your event and if you will have to pay room hire?

Make sure the venue can be accessed easily by public transport and there is parking for those who may drive.

LEGAL BIT: Check the venue's public liability insurance and make sure it covers the owners' liability risks.

When?

Try to avoid clashing with other local events. Make a plan so that you get everything done in time for your event.

Why?

It is important to raise awareness as well as money so make sure people know you are fundraising for Willowbrook Hospice.

You can use our logo on your promotional material and we can provide you with collection boxes, t-shirts, balloons and banners to promote the hospice.

How can I promote my event?

Getting the word out about your event can make all the difference in the amount of money you raise.

Posters and flyers

Posters are a great way to get your local community involved. Put some up in your local library, Post Office or supermarket.

Make sure you let people know you're raising money for Willowbrook by including our logo on your marketing.



Please contact us and we will be able to email you our log. Alternatively, you could visit our official logo resource by scanning the QR code shown left or click on the pink circle.



CLICK HERE

Social media

X (formerly Twitter), **Facebook**, **Instagram** and **TikTok** are fantastic ways to make your fundraising known to all your friends and family. Don't forget to tag us in your fundraising plans by adding **#willowbrookhospice** in your posts!

How to find us...



Willowbrook Hospice



@willowbrookhospice



@wbhospice



@willowbrookhospice



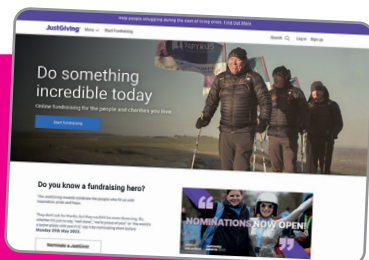
How can I make my donation go further?

It's amazing how the smallest and simplest things can make a huge difference. Here are just a few ideas of ways that you can raise a few more pounds...

Online fundraising

You could set up a JustGiving page so that people who can't make it to your event but still want to donate can.

It's quick, simple and they can leave you messages of support. Even better, all donations are sent directly to us, so once your activity is done, you won't have to do any chasing. For more details, please visit www.justgiving.com or www.enthuse.com



Match funding

Many companies support their employees with their charity fundraising by offering to match fund any money raised.

Match funding is a great way to increase your donation and help raise even more money for Willowbrook Hospice. Speak to your employer for more details.

Gift Aid

If you are organising a sponsored event or are asking for donations please ask supporters to 'Gift Aid' their donation.

This enables us to claim the tax back from the Government and increase the donation by at least **25%**. It doesn't cost your supporters any extra, all we need is their full name, home address and postcode if they pay tax.

giftaid it

Raffles and tombolas

Ask family and friends if they have any unwanted gifts or bottles of wine gathering dust that they will donate.



We can also give you a Letter of Authority so you can approach local businesses for prizes.

How can the Fundraising Team help me?

Making a difference

Organising a fundraising activity is hard work but great fun. The sense of achievement once it is all over is amazing and you will know that you have made a huge difference to local people.

Help and support

The Fundraising Team is here to offer help and support, so don't struggle on your own.

If you need to speak to us then please do not hesitate to get in touch. Call us on **01744 453798**, send an email to **events@willowbrookhospice.org.uk** or pop into the Fundraising Office at The Living Well, Borough Road, St Helens WA10 3RN.

We'll be delighted to see you. The office is open 9am to 5pm Monday to Friday (except for public/bank holidays).

We can kit you out

Don't forget we can provide buckets, t-shirts, balloons and merchandise to sell. And finally, don't forget to let us know about your fundraising activities.

Please ask the Fundraising Team for more information using the contact details above.



A team from The Boars Head pub in St Helens walked from Wigan RUFC to St Helens RUFC and then back to the pub raising money along the way.



The Colour Run participants had the opportunity to take part wearing our branded clothing... just as the team did above as well!

What else should I think about?



Health and safety

You must ensure that your fundraising activity is organised efficiently and safely. Willowbrook Hospice cannot accept any responsibility for your activity nor for anyone who participates in it.

Considering what insurance cover you will need for your activity is important as is conducting a risk assessment to ensure that you have proper plans for the safety of participants.

The Health and Safety Executive has further information on their website www.hse.gov.uk. Consider any first aid requirements that you may need. It is worth contacting your local British Red Cross or St John Ambulance.

Child supervision

If children are going to be present at your fundraising activity you must ensure that adequate supervision is in place. This includes: providing proper adult supervision, checking that the child's parent/guardian has given their permission for their child to take part. Make sure you get permission from any child's parents before taking photographs.

Food hygiene

To check current food hygiene rules visit www.food.gov.uk or alternatively contact your local council.

Donations

For your own protection, try to count the money you've collected with another person present and have them verify the total amount raised. Ask people who want to make a donation by cheque to make it payable to Willowbrook Hospice rather than you personally.

Make sure any cash donated and sponsorship forms are kept in a secure place and are given to the Hospice as soon as possible.

Collections

It is illegal to collect funds via house to house or on the street without a licence. Willowbrook Hospice organises its own collections throughout the year so if you wish to fundraise in this way contact the Fundraising Team on **01744 453798** to find out the dates of forthcoming collections.

Raffles

Raffles are now carefully regulated and the only type of raffle that can be operated without a licence is one for which the tickets are sold and the prizes given on the same day. You cannot pre-sell tickets without a licence. Some venues will not allow you to hold a raffle so please check with the venue when planning your activity that raffles are allowed.

My check list

Activity plan

Decide on the event details – including date, times, venue, themes etc.

Prepare a breakdown of tasks and assign people the responsibility of completing them.

Check that there are no other major events in the area at that time that may conflict.

Budget

Decide how much money you have to spend on the fundraising activity.

Look at the different aspects of the activity and allocate a set amount of money to each one, i.e. decoration, entertainment, etc. (Even put some money aside for unforeseen circumstances).

Entertainment

Check that the venue has the relevant entertainment licence.

Check the set up times with the venue.

Check what time the entertainment has to stop.

Confirm all details with the entertainment in writing.

Confirm details with the entertainment a couple of days before the fundraiser.

Confirm payment terms with the entertainment and always get a receipt.

Raffles/Auctions

Get plenty of raffle tickets.

Allocate a raffle ticket seller.

Get a Letter of Authority from Willowbrook Hospice to send to local businesses.

Venue

Choose the most appropriate venue for your fundraiser.

Confirm payment terms with the venue.

Check the following with the venue:

Relevant licences i.e. alcohol, entertainment etc.

Capacity of the venue.

Car parking.

Disabled access/facilities.

Health and safety requirements.

Can we hold raffles and auctions at the venue?

What time the entertainment has to stop.

What time the venue closes/last orders etc.

Set up times for the fundraiser – day time set up, couple of hours before etc.

Decoration policy – some venues do not allow sticky tape, confetti etc.

Where the electrical sockets are.

Locations for entertainment, catering etc.

What kitchen facilities are available (if necessary).

Find out who is responsible for the rubbish after the fundraiser – will the venue take it or do you, as organisers, have to take it with you?

Marketing

Prepare a press release to send to the local media.

Find the contacts for local media news editors.

Contact the Fundraising Team for permission to use the Willowbrook Hospice logo (if you are designing your own posters etc).

Put 'in aid of Willowbrook Hospice/ proceeds to Willowbrook Hospice' and Registered Charity Number 1020240' on all publicity material.

Please donate your **SMALLER ITEMS** at these shops
and **MAKE BIG SAVINGS** as well!

Willowbrook Hospice Shops

ST MARY'S ARCADE

CLICK
HERE

St Mary's Arcade, Unit 19-20,
Church Street, St Helens,
WA10 1AR

Monday to Saturday – 10am-4pm

☎ 01744 417069

SUTTON SHOP & DONATION WAREHOUSE

CLICK
HERE

Sutton Road, St Helens, WA9 3DZ

Monday to Saturday – 9:30am-3:30pm

☎ 01744 413112

PRESCOT SUPERSTORE

CLICK
HERE

Prescot Shopping Centre,
Eccleston Street, Prescot, L34 5GA

Monday to Saturday – 10am-4pm

☎ 0151 541 7806

THE LIVING WELL

CLICK
HERE

Borough Road, St Helens,
Merseyside, WA10 3RN

Monday to Saturday – 10am-4pm

☎ 01744 646830

RAINHILL

CLICK
HERE

9 Dane Court, Weaver Avenue,
Rainhill, Prescot, L35 4LU

Monday to Saturday – 9am-4pm

☎ 0151 426 9940

RAINFORD

CLICK
HERE

16a Church Road, Rainford,
St Helens, WA11 8HE

Monday to Saturday – 10am-4pm

☎ 01744 886829

STOCKBRIDGE VILLAGE

CLICK
HERE

12 The Croft, Stockbridge
Village, Knowsley, L28 1NR

Monday to Saturday – 9am-4pm

☎ 0151 480 9796

FOUR ACRE

CLICK
HERE

Unit 8, Four Acre Lane Shopping
Centre, St Helens, WA9 4BZ

Monday to Saturday – 9am-4pm

☎ 01744 814121

BILLINGE

CLICK
HERE

216-218 Main Street, Billinge,
WN5 7PE

Monday to Saturday – 10am-4pm

☎ 01744 893782

All opening times are subject to change
without prior notice and closure due to
public holidays.



Our **eBay** shop is always
open. Please scan the QR
code for listings access.

CLICK
HERE

Email: shops@wbhtrading.co.uk



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Hospice** Every Contact Counts

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