

# East Cheshire Hospice 2010



## Fundraising Pack



## Dear Supporter

Thank you so much for deciding to organise an event on behalf of East Cheshire Hospice.

This Fundraising Pack is designed to help you have a safe and successful event. We appreciate that a lot of these points may not apply to your event but they are worth bearing in mind when making decisions.

As you may be aware, East Cheshire Hospice relies very heavily on the generosity of our friends throughout the community. We receive less than 23% of what we need to run the hospice from government and so have to fundraise **almost £6,000 every single day of the year** just to make ends meet. Without your support, the hospice couldn't go on, so thank you for everything you do on our behalf.

If you have any further questions please do not hesitate to contact the Fundraising Team on 01625 433477 or email [fundraising@echospice.org.uk](mailto:fundraising@echospice.org.uk)

Thank you again for choosing to support us.

The East Cheshire Hospice Fundraising Team



Fiona Reed  
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Manager

## Four steps to get the most out of your event

These quick and easy steps will help you to organise a smooth-running, fun and successful event.

### Step One What, Where and When

- Decide what kind of event you want to hold e.g. coffee morning, golf day, gala ball, sports dinner, cycle ride, fashion show, open garden etc
- Consider your skills and interests and what resources you have available.
- What is involved in organising your event and what will you need to make it successful? What jobs will need doing and how many volunteers and helpers will you need on the day or evening? What equipment is needed?
- Plan your budget. What will you need to spend and where will the income come from? Do you know of any local businesses or individuals who might sponsor the event and so help cover your costs?
- Do you need tickets, posters or flyers produced? The hospice can help you with these (but do please try and give us as much notice as you can). We can also provide you with a media list which will help you with advertising your event as well as getting press coverage if appropriate.
- Decide on a date to ensure you have enough time to prepare for your event. If possible, check with the Fundraising Team to make sure your event does not clash with a similar hospice event in the area. Set yourself a realistic timetable to ensure all tasks are completed in time.
- Choose an appropriate venue for your event. Be sure to ask if the venue is available free of charge or at a reduced rate for a charity event.
- We strongly advise you to complete a risk assessment form at an early stage and we have attached one at the end of this pack for you to use. It is an important way to keep things safe as well as being useful in helping you to spot any problem areas well in advance.
- Tell us about your event. In addition to helping with materials and the media, the hospice will put your event onto the Events List on our website to tell our supporters about your activity. If you wish, we will also promote your event in our e-News, a monthly e-newsletter that is emailed to East Cheshire Hospice supporters. If there are flyers and posters, we can display them at the hospice and at our shops in Macclesfield and Congleton.

### Step Two Publicise your event

- We advise you to use a number of different methods to publicise your event, for example, posters, leaflets, emails, church magazines, local what's on websites, mailings, word of mouth, local radio stations and press releases.
- It may seem obvious but make sure people know **WHERE** the event is taking place, with directions and ticket details (particularly prices and where to get tickets). Make sure they know **WHEN** it is taking place, including the **date** and the **time**, and don't forget to use the East Cheshire Hospice logo and registered charity number. Again, we can supply this to you.

### Step Three On the day

- Make sure you have enough help. In addition to your friends and colleagues, approach local organisations to help, for example the local Rotary or Lions clubs.
- Take lots of photos! These can be used to promote your next event and to send to the media afterwards with details of how much you've raised. Do however make sure you have everyone's permission.
- Be careful regarding the security of money. Designate one or two members of the team to be responsible for managing cash on the day and getting it safely off site afterwards.

### Step Four After the event

- Thank all your helpers and any sponsors.
- Send the money to East Cheshire Hospice! You can either bring cash into the hospice reception (ask for someone from Fundraising) or, better still, bank it and send a personal cheque, made out to East Cheshire Hospice.
- We will thank you by letter or email. We can also send you a fundraising achievement certificate to show what was raised at your event.
- Be proud! We rely very heavily on the support of our friends in the community and without your help we really would be unable to fund our services.



## Keeping things Legal!

### Risk Assessment

It is important that a risk assessment form is completed for all events. We have provided you with one which doesn't take long to complete but will help ensure you think through important safety checks covering, for example, fire exits, handling cash, trip hazards, insurance requirements etc.

### Licences

For some events it may be necessary to organise a licence or a Temporary Event Notice. This may be the case...

- When selling alcohol
- When holding certain raffles, particularly when tickets are sold before your event.

Please do contact us if you are in any doubt and we can give you all the advice you need.

### Insurance

Make sure you have adequate insurance in place before holding your event. You may like to check that your household insurance covers you and your guests. If in doubt, get in touch with your insurance broker.

### Other legalities

- Remember to get parental permission for children under the age of 16yrs to help you at your event. Please also gain parental consent when taking photos of children and ensure that all children are properly supervised.
- If your event is being held on private property, make sure you have permission from the owner/manager.
- If the event is to take place on council owned land, then a permit must be applied for through your local authority. Again, the hospice fundraising team can advise you on this.
- Publicity materials should state 'In support of East Cheshire Hospice, Registered Charity Number: 515104'. Please contact the Fundraising Team on 01625 433477 or email [fundraising@echospice.org.uk](mailto:fundraising@echospice.org.uk) for our logo for use on printed materials.
- Contractors and venues must have relevant experience and be able to show you certification which confirms they comply with any insurance and health and safety standards.

### Venue - things to think about

- Is there disabled access?
- Is there sufficient lighting and toilet facilities?
- Is there adequate parking and will you need car parking stewards?
- Is there a safety capacity at the venue? If so do not exceed it.
- Ensure the venue is vacated at the agreed time, returned in the order in which you found it and any residents nearby are not disturbed.

## Be safe

- Ensure there are no trip hazards.
- Take care when lifting heavy or bulky objects.
- Make sure there is suitable access for emergency vehicles.
- Make sure there is a first aid box.
- Designate a member of the team to call the emergency services if needed and ensure that all helpers know who that person is.
- Make sure there is a telephone available.
- Consider whether you will need to bring in outside first aid cover, for example, St John's Ambulance, depending on the numbers attending your event.

## Food

- It is important that anyone selling or handling food does it safely and hygienically. Ideally, at least one helper should have a Foundation Level Food Hygiene certificate.
- If you are unable to find someone who has this certificate, you may find the following link to the Food Standards Agency publications useful : <http://www.food.gov.uk/aboutus/publications/safetyandhygiene/>

## Lotteries: a little extra on the legalities

Raffles, draws or lotteries are very strictly regulated so if you plan to hold one, we do urge you to please get in touch with us to ensure that you comply with the law.

At its simplest, the law states that you may hold a draw or a raffle using cloakroom tickets only if:

The raffle is drawn on the same day the tickets are purchased

Tickets are sold only on the premises where the event is taking place or the raffle is being drawn

At least 20% of the proceeds from the ticket sales is donated to the hospice after all expenses are deducted

No more than 80% of the proceeds from the ticket sales is used to purchase prizes or cover expenses

If your draw doesn't follow these principles, then you become subject to a much stricter regime which requires the printing of tickets to a specific format and the implementation of controls over their distribution. These raffles also have to be reported to the Gambling Commission.

This latter type of lottery can still generate funds and be well worth doing but it must be run in accordance with the law, so do please get in touch with us early in your planning stages if you are contemplating taking on such an activity.



## How we can help

### How East Cheshire Hospice can help!

We are a small team but, to maximise the success of your event, we are happy to help you in any way we can. Please feel free to get in contact with the Fundraising Team at any time on 01625 433477 or email [fundraising@echospice.org](mailto:fundraising@echospice.org).

The hospice can provide the following:

- Hospice pull-up banners/display stands
- Collection boxes/buckets
- Hospice balloons
- Personalised sponsor forms
- Gift aid envelopes
- Individually designed posters, flyers and tickets (A5, A4 and A3)
- Letters of authority to fundraise on behalf of East Cheshire Hospice
- Up-to-date leaflets and information
- Risk assessment forms
- Exhibition Boards
- Tombola Drum
- Publicity through our website, newsletter and emails as well as other media coverage and publicity where appropriate.
- Moral support!
- Possibly an East Cheshire Hospice representative and speaker

Thank you again for supporting us.

We look forward to hearing about your event!

### *The Fundraising Team*

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Limited by Guarantee Number 1807691

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### EAST CHESHIRE HOSPICE RISK ASSESSMENT FORM

Event..... Person completing assessment..... Date.....

Step 1 – what are the hazards?	Step 2 - who might be harmed and how?	Step 3 – what controls are in place to reduce the hazard / risk?	Step 4 – is there anything more that needs to be done?	By whom	By when	Date completed

....continue on a separate sheet if necessary

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 Please do contact us if you need any advice in completing this form