Fundraising Pack

Thank-you for choosing to raise money for us.

Martlets is a charity that cares for people living through a terminal illness in and around Brighton & Hove.

Our care is only free thanks to the generosity of local people. Every donation you make will help us change lives.

This pack will give you some great advice on organising a fun fundraiser.

What's in this pack?

- How your money will help
- Fundraising ideas
- How to donate
- Useful resources

www.themartlets.org.uk
MartletsHospice
01273 747455
Registered charity No. 802145

Registered with FUNDRAISING REGULATOR

Martlets
life-changing hospice care

How your money will help

Every year, thanks to support from people like you, we care for more than 600 patients and their families.

Most of our patients are cared for in their own home and our hospice in Hove is a community hub providing complimentary therapies, clinical support, financial and legal support, physiotherapy and counselling.

Patients who need specialist symptom control and end of life care can stay on our In-Patient Unit. Last year we provided expert care to 276 patients and their families.

"I'm being really well looked after here and the nurses feel like my family."

-Eve

"Whenever someone visits they give you a big hug. They're not like carers, they're like friends."

-Frank

Our respite team gave 48 carers a break from their care duties, Frank and his wife Maggie were just one of the families we cared for.

Without your support, none of this would be possible, so on behalf of everyone at Martlets:

THANK-YOU!

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Top 5 fundraising ideas

1. Get Together

Support Martlets by organising a Get Together. Simply invite your friends and family for a Get Together and ask for donations at your event. Whether you have a pizza party, coffee morning or cocktail hour is up to you!

2. Bake sale

Cake sales are a popular fundraiser for a reason—everyone loves cake!

Invite your team to contribute baked goodies, and maybe even have a bake-off competition!

Don't forget to read our food safety guidelines on page 6.

3. Sponsored challenge

Set yourself a challenge, such as a walk, cycle, or knit-a-thon, and ask friends and family to sponsor you.

Visit www.martlets.org.uk/events to sign up for one of our sponsored challenges.

4. Open Garden

Do you have a happy garden? Why not host an Open Garden afternoon and invite people to enjoy your outdoor space, along with tea and cake.

5. Quiz night

Not much time to think about it? Go with a tried and tested fundraising idea and organise a quiz night. Why not try a fun themed quiz night?

Always popular and easy to organise.

Know what you're doing?

Register your event with us online: www.martlets.org.uk/fundraise-for-us/set-up-fundraiser/

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What we can provide

Banners and posters

Please feel free to use the included template posters to promote your event. We also have Martlets branded banners, flags and bunting which you can borrow.

Martlets t-shirts

Look the part at your event and borrow our Martlets t-shirts. We have them in small, medium, large and extra large sizes.

Collection pots and buckets

Our branded, secure pots and buckets will help raise awareness of who you are collecting for, and will give more confidence to your collecting.

Please return them after your event.

Martlets people

We try to attend as many events as we can. If you'd like one of our team to come along please let us know. We can help by holding a collection, greeting guests, giving a speech, serving refreshments or doing anything else you might need us to do!

Useful things to know

Raffles

A raffle is a draw that happens on a single day, with all tickets sold on the day of the draw. Cloakroom tickets can be used for this kind of draw and no licence is required.

Prize Draw Lottery

Where tickets are sold in advance of the day of the draw, this constitutes a Prize Draw Lottery and is governed by the Gambling Act 2005.

A licence must be held for this kind of draw, and tickets must be printed in advance with the details of the license, our charity number and details of the draw. Please contact the fundraising office if you wish to carry out this kind of draw.

Bucket collections

If you borrow any of our collection buckets and pots it is your responsibility to ensure they are kept safely sealed, and that any children helping to collect money are supervised at all times.

Photographs

You must have the written permission of parents/carers to take or use photos of children under 18.

Risk Assessment

If there are any potential risks involved in your event then you will need to carry out a risk assessment. Please contact us for a template.

Gift Aid

We can reclaim up to 25% of every £1 donated to us through Gift Aid. Please encourage your donors to complete a Gift Aid declaration when they donate.

Food safety

If you are providing any food, including cakes, please read the Food Standards Agency's guidelines on food safety. These can be found on their website: www.food.gov.uk

Our Logo

If you'd like to use our logo to help promote your event, please ask the member of the fundraising team you've been speaking to.

Licences

Check with your venue that they are fully licensed for your event, including music and alcohol licences.

If you are planning to fundraise in public you may need a Collection Licence, Alcohol Licence or to file a Temporary Event Notice with Brighton and Hove City Council.

Visit www.brighton-hove.gov.uk for more information.

3 steps to fundraising success

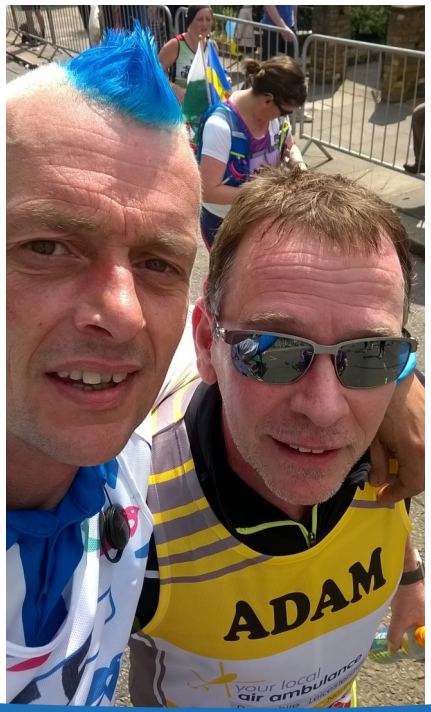
Don't forget to register your fundraiser with us online:
www.martlets.org.uk/fundraise-for-us/set-up-fundraiser/

1 Fast-track your fundraising

Whatever you plan to do, get started quickly and easily by ticking off these tasks:

- ☐ Create an online fundraising page. Visit www.justgiving.com/martletshospice/raisemoney
- ☐ If you are doing a sponsored challenge, take your sponsorship form to work, your weekly club or family outing.
- ☐ Ask close family members or friends to kick off your fundraising with a donation to your online page and on your sponsorship form.

Top Tip: The taxman is our friend! If your donors are tax payers, the taxman could give us an extra 25p for every pound they donate. Remind your supporters to tick the Gift Aid box on your sponsor form or online fundraising page.



"I supported Martlets in memory of my friend Gary Dunk. I always gave my fundraising 100% - I think you have to be prepared to drive people nuts until they sponsor you!

This year I raised even more by daring to get a Brighton & Hove Albion Mohican for the race.

I have always been extremely proud to be a part of Team Martlets."

Tony Constable

2 Shout about it

Tell everyone you can about your fundraising, and tell them why you are fundraising for us.

- ☐ Promote your fundraising online. Use Facebook or Instagram to promote your fundraising. Don't forget to tag Martlets Hospice and use the hashtag #TeamMartlets.
- ☐ Join our Facebook group to meet other fundraisers and share ideas.
- ☐ Contact the local press to share your story. You will have much better success if you contact them direct, but do get in touch with us for advice.
- ☐ Get to know us! Visit our website, like us on Facebook, and follow us on Twitter and Instagram.

Top Tip: Check if your employers will match fund your fundraising. Many employers will match your fundraising pound for pound; so it could help you raise £100s.

3 Don't give up!

If your fundraising is slow, give it a final push and boost your total with some top up activities.

How to raise an extra £100:

- £ Add a sweepstake to your event. Ask friends, family and colleagues to pay £2 and guess your final time, number of laps, or how many times you swear!
- £ Add a raffle to your event. Procure a few exciting prizes, or auction your own skills, and sell tickets on the day. Don't forget to read our guidelines for holding a raffle on Page 6.
- £ Get baking! Ask friends or family, or even a local bakery to donate cakes and sell them at £2 a slice. Don't forget about food safety on Page 6.

Plan your event

What?

Visit page 3 for inspiration.

Who?

Who will you invite and who can help.

Where?

Your venue (and back up venue!)

How?

Your methods for collecting money.

When?

Confirm your date and times

And afterwards...

- Thank everyone who supported you and gave money.
- Pay in the money using the form included in this pack
- Tell us about your fundraising and share your photos with us.

Have a question about fundraising?

Call 01273 747455

Email fundraising@martlets.org.uk

Visit www.martlets.org.uk

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How to donate

1. Online

Donations to your fundraising page will come directly to us.
Any other monies can be donated online via our website, but please let the Fundraising Team know so we can record it properly.

2. Pots and buckets

If you have borrowed our pots or buckets, please return them to the fundraising office sealed and labelled with your name and address.

3. Sponsorship

Please return your sponsorship form along with all the monies collected and the form below to our Fundraising Office.

4. By post

Please make your cheque payable to Martlets Hospice and send it to the Fundraising Office along with the form below.

NB/ If you would like to donate any cash, please DO NOT post it. Please bring any cash donations to our Fundraising Office along with the form below.

Donation return form

Name _____

Address _____

_____

Telephone _____

Email _____

Amount donating £_____

Reason for donation / event _____

_____

Please return this form and all monies to:

Carmel Da Costa

Martlets Fundraising

Unit 5 Sussex House Business Park

270-274 Old Shoreham Road

Hove

BN3 7DX

Let's keep in touch

We help people do the things they love with the time they have. But we're only able to do this with your generous support. That's why we'd like to keep you posted with news about our work and your support makes a difference. Please tell us how we can keep in touch by ticking in the box below:

By email: ☐ By telephone: ☐ By SMS (text): ☐

Privacy statement: We will not sell or give your contact details to any other organisation to use for their own purposes unless requested to by law.
Our promise to you: We will keep your details safe, and we will only allow your information to be used by suppliers working on our behalf.

Thank you

We will continue to send you post about how your support made a difference. However if you prefer not to hear from us by post, please tick here: ☐