School 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 your school makes will help change lives.

This pack will give you some great advice on organising a fun fundraiser, which will work best for you and your school.

What's in this pack?

- How your money will help
- Fundraising ideas
- How to donate
- 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. Tenner Challenge

Challenge your pupils to think creatively and turn a profit for hospice care. Give them £10 to spend and see how much they can turn it into.

Join the national Tenner Campaign https://www.tenner.org.uk/

2. Dress Down Day

Not much time to think about it? Go with a tried and tested fundraising idea and ask your students to dress casually or in a theme in return for a donation.

Always popular and easy to organise.

3. Bake sale

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

Set up a stall in the playground and invite staff, parents and children to contribute baked goodies.

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

4. Sponsored challenge

Whether it's a scoot-a-thon, or a sponsored silence, ask your children to get sponsored to complete a challenge.

5. Evening show

Showcase your students' talents with a fashion show, musical concert or stage production. Sell your tickets and hold a raffle on the night..

Know what you're doing?

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

101 more ideas...

A Abseil, aerobathon, afternoon tea party, arts and crafts stall,
B auction of promises, bad hair day, barbecue, barn dance,
C bingo, book or comic sale, car wash, carol singing, Christmas
D fair, coffee morning, dance marathon, disco, drawing
E competition, eating baked beans with a cocktail stick, egg-and-spoon race, expert
F talk, face painting, fancy dress party, fashion show, flower or fruit sale, football tournament,
G gala evening, garden party, gigs, guess the height, weight, amount or name game,
H halloween party, head shaving,
I hockey match, international
J food fair, it's a knockout, jelly eating, jigsaw puzzle, joke competition, judo competition,
K jumble sale, karaoke, keep-
L fitathon, line dancing, loud t-shirt day, lunchtime quiz,
M magic show, midnight feasts, music quiz, nature walking,
N netball tournament, New Year's party, non-uniform day,
O obstacle course, odd clothes day, onion peeling competition,
P open day, pancake day, panel games, pantomime, penalty shoot out, pet show, photo competition, pie eating, plant
R sale, radio controlled car racing, raffles, rapping competition, record breaking, Rock'n'Roll
S night, rugby match, Santa's grotto, silly games, skateboarding tournament, songwriting competition, sponsored swim or bike ride,
T talent competition, tea party, teddy bears' picnic, theme day, three-legged races, throw wet sponge, tombola, treasure
U hunt, tug of war, University Challenge game, unwanted gift
V sale, Valentine Ball, variety show,
W water games, wear wellies full of jelly, wellie throwing competition, wacky races,
Y wheelbarrow racing, yeti hunt, yogathon, yo yo competition.
Z zany clothes day, and zoo trips.

w www.themartlets.org.uk
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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 tshirts

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

Collection pots and buckets

Our branded, secure pots and buckets will help raise awareness of who you are collecting for, and 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 taking 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, download a sponsorship form: www.themartlets.org.uk/fundraising-resources
- ☐ 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.

"Martlets Hospice is wonderful charity and we were delighted to be able to support them... What better way to raise money and celebrate the creativity of this city and of our young people than through this wonderful event?"

Rod Aldridge

Aldridge Foundation

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 your Facebook or Instagram account to promote your fundraising event and online fundraising page. Don't forget to tag Martlets Hospice and use the hashtag #TeamMartlets.
- ☐ 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: join our Facebook Supporters group to meet other fundraisers and share ideas! Head to our Facebook page and click on 'Groups'.

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 pages 3 & 4 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.

Your fundraising

If you would like us to support your fundraiser, please tell us about it, and how we can help you.

Your Name _____

Address _____

_____

Telephone _____

Email _____

Please describe your fundraising, including the date and time

How much do you hope to raise? £

If you would like us to provide any of the following, please tick the box:

- ☐ Martlets Banner
- ☐ Collection tins
- ☐ Collection buckets
- ☐ Martlets tshirts (S, M, L, XL)
- ☐ Event poster
- ☐ Martlets volunteers

I agree to take full responsibility for the above event, to adhere to any relevant health and safety rules and regulations and to respect the name, brand and reputation of Martlets at all times. I agree to keep Martlets informed of what I am doing and to return any funds raised within 3 months of the event. I also agree to inform all relevant authorities (ie. Brighton & Hove City Council) should this be necessary.

Name _____ Signed: _____

Date _____

Please return your completed form to: Martlets Fundraising, Unit 5 Sussex House Business Park, 270-274 Old Shoreham Road, Hove, BN3 7DX or email it to fundraising@martlets.org.uk

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 are asking you to choose how you would like us to keep you up-to-date with our news and fundraising, and the difference you are helping to make. To ensure that we communication with you only in the way that best suits you, please check you have filled in your details above and then tick below:

By post: ☐Y ☐N By email: ☐Y ☐N

By phone: ☐Y ☐N By SMS: ☐Y ☐N

Privacy statement: We will not sell or give your contact details to any other organisation without your consent.

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

Please remember that without your consent, we will no longer be able to contact you.

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