Your guide to Fundraising

Sponsorship

Make a difference

Teamwork

Organise

Take the initiative

Publicise

Care

Get involved

St Margaret of Scotland Hospice
Open to all in need of care
We hope this pack will **inspire** you, as well as offering advice and helpful tips on how you can raise **much-needed** funds for St Margaret of Scotland Hospice – and **have fun** at the same time.

Anything you can do to help goes a **long way** for us and the efforts of all our supporters are **highly valued** and very much appreciated.

If you are planning your own fundraising event, please **get in touch**. We’ll be more than happy to help and support you in any way we can. **Good luck** with your fundraising. We look forward to hearing from you soon.

You can find useful forms for sponsorship, to declare Gift Aid or to pay in your donation, on our website.

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Phone: **0141 435 7018**  
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St Margaret of Scotland Hospice is the oldest and largest hospice in Scotland. We have been serving the communities of the West of Scotland since 1950.

First and foremost, we provide the very best of care to our patients. Our compassionate approach is based on listening to patients and their loved ones to maximise their quality of life.

Among many other services, we provide community palliative care and bereavement counselling and host seminars to uphold industry best practice. To maintain our extremely high standards, we require £40,000 of external funding per week.

What your donations can pay for:

£10 2.5 minutes of Hospice care

£50 An outpatient appointment

£250 Patient day visits to the shops or the seaside

£1000 A reclining chair for patients or relatives

£2500 A new air flow mattress for the Hospice wards
Organising your own event or challenge is a great way to get your family and friends to support your fundraising effort. Following these steps can help you ensure your fundraising effort is a success!

**Step One**
**Pick something you will enjoy**
Putting a lot of time and effort into something is easier if it’s an activity you enjoy — e.g. a bike ride or a social evening.

**Step Two**
**Plan and prepare for success**
The more you plan your event, the more smoothly it will run. Think along the lines of Who? What? When? Where? Why? and How? And it also helps to set a fundraising target.

**Step Three**
**Market your event**
Get friends and family involved to help spread the word about your event or activity. Social media makes things easy but remember not everyone uses it — so noticeboards in libraries, supermarkets and community forums are useful too.

Tell your colleagues and employer you’re doing. They might help you gather support or hold collections or events at work. And don’t forget to tell us about your plans. We can offer guidance and ask our friends and supporters to publicise your event and donate.

**Step Four**
**Boost and collect your funds**
Create your own JustGiving page, which allows you to set a target and makes it easy for people donate.

Boost your total by using Gift Aid, which can add 25% to whatever you have raised.

Your workplace might also agree to match the total you have raised.
There are so many ways that you can raise funds for the Hospice. You might have a great idea of your own but we thought we’d help you with some suggestions.

Remember, whatever you do, to make sure it’s safe and legal. Many social or public events and collections require licenses. And if you’re thinking of a sporty challenge, make sure you have put in the proper preparation or training. Visit www.institue-of-fundraising.com for advice.

Top ideas

**Social**
Bake-offs are highly popular these days, or you could host a more traditional **bake sale or coffee morning**. Maybe you’d prefer to have a function or an evening event — **quiz nights and race nights** are a great way to get people together and have fun while raising funds.

**Fitness**
A bike ride, in a group or on your own, might be your thing, or you could do a swimathon or an **organised run** such as a 5K, 10K, half marathon or even a marathon. You could walk a munro or join forces with friends by staging a marathon as a relay or holding a zumbathon.

**Fun**
You’d be amazed how much a car boot sale can raise — why not **ask people** to donate clothes and goods? A **sponsored waxing** is always popular too. Or you could have a dress down day at work and ask your company to **match the total** you raise. If you’re at school, it could be a non-uniform day.
Publicise your event

It’s important to make the most of your efforts by **telling as many people as possible** about what you’re doing for the Hospice.

Social media will help you get the message out quickly and easily to lots of people — and you can update them as you go along. Don’t be afraid to **ask your friends to share**!

But there are other ways to inform people that are worth considering, too.

**Posters and flyers**
Design your own poster – we can help – then ask your local shop to display them and put them up on community noticeboards or your workplace (ask permission first!)

**Tell the press**
Local papers, and sometimes even the national press, love to hear about the heroic efforts of people who have **gone to great lengths** to raise money for a good cause. If you can take **interesting photos** along the way, they’ll love it even more. We can write a press release for you and send it to our media contacts.

These are just a few ideas to get you started. Depending on the type of event, you might also find that **inviting a guest star**, such as a local celeb or public speaker, could add interest.
Thank you so much for raising money for St Margaret of Scotland Hospice.

Please thank all the people who supported you on our behalf — and tell yourself “well done” for your amazing efforts! There are many ways you can donate the money you raised to us.

**Online**
Please visit our Just Giving page at justgiving.com/smh
This is a quick and simple way to transfer the funds to us and you can include a message next to your total.

Alternatively, you can use the Donate Now buttons on our website or our Facebook page.

**By cheque**
You can send your total by cheque to the Hospice at:
St Margaret of Scotland Hospice
East Barns Street
Clydebank
G81 1EG

**By phone**
Please call our fundraising team on 0141 435 7018.