

# Fundraising for Hospice



  
**hospice**  
Living Every Moment

# Contents

## Make a difference

Why we need your help

What you help Hospice do

Meet the people who need your care

## Keep it simple and have fun

Get started

Raise money online

## Get your organisation behind you

Front UP Challenge

## Create your own fundraiser

Fundraising ideas: \$100 - \$300

Fundraising ideas: \$300 - \$800+



**“I really believe that your support has helped me live - and love - every moment”**

# Why we need your help

Your generosity helps us continue to provide free care for people and their families in your community living with a terminal illness. People with conditions such as heart failure, motor-neurone disease, multiple sclerosis (MS) or cancer may benefit from Hospice care.

The help you give provides support not only for our patient but for their families at a very challenging time.

Your support enables Hospice's community and family support team to deliver a wraparound service. Someone is there to answer patient and family calls, listen to concerns, to hold a hand or relieve pain and other symptoms.

It is only with your help that we are able to fund family bereavement groups, day groups for patients, art or music therapy, counselling, social service advice, cultural care and complimentary therapy.

One in three New Zealanders will die in Hospice care.

# What you help Hospice to do

Hospice provides free compassionate, specialised end-of-life care. Each year we care for terminally ill people, mostly in their own homes, while supporting the families and whanau who love them. Our nurses and doctors work to manage pain and the symptoms of life-limiting illnesses, and together with our Family Support team, offer emotional, social and spiritual support. Hospice strives to make each day the best day possible for our patients and their families.

By fundraising you are raising awareness of the crucial free service provided by Hospice to people who are dying and their families. That service includes:

- specialist palliative care nurses and doctors
- inpatient beds for short term admissions and respite care
- family support, practical advice and counselling
- spiritual support
- physiotherapy services
- complementary therapy
- a Hospice Day Group programme
- art and music therapy
- a 24 hour helpline
- palliative care education and training





**Thanks to you  
Patricia was able  
to relax in the  
In Patient Unit  
knowing that her  
family were also  
having respite.**

## **PATRICIA AND HER FAMILY**

“When Mum stayed in the Hospice me, my sister, Emara and my dad spent a lot of time there with her. It was great that Mum got looked after and we had some fun with her when we visited.

I missed Mum at home, especially at night because she would always give me a hug and kiss goodnight so I asked if I could have a sleepover with her. The nurses said of course and showed me the awesome hideaway bed right next to Mum’s bed.”

# **Meet the people you are helping**

## **UNA EDGE**

“My husband of 10 months – Tobin – was diagnosed with metastatic stomach cancer. He was 38. Hospice nurses came to our home every day; helping us manage Tobin’s symptoms. They taught me how to administer the drugs he needed. They were always on the phone to give me guidance. Once his symptoms became more complex we went to the Inpatient Unit. Tobin said he felt safe and had a sense of relief. The staff had got Tobin’s medication spot on. He was well enough to regain his appetite, but the greatest gift you gave him that meant so much was enabling final visits from friends – he was so content; talking and laughing. As well as the practical help, counselling, support groups and spiritual guidance, mostly we will never forget the kindness and strength shown by everyone we met. Your care made Tobin’s final days as enjoyable as they possibly could have been and I could never thank you enough for that gift.”

**Thanks to you  
Tobin died  
peacefully, in the  
tender care of  
Hospice North  
Shore and with the  
people he loved  
beside him.**



**Keep it simple &  
have fun!!!  
Fundraising ideas**

# Get started

## What, When, Where, How, Who?

- One of the first things to do is decide how much you would like to raise. Can you do one major event to achieve it, or several smaller events??
- Choose an event that you and your guests will enjoy and is doable in the time you have.
- When will you hold the event? Where and what time will suit your guests?
- What do you need to make it happen?
- Who will you approach as guests, volunteers, sponsors?
- How will you promote the event?
- Cost your event realistically and stick to your budget to ensure you don't spend more than you're going to raise.
- How will you collect the money? How will you pay expenses? Will you sell tickets? How will you collect the cash? Do you need an eftpos machine? Will you set up payment through an online page?



## Get out there: Ask for help

There are two degrees of separation between Kiwis so chances are you know someone who knows someone who can help you to achieve what you dare to dream up. Just ask. Kiwis are great givers so don't be afraid to ask businesses for prizes or donations.

At Hospice we have a team of experienced fundraisers who will guide you through your fundraising journey to ensure you and your supporters feel successful.

Just call us!



## AskAskAsk

As humans we generally respond positively to being asked to help. But so often, no one thinks to ask us

# Spread the word

**NETWORK** – Are you on Facebook, Twitter, Snapchat, Instagram or any other social networking sites? Use it to let your friends and family across the country – and the world, know about your fundraising efforts. Post updates on your goal and your progress. Include links to your online fundraising page.

**USE SOCIAL MEDIA** to engage your fans, friends, families or colleagues. You could create an event on Facebook and link this to your fundraising online page. Share it on Twitter, keep a blog of your progress, engage and acknowledge your supporters.

**TAKE PHOTOS** before, during and after your fundraising events. This is a great way to engage, promote and thank everyone involved. Post video and photos on Facebook or Youtube.

**ADD A LINK** to your fundraising online page from your email signature. If you are able to have a graphic of your event this will add impact. Make it easy for people to find a way to give to you!



# Be money safe

Decide how you will collect and account for all money.

If you choose not to use an online fundraising to collect donations we suggest you keep a spreadsheet of all income and outgoings. You are responsible for all expenses and income for your event. Let your supporters know that every donation over \$5 is tax deductible.

Cheques can be made payable to your local Hospice.

Following your event money can be paid directly to our bank account or delivered to Hospice. Please contact the team for banking and receipting details. We ask that any monies collected on behalf of Hospice are turned over to our organisation within two weeks following the event.



# Thank thank thank

Remember to thank everyone involved – sponsors, donors, volunteers. Share the story of your fundraiser with us so we can also directly acknowledge your sponsors and supporters. Be creative in your thank yous – sing on a video, include photos of your event or the people you helped.

# Start Fundraising online

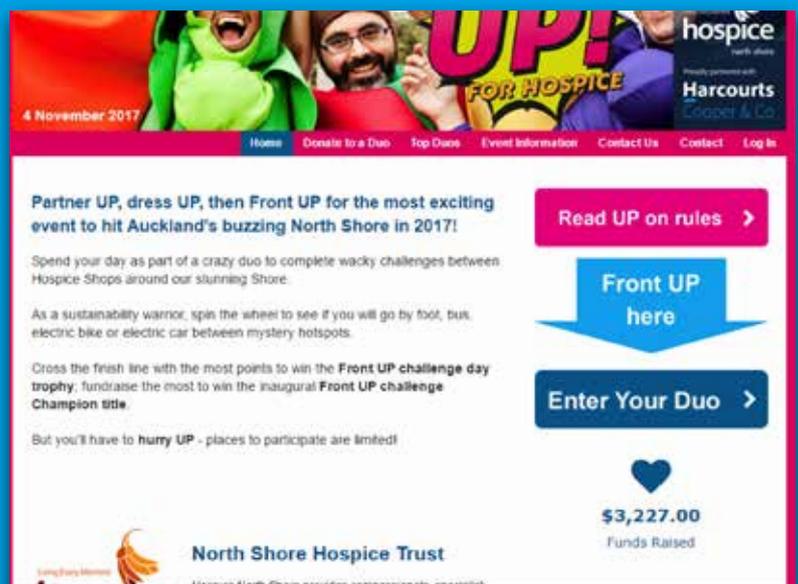
Set up a Give a Little or Everyday Hero page online. This is the easiest way to enlist the help of those you know by setting up a fundraising online page and distributing it to everyone! It's a simple way to collect donations and promote your fundraising activity. Contact the hospice team for help.

<https://give.everydayhero.com/nz/get-started>



## TOP TIPS

1. The first pledge on your fundraising page will often determine the level of donation. Ask one of your key supporters to pledge the amount you would like to see as the average donation.
2. Tell people you're fundraising and include images.
3. Promote your page to friends, family and colleagues and invite their support
4. Acknowledge your donors by txt or facebook.



**Get your  
organisation  
behind you**



## Your organisation can help hospice care by volunteering, holding a fundraising event or participating in a hospice event.

Team building, recognition as a community good guy and having fun – three good reasons to get them on board.

Select from the ideas in the toolkit, google ‘fundraising ideas’ or contact us to participate in one of our challenges – Coastal Challenge & Front UP Challenge.

- 1 **Jail-and-Bail** – Kidnap a boss, principal, owner of a restaurant, and ship them off to their own “jail”. They can pay their own bail or ask for bail from friends, family, and employees through an online fundraising page.
- 2 **Services** – Team members offer a service to perform for a fee that is donated: Examples: salon/spa, photography, financial consultation, babysitting, golf lessons, landscaping, odd jobs. These services could also be used as prizes for another fundraiser.
- 3 **Zzzzzzs** – Pay a fee to catch some extras Zs and come in late to work one Friday.
- 4 **Matching Gifts** – Many companies already have a matching gift program. Ask your organisation to match what you raise. This is a simple way to double your funds!
- 5 **Holiday Day** – Ask your employer if they can offer a paid holiday as a prize for your fundraiser.
- 6 **Fashion Show** – approach a local boutique to hold a fashion show during a lunch hour or at the end of the day. Sell tickets and ask a donation from the boutique for each item sold.





## Our TOP 5 picks for quick and easy Fundraising

**Here's some tried and true fundraising ideas! All of them have been used in fundraising for charities. From all reports, they were quick and easy to organize, created a wonderful sense of team spirit and - as you can see from the dollars beside each event- the cash rolled in!**

- 7 \$800 Mufti or "jeans day" every week:** So 4 weeks x \$2 x100 people = \$800. If you work in an office building, why not invite other businesses to join you. Put a sign in the lift, send them to your receptionist or just go ask them!
- 8 \$200-\$500 Raffle:** Ask your suppliers and customers for some product. Sell 100 tickets for \$2 or \$5 each. Or raffle something bigger and sell tickets at good price, asking your family to sell tickets at their work places to spread the love  
**Here's a tip:** Suppliers and clients are a great source of prizes for raffles and events and are often more than willing to help. Talk to your travel agents, liquor merchants, caterers - even the cafes you buy your lunch and coffee's from! Do you know someone with a bach or yacht? Raffle a weekend at their bach or on their yacht!
- 9 \$100 fines box or swear jar:** Get rid of those expletives in the office environment or fine those late comers! Think of ideas appropriate to your audience - too much coffee??
- 10 \$1600 Cake Auction/Bake off:** sell cakes at a morning tea. There was some fierce competition at Microsoft one year and they raised \$1600. Or sell a slice of cake, chocolate sauce and cream for \$5 per piece and double your takings! Try this same idea with pizza lunches.
- 11 \$500+ Auction your boss:** Auction off the Chief Executive's office and PA for the day! Better yet - auction off your boss to bring the highest bidder coffee every morning for a week/ month or another task the team would like to see achieved! Washing your car, mowing your lawns, wearing your Front UP costume for a day to all meetings etc!!

### **BONUS**

**\$1000+ Pledge:** Just like the a-thon days but online and it's already set up for you!! Get your work colleagues, friends and family to sponsor you in the challenge. A Hospice employee raised over \$1050 from her web fundraising page. Get your Duo page looking slick - remember fundraising pages with personal stories really work!!!



Harcourts  
Cooper & Co

**Team UP, dress UP,  
then Front UP for the  
most exciting event to  
hit Auckland's buzzing  
North Shore in 2018!**

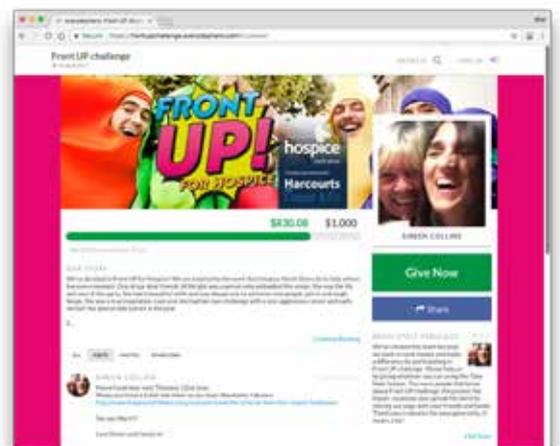
Set up an online fundraising page to raise over \$1000 to participate on challenge day.

Have up to 4 people in your team spend the day as part of a crazy crew to complete wacky challenges between mystery hotspots around our stunning Shore.

As a sustainability warrior, they have their very own Better NZ e-car to move between mystery hotspots.

Cross the finish line with the most points to win the Front UP challenge day prize; fundraise the most to win the overall Front UP challenge Champion title and trophy.

Contact hospice now to find out more and register your team.



**Create  
your own  
fundraiser**

# Let us help you with tips and ideas to fundraise \$100 - \$300+

If you would like to raise money to support the work of Hospice but don't know how to go about organising an event please let us help you. Listed below are just a few fundraising ideas, but don't restrict yourself to these as the possibilities are endless...

- **Errand Service** - Spend the day running errands for a fee. Wash cars, clean windows, collect groceries.
- **Game Night** - Host a party charge \$10 to get in the door! Or hold a card tournament with a \$20 entry fee - half goes to the winner and half goes to your fundraising efforts.
- **Run a Bake sale at work** - Cook a few batches of goodies to sell to your colleagues.
- **Raffle off prizes** - a weekend at a bach, cakes, donated items, old stock, ask everyone to bring in a bottle of wine. Value your raffle price according to the value of the item.
- **Auctions** - Ask for donations from local businesses and set up a live or silent auction. Auctions can be held at work, during a party or even a family reunion!



- **Get creative** - auction off the boss as a personal assistant for the day, auction off that close parking spot. Charge your colleagues a parking fee for a month
- **Hot Dog Eating Contest** - Substitute any food you'd like and get it donated. Instead of an entry fee, have the audience member's place bets on who will win.
- **Mufti Day** - Have co-workers donate \$5 to wear jeans for the day. Spice it up - Hat Day, Crazy wig day, Team Spirit Day, Purple Day, Bad tie day, Loud shirt day, crazy costume day, pyjama day etc.

# Our team can support you with ideas to raise \$300 – \$800+



- **Movie Night** – Contact your local cinema. They may discount tickets to a movie selection and date appropriate for your guests. Distribute tickets to close friends to sell on your behalf (10 minimum each to sell) Sell raffle tickets, popcorn, homemade treats and drinks as your guests arrive. Draw the raffle in the cinema and thank them for their support just before the movie starts.
- **Pancake Breakfast** – This is a perfect event to host before work or church. Create a mouth-watering hot breakfast menu with coffee and juice. Charge \$20 a plate!
- **Quiz Night** – This could raise thousands! Hold a trivia night at a local establishment. Some local venues will provide the venue and Quiz master free with a cash bar, just ask. Sell participant tickets, cash for clues, raffle tickets, prizes or hold a silent auction to up the dollars raised.
- **Biking Challenge** – Set a route to challenge cycling or mountain bike enthusiasts to complete. Every rider or family/business team participating would set up an online fundraising page receiving pledges to commit them to compete the challenge. Try a virtual biking challenge!
- **Girls Pamper Party** – Sell tickets to a group of girls for drinks, nibbles, manicures and treats. Spoil yourselves while giving care to others.
- **Mega Challenge** – Your local extreme activities centre will discount a ticket to bring a group along for a team building mega challenge. Charge double the discount ticket, sell raffle tickets, and have a few small prizes for challenge winners.
- **Dance Off** – approach your local dance school (Rock'n roll, salsa, ballroom etc) to provide the venue, lesson and a dance party. Sell tickets, drinks and treats, a few prize giveaways, silent auction or raffle depending upon the numbers coming. Note, anytime you 'sell' alcohol you will need to have a bar license. Think big – hold it in a hotel, barn or unique venue (car retailer or funky business premises)
- **Community BBQ** – Approach your local Bunnings, Mitre 10 or Warehouse to run their bbq for a day. Buy sausages, onions, sauces etc to sell at a profit.
- **Hospice High Tea** – Contact hospice to collect your High tea pack. Invite your family, friends, church or community group or colleagues to pay a donation in return for a special high tea you prepare. Try to find sponsorship or volunteer support to cater.
- **Dinner wars** – Do you love entertaining? Invite friends or family for dinner but charge them a donation for the meal. Or turn your home into a mini restaurant for a buffet or BBQ night.

