

# fundraising planner



Your guide to planning  
and running a successful  
fundraising event for  
Helen & Douglas House

I ♥  
HDH

dear supporter,

Thank you for requesting this fundraising pack. It costs over £4.5 million every year to run Helen & Douglas House, 90% of which is funded by voluntary contributions. We hope this pack gives you lots of information on how to create your own fundraising event but if you need any further help please do contact our fundraising office on **01865 799150** or email [fundraising@helenanddouglas.org.uk](mailto:fundraising@helenanddouglas.org.uk)

We wish you every luck in making your event a success!





With best wishes,

The Fundraising Team

Helen & Douglas House



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WHAT'S  
INSIDE

get inspired



“For Ella, Helen House is about having her own social life – as long as she’s happy, enjoying herself and safe, that’s fantastic!”

MEET  
ELLA AND  
FAMILY!



I ♥ HDH

# meet the woodcock family

Dawn and Martin's youngest daughter Ella, was born with a very rare heart abnormality which meant that she had two open heart surgery operations before she was six months old and spent lots of time in hospital. Ella and her family have been coming to Helen House for short stays for over four years – this is their story...



"When we visited Helen & Douglas House for the first time I didn't know a thing about it. Martin pulled back more than I did initially, he didn't think we needed it, but as soon as we walked into Helen House we felt at ease. When we were offered respite care for Ella we took it.

Ella just loved it – she loved being with everyone and it gave Martin and I time for a breather and time to spend with Ella's big sister Chloe.

One of the best things to come out of Helen House is the support that Chloe is getting at the Elephant Club where she is able to talk to other siblings who can understand and share her experiences. She has been 2 or 3 times so far and being with other siblings, some bereaved, some not, has really helped her because she is able to talk to people who aren't family.

The other great thing about Helen House is that we don't have to start at the bottom and explain things every time – they already know!

We have always remained positive and that is what carries us forward, but it is important to us that we can give something back by helping people understand families that are in similar situations and we are able to do that because we have had support from Helen House!"

**By holding a fundraising event for Helen & Douglas House you will be helping other families like Ella's continue to receive support and care.**

WHO YOU'LL BE HELPING



“ We have always remained positive and that is what carries us forward ”

Have donations in lieu of gifts at a celebration

Get your colleagues involved - fundraise at work

Regular giving - Why not make a regular gift by direct debit?



Activity events like Skydiving!

Legacies - Why not leave us a gift in your will?

DIY Sponsored events - This can be any event you can think of. Have a look at our A-Z for ideas.

Join our Speakers Network and help promote H&DHT in your local community

# A-Z of fundraising



“ For us Helen House is about being able to relax in the knowledge that people know how to care for Ella ”

THINKING CAPS ON!



Here are some ideas to help you come up with a unique fundraising event. Can you think of any other fun ways to support us? The only limit is your imagination!

# A

Afternoon tea  
Auction

# B

BBQ  
Bric-a-brac sale  
Benefit performance  
Bridge night

# C

Cake bake  
Comedy night  
Coffee morning  
Casino evening  
Clothes show

# D

Dress down day  
Drinks party  
Dance competition

# E

Eighties party  
Easter egg hunt  
Expedition  
eBay

# F

Football tournament  
Fun run  
Fete  
Fancy dress party  
Fun day  
Frock Exchange

# G

Golf tournament  
Guess how many sweets are in the jar  
Garden party

# H

Hook a duck  
Halloween party

# I

It's a knock out!

# J

Jumble sale  
Jeans day

# K

Kids colouring competition  
Karaoke evening  
Knitting fair

# L

Ladies luncheon  
Lottery

# M

Murder mystery party  
Music and mulled wine evening

# N

New Year's party  
Non-uniform day

# O

Open Garden

# P

Pub quiz  
Pub crawl  
Pie eating competition  
Parachute jump  
Plant sale

# Q

Quiz night

# R

Raffle  
Rock 'n' Roll evening

FILL IN THE GAPS!



# S

- Shave your head/beard
- Sponsored swim
- Salsa night
- Sports event
- Sale of promises
- Swishing

# U

- Underwear on the outside day!
- Unwanted gift sale

# X

- Xmas party
- X-factor for friends

# T

- Tea at 3
- Tombola stall
- 'Throw a wet sponge at your boss' day
- Treasure hunt
- Talent show

# V

- Volunteer
- Vegetarian evening

# Y

- Yard of ale
- Yacht race
- Your own lottery

# W

- Wine at 9
- Wine tasting evening
- White elephant stall
- Welly throwing day

# Z

- Zodiac party
- Zany dress day



## planning your event



“ For Ella, Helen House is somewhere she can enjoy herself and be safe with people who understand her! ”



# planning your event

## What?

### Brainstorming

Ask friends and family, the more people, the more ideas you'll come up with.

## When?

### Date and time

Check what other big events are going on locally and nationally, who you're aiming your event at and wet weather options if your event is outside.

## Where?

### Venue

- Try to book as early as you can.
- What's the legal capacity?
- What facilities are there – toilets, wheelchair access, catering area etc?
- Confirm the cost with the venue in advance. Do they need a deposit?
- Confirm the time and date with the venue before you print or advertise.

## How?

**Publicity:** see the 'What we can do for you' and 'Media' section.

**Companies:** Use your contacts. If you work for a big company they may promote your event, raise money for you or match your sponsorship money £ for £. They may also have good contacts for catering and venues.

**Local Groups/Schools:** You could contact local groups such as Brownies and Rotary Clubs as they often have useful contacts. Schools will usually display information about events which are relevant to pupils, parents or staff.

**Shops/Local Businesses:** These are good places to look for raffle prizes or sponsorship. You could offer to mention them on any publicity that you produce. You can also ask to place a secure collecting box on shop counters.

### Other Helen & Douglas House

**Supporters:** Give details of your event to the Fundraising Team and we can include it in our online 'What's On Guide'.



“ We baked some cakes and invited people around for a fun tea party ”

## Facebook and blogging

Why not set up a Facebook group to support your event? You can include photos, regular updates on things such as training that you might be doing and also add links to your online sponsorship page so people can sponsor you. If you don't have a Facebook page already then go to [www.facebook.com](http://www.facebook.com) to set one up.

You could even join the Helen & Douglas House Facebook Group. This is a group to support people who are fundraising for Helen & Douglas House to link up with each other, get ideas and share their fundraising experiences by posting photos and comments. You will need to be a Facebook member to join this.

Having an online journal or 'blog' if you are undertaking a long challenge such as a John O'Groats to Landsend cycle is a great way to tell everyone about what's happening throughout your event and keep your sponsors involved. A good site to try is [www.livejournal.com](http://www.livejournal.com)

## general checklist

- **Insurance:** The Helen & Douglas House insurance policy does not cover events that we are not organising ourselves.
- **Special Licenses:** For example a public entertainment license, or a license to sell alcohol.
- If it's an event that involves children make sure you have parent's permission and have taken proper safety precautions.

## questions?

If you have any further queries then contact the Fundraising Team on Tel: 01865 799 150  
Email: [fundraising@helenanddouglas.org.uk](mailto:fundraising@helenanddouglas.org.uk)





“ Why not create an online fundraising page for your event? ”

## Creating an online fundraising page

**Why?** Because it's the quickest and most cost-effective way to fundraise, you can receive donations from all around the world, it's easy to use and can help to increase Gift Aid income for Helen & Douglas House by more than 300%!

### How to set up your webpage:

For some people, the idea of creating a personal fundraising page on the internet is likely to be daunting. However with Helen & Douglas House fundraising pages all you need to do is go to [www.helenanddouglas.org.uk](http://www.helenanddouglas.org.uk) and simply follow the instructions. You should be able to become an e-fundraiser within 5 minutes!

**What happens next?** You can share your personalised web page with friends and family to encourage them to sponsor you online. Your supporters can make a direct donation using a debit or credit card.

**A few suggestions:** Many people will use their page for traditional sponsored events such as running or swimming challenges, or overseas challenges such as treks and adventurous trips; you could also set up a birthday or wedding homepage, asking for donations instead of gifts!

**Further information:** Check our website for further details, or contact the Fundraising Team on 01865 799150 or email [fundraising@helenanddouglas.org.uk](mailto:fundraising@helenanddouglas.org.uk)

## The Technical Bits - managing the media

A good way to tell people about your event is through the media - for example local newspapers and radio, community newsletters, websites and sometimes (if it is particularly big, interesting, or unusual) regional television. There are also things like social networking websites i.e. Facebook, that are opening up a whole wide world of opportunity to get your event out there!



## what to think about before contacting the media

If you ask yourself the following questions you will usually come up with a more interesting story to 'sell' to the media.

- ♥ Why would the media be interested in covering this event; what would interest or intrigue them about it?
- ♥ What are you doing at the event?
- ♥ When, where and what time is the event happening?
- ♥ Who in particular will be taking part e.g. local school children, members of a group. Or perhaps there is going to be a local celebrity or dignitary there?
- ♥ Is anything particularly unusual going to happen at the event? At what time and where exactly?
- ♥ Is there anything happening that will make a great photo?
- ♥ What are your reasons for having an event for Helen & Douglas House?
- ♥ Who will be your spokesperson/s if they want to speak to someone, or get a quote?

**The events that get coverage are usually those with a real human interest story and/or are visually interesting, unusual or appealing.**



## Photography

Newspapers are more likely to cover an event if there is a good quality photo that sums it up! Sometimes they will send a photographer along to the event (and these days they are much more likely to use their own photographs), but it is a good idea to take your own pictures just in case!

Don't forget you will need to get permission from the people involved in a photo-shoot. It is particularly important if children are involved. You should contact their parent/guardian for their approval prior to the photo being taken.

## When to contact us for help

It is often best if you contact the media directly to tell them the details of your event. However, if you would like advice on your press release, you can contact our PR & Communications Manager on 01865 799152, or e-mail [fundraising@helenanddouglas.org.uk](mailto:fundraising@helenanddouglas.org.uk)

## how to describe Helen & Douglas House

Helen & Douglas House is a registered charity providing respite, emergency and end of life care for children and young adults with life-shortening conditions, as well as help and support for the whole family. The two hospice houses are bright, vibrant and positive places where the emphasis is on living life to the full, even when that life may be short. For more information visit [www.helenanddouglas.org.uk](http://www.helenanddouglas.org.uk).





“If you are giving a talk we can help you make it really interesting”

## keeping it legal

There are a number of rules that you need to follow when collecting or fundraising for charity, to try and protect the public from fraud and nuisance. When fundraising in aid of Helen & Douglas House, you are acting as a representative of the charity, so we've put together some key points to help you follow the rules.

- ♥ All printed materials need to include 'Helen & Douglas House' and our registered charity number: 1085951.
- ♥ Anyone collecting for charity in a public place needs a Street Collection Licence from the local authority. Remember to always be polite and friendly!
- ♥ Lotteries and Raffles: there are different types of raffles each with their own rules to follow. If you are planning on having one please refer to our website [www.helenanddouglas.org.uk](http://www.helenanddouglas.org.uk) for further information.
- ♥ For any other information on keeping your fundraising legal please refer to <http://www.hmrc.gov.uk/charities>



## What we can do for you

If you do a fundraising event for Helen & Douglas House we can give you a selection of items to help you promote it:

- Helen & Douglas House posters, with space to write your event details on
- Other posters with information about Helen & Douglas House and what we do.
- Branded balloons and banners great for parties, fetes and outdoor events
- Registered collecting boxes that you could put in your local shop or pub to raise money for an event
- Leaflets and newsletters giving up to date information about our work

Order everything you need using the tear off form at the back of this booklet.

### Giving a talk?

We can send you:

- PowerPoint slide CD with images of Helen & Douglas House to make your talk more interesting
- Our 15 minute Live Deep DVD
- Talks pack with more information for you to use for your talk

If you need any advice then give the team a call on 01865 799 150 or send an e-mail to [fundraising@helenanddouglas.org.uk](mailto:fundraising@helenanddouglas.org.uk)

## What is Gift Aid?

Gift Aid allows charities to claim back the tax that has already been paid by sponsors as income or capital gains tax. This means that Helen & Douglas House gets an extra 25p for every pound donated by a UK tax payer, plus an additional 3p per pound from the government. For example, if you raised £1,000 and get all your sponsors to "Gift Aid" their donations, Helen & Douglas House could claim an extra £280!

### How does it work?

Anyone can make a Gift Aid donation as long as they are a UK taxpayer and pay sufficient tax. Once the donation has been received, Helen & Douglas House claim the tax back from HM Revenue & Customs. This does not cost the donor anything at all, and any amount can be gift aided. However, for joint donations we can only claim Gift Aid when we know what each person has contributed, and each of the donors has completed a Gift Aid declaration.

### How do I go about it?

All you have to do is ensure that your sponsors sign and date the Gift Aid box on the sponsor form, as well as filling in their **home address and post code** (a work address, or "ditto" marks will mean we cannot claim Gift Aid). You should then send the forms (or copies of them) to us with your donation.

It's really important that you get your sponsors to fill their own details in on the forms – we can't claim Gift Aid if you fill the form in for them – it's also essential that you only use Helen & Douglas House sponsorship forms, to ensure that we're able to make a valid Gift Aid claim.

### Can everyone's donation be "Gift Aided"?

Most donations can be "Gift Aided" as long as:

- It is the donors own money (i.e. not a collection, or the proceeds from a raffle or sale in aid of the charity)

- The person making the donation is a UK taxpayer and has paid sufficient tax to cover the tax we can claim on the donation (i.e. 25p for every £1 donated)

### Are there any exceptions?

For sponsored events, there can be some restrictions on which sponsorship donations can be Gift Aided. Sponsorship payments cannot be Gift Aided if:

- The fundraiser is receiving a 'substantial benefit' from taking part in the event; i.e. a flight overseas for a sponsored event, or an incentive for fundraising;

#### AND

- The donor is a 'connected person' to the fundraiser - the wife or husband; a relative (e.g. brother, sister), ancestor (e.g. mother) or lineal descendant (e.g. grandson); the wife or husband of a relative; a company under the control of the donor, or under control of connected persons.

Helen & Douglas House cannot claim tax back on any company donations. Instead they should be given including tax (i.e. gross). The company can then claim back the tax when doing their annual accounts.

*giftaid it*

*We know Gift Aid sounds complicated, so if you have any questions or would like more information, please call us on 01865 799150*

*remember - it is worth the effort!*





“ If you have good quality unwanted items get in touch with us ”

## More ways to help

### Retail Volunteers

Our shops are popping up all over Oxfordshire and its surrounding counties and we need volunteers! You can give as little or as much time as you want and there are a wide variety of tasks, such as dressing the windows, working the tills or sorting the stock. If you think this is something you may be interested in then why not pop into your local Helen & Douglas House shop, alternatively you can contact our Voluntary Services Manager on 01865 794749 or email [wbridge@helenanddouglas.org.uk](mailto:wbridge@helenanddouglas.org.uk)

### Other Volunteers

There are a variety of volunteering opportunities at Helen & Douglas House such as helping with the gardening, manning our switchboard or helping the fundraising team.

If you think you would like to make a difference then contact our Voluntary Services Manager on 01865 794 749.

### Shop Items

We need good quality clothes, bric-a-brac, CDs, DVDs, records, small electrical goods and anything else that you think someone else could make use of! If you have anything to donate then you can either take it to your local shop or give our warehouse a call on 01235 530 857 to arrange a pick up.

### Recycling

Mobile phones and printer cartridges can also be recycled to raise money for Helen & Douglas House so if you have any to donate then let us know at [fundraising@helenanddouglas.org.uk](mailto:fundraising@helenanddouglas.org.uk) and we'll send you a free post envelope or let you know where you can drop them off.



WE NEED YOUR HELP!

## what it costs



“ When Ella's at Helen House she loves to have a go in the spa pool and really enjoys people interacting with her ”

WHERE YOUR MONEY GOES

It costs over £4.5 million every year to run Helen & Douglas House, 90% of which is funded by voluntary contributions.



### open the bar

£20

To open the bar for a Saturday night at Douglas House, it's a great place for guests to relax and even has its own juke box!



### music therapy

£30

For a music therapy session, these are brilliant for people with little voice or hand control as it gives them a chance to interact with others (and hopefully have some fun too!).



### a nurse for a day

£105

To employ a nurse for a day, allowing us to provide the one to one care that is so essential for our guests.



### siblings group

£300

These groups are run especially for the brothers and sisters of the children and young adults that stay with us, and offer a chance to meet others in similar situations and to share experiences in a safe and fun environment.



### medical supplies

£693

This might include oxygen masks, bandages and syringes, as well as many other things that allow us to provide individualised care for one month at Helen & Douglas House.

## feedback form



We'd love to know how your event went and if you have any feedback for us. This will help us to better advise our supporters in the future.

Name

Telephone/Email

Home address

Event name and description

How did the event go?

Any problems?

Other information





# paying in slip

To be sent to Helen & Douglas House  
FAO Helen & Douglas House Fundraising Team

Please find enclosed a donation of £ .....

(Please tick)

- Cheque(s)  
 Credit/Debit Card

For: Helen & Douglas House

Name: .....

Address: .....

Telephone Number: .....

Email Address: .....

Organisation/Company: .....

Event/Activity: .....

## Card details

Name & Address (if different from above): .....

Type of card (please circle) VISA / Mastercard / Switch / Amex / Solo

Credit card no:

Expiry date:     Valid from date:

Switch Issue no:   Security code (last 3 digits):

**Please return this slip and donation to:**

Helen & Douglas House,  
14a Magdalen Road, Oxford OX4 1RW



# order form

Use this order form to tell us what you need for your event.

Just tear it off and send it back to:

The Fundraising Team, Helen & Douglas House,  
14a Magdalen Road, Oxford OX4 1RW

Item	Quantity
<input type="checkbox"/> Balloons	.....
<input type="checkbox"/> Newsletters	.....
<input type="checkbox"/> Leaflets	.....
<input type="checkbox"/> Posters	.....
<input type="checkbox"/> Stickers	.....
<input type="checkbox"/> Collection Tins	.....
<input type="checkbox"/> Live Deep our 15 minute DVD about Helen & Douglas House	.....
<input type="checkbox"/> Slideshow of Helen & Douglas House images	.....

Name: .....

Address: .....

Postcode: .....

Telephone: .....





[www.helenanddouglass.org.uk](http://www.helenanddouglass.org.uk)

Registered Charity Number: 1085951