



# Your fabulous fundraising guide

[loros.co.uk/fundraising](https://loros.co.uk/fundraising)

**LOROS**

Hospice Care for Leicester, Leicestershire & Rutland

Being there for you  
and your family

# FUNDRAISER'S STORY

## Every penny makes a difference

Meet Julie, a loyal LOROS supporter. Julie has a strong connection with LOROS after her Aunt, Elsie, was a patient on our Inpatient Ward over 15 years ago. Following their first experience with LOROS, Julie's sister, Christine, decided that she wanted to start fundraising for LOROS regularly. A few years later, Christine died and Julie decided to continue to fundraise for LOROS, in Christine's memory. Julie said: "I felt so loved and supported by LOROS that I've continued being part of the LOROS family and have arranged my own events with my husband, Mike."

From bucket collections and bake sales to garden events and even gifting her own 50th birthday money, Julie has supported LOROS in so many ways over the years. She has also participated in many of our big events such as the Twilight Walk.

Julie said: "I fundraise and volunteer for LOROS in memory of my lovely aunt and sister. The support that LOROS provide to their patients, patients' families, fundraisers and volunteers is amazing. I really do feel appreciated. I love being apart of the LOROS family."

She added: "I would definitely encourage people to have a go at organising their own fundraising events. Play to your strengths! We are all good at something- you can do it! It's a great way of getting your family, neighbours, friends and work colleagues together and even making new friends.

Whatever event you decide, big or small, you are still raising awareness of the Hospice and raising money."



Overall, Julie has raised over £20,000 for LOROS from her amazing fundraising events. A huge thank you to Julie for being a part of the LOROS fundraising family

# YOU ARE ABOUT TO DO SOMETHING AMAZING!



LOROS Hospice is a local charity and every year we care for over 2,500 people across Leicester, Leicestershire and Rutland. We deliver free, high-quality, compassionate care and support to terminally ill patients, their family and carers. We deliver care that is special and unique to each individual.

It is only with the support of people like you that we can continue to care for our patients and their families. This guide is full of tips, ideas and advice to help you plan your fundraiser. Please get in touch to let us know your plans.



## WE'D LOVE TO HELP YOU REACH YOUR FUNDRAISING TARGET!

[Fundraising@loros.co.uk](mailto:Fundraising@loros.co.uk)  
(0116) 231 8431  
[loros.co.uk/toolkit](http://loros.co.uk/toolkit)



# LET'S GET READY...

## Do your thing

Think about what you enjoy and what you're good at. Make the most of the resources available to you, whether that's work, school or somewhere in your local community. Check out our 'Fab four fundraisers' for inspiration.

## Time and a place

Think carefully about when people will be available and check to see if there are any other major events happening on the same day, either locally or nationally. Remember that organising an event often takes longer than anticipated. Decide on a location or venue. Consider where would be a good venue to hold your event. Will you need somewhere with parking or toilet facilities? Does the venue have a limit on how many people can attend? Do you need disabled access or catering facilities? If you're planning an outdoor event, then think about a contingency plan should the unpredictable British weather turn against you!

## Get online

It's really easy to set up a fundraising page for online donations. Visit [justgiving.com/loros](https://www.justgiving.com/loros) and follow the step by step instructions to set up your page. If your event is in memory of someone then you could set up a LOROS Lasting Tribute fund at [loros.muchloved.org](https://loros.muchloved.org).

## Prepare to succeed

Planning will help to make sure that everything runs smoothly. Decide what needs doing and set deadlines. List everything you will need to prepare for the day, such as a cash float or refreshments. Send your press release in good time for it to be featured in

local press and send invitations at least six weeks before the day to make sure people have time to save the date.

## Stop and think

Consider what you will need to spend. You may need to pay for venue hire, or for flyers to be printed. You may need to pay in advance for a caterer or entertainment. Businesses may offer their services free or at a reduced cost if you let them know that you are raising money for charity. You may be able to borrow items, or make do with something you already have. Remember, the less you spend, the more you'll raise for LOROS.

## Maximise the Potential

### Become a Friend of LOROS.

Regular Giving is a wonderful way for us to receive your support. Give every month so we can be here every day. For more information or to request literature for your event please contact [fundraising@loros.co.uk](mailto:fundraising@loros.co.uk)

**Did you know - 1 in 4 of our patients are funded by gifts in Wills.** A gift to LOROS in your Will costs nothing today, but will make a real difference in ensuring LOROS can continue this vital care in the future. For more information or to request literature for your event please contact [legacy@loros.co.uk](mailto:legacy@loros.co.uk)

**LOROS Lotteries would love to support your fundraiser!** Invite the team along on the day for some extra FUN, with the LOROS Lottery, 'Support and Win' scratch cards and big WIN seasonal raffles. Get in touch at [loros.co.uk/lottery](https://loros.co.uk/lottery)



# SPREAD THE WORD

## Posters and flyers

Promote your message far and wide. Try local shops, notice boards, libraries and supermarkets - anywhere you can think of. Do you have a notice board at your workplace? Are you able to put details on your intranet or email signature? The possibilities are endless.

## Social media

Using social media is a great way to tell people about your plans and shout about your fantastic achievements. Don't forget to mention us with the handle @LOROSHospice and let us know what you're up to using the hashtag #LOROS. If you're setting up a website for your event, then we'll be happy to provide you with the LOROS logo. Please contact us to request this.

## Press release

Sending a press release to local social media platforms, newspapers, magazines, newsletters and radio stations can help to publicise your plans. Feel free to use our online toolkit with a ready-made press release template to help kickstart your plans.

## Online donation page

Don't forget to share your online giving pages with everyone. It's really easy to do and will have all the information ready for you to share along with a place for people to donate.

## Snap happy

It's always nice to have memories of your fundraising and be proud of what you have achieved, but we also love seeing your pictures! Send them to us to include on our online gallery. You could send a photo to the local press or include a few pictures on your social media - and don't forget to mention us!



# YOUR ONLINE FUNDRAISING TOOLKIT

We're making it easier than ever for you to fundraise for LOROS with our online toolkit! This free online toolkit is jam packed with a variety of useful and fun downloadable resources to help and support you in your fundraising quest. Dive in and discover a handy planner, step-by-step guide, sponsorship forms, poster template and much more to keep the fun flowing.

## CAR WASH



## OPEN GARDENS



**Including:  
The 'fab four'  
downloadable  
ready to go  
fundraising  
packs**



## CAKE SALE / COFFEE MORNING



## FANCY DRESS / DRESS DOWN DAY

# THE IMPORTANT STUFF

## Money handling

Keep accurate records of any costs associated with your event.

Where possible make sure that two people handle and count any money.

It's a good idea to remove excess money and store it somewhere secure during the event.

Remember that you can always speak to the Fundraising team for help or advice, email [fundraising@loros.co.uk](mailto:fundraising@loros.co.uk) or call (0116) 231 8431

## Licenses

**Street Collection Licence** – if you're planning to collect funds on the street you will need a licence from the local authority.

**Entertainment Licence** – check with your venue to see if they already have a licence and contact the local authority to check if one is required.

**Sale of Alcohol Licence** – check with your venue to see if they already have a licence and contact the local authority if one is required.

**Sale of Merchandise Licence** – if you want to sell goods in a public place then you will need a licence from the local authority.

**Licences can take a while to obtain so make sure that you apply in good time.**

## Raffles and games

If you hold a raffle and draw on the day of your activity, you do not need to apply for a license.

If you wish to sell raffle tickets over a number of days or weeks, you will need to contact your local authority to request a licence.

Further information can be found on the Gambling Commission website [gamblingcommission.gov.uk](http://gamblingcommission.gov.uk)

Raffle tickets must be sold at the same price to all, with no discounts or incentives offered for additional tickets purchased.

It must be clear and visible who is running the raffle, what the prizes are and that the raffle will be drawn that same day.

You can remove the gambling element from your fundraising by choosing to run a game of skill instead of chance e.g. guessing how many sweets are in a jar.

If you plan to collect people's contact details, you must be clear why they are being collected and how they will be used, e.g. Used for the purpose of winning only.

**As raffle is a gambling product, all sellers and purchasers must be 18+.**

## Health and safety

Writing a risk assessment will help you to think about anything that may go wrong and how best to deal with it.

Consider whether you need insurance for your activity.

Think about whether you need any first aiders to attend. It is worth speaking to St Johns Ambulance or Red Cross for advice.

Make sure that children are supervised and have permission to participate in your event.

If you are taking photographs at your event, put up signs to let people know. If you want to use photos of under 16s after the event, you will need permission from their parent/guardian.

If you are serving or preparing food, then you will need to think about food hygiene and check with the Food Standards Agency for advice.

Remember that LOROS cannot accept responsibility for your activity or for anyone who participates in it.

**The most important part of fundraising is that you stay safe and legal.**

# THE FUNDRAISING CHECKLIST



## 1. Choose your fundraising activity

### 2. Arrange the details

- Pick a date and time.
- Find a venue.
- Decide how you will raise money. Will you be raising sponsorship or selling tickets or will you charge people for refreshments on the day?
- Check with your local authority to see if you will need any licences for your plans.

### 3. Ask for help

- Tell the LOROS Fundraising team about your event.
- Ask your friends and family for support. They may be able to sponsor you or help sell tickets for your event or perhaps help out on the day.
- Approach local groups and businesses. We can provide you with a letter confirming your plans and this can be shown when asking for raffle prizes or donations.



## 4. Promote your event

- Set up a JustGiving page to boost donations or sponsorship.
- Put posters up around the local area. Don't forget to visit [loros.co.uk/toolkit](https://loros.co.uk/toolkit).
- Put your event on social media and ask people to share details. Remember to use **@LOROSHospice** or **#LOROS** when you post.
- Email a press release to any local newspapers, magazines or newsletters. You should also message or mention them on social media.
- Add details of your activity to your email signature.

## 5. Plan for the day

- Write a risk assessment to help you identify any hazards and plan how to deal with them.
- List everything you may need on the day.
- Make a note of any costs involved with your plans and budget accordingly.
- Think about the timescale for the run up to your activity. Exactly what will you need and by when.

## 6. Enjoy!

- Once everything is in place, it's time to enjoy the result of your hard work! **Remember to thank everyone who helped you and give yourself a pat on the back.**



# MONEY MATTERS

## Gift Aid

Gift Aid allows us to reclaim tax on donations made by UK taxpayers. This means that for every £1 donated, LOROS may be able to claim an additional 25p from the Government. Ask your supporters to tick the Gift Aid option on your sponsorship form or when donating online. If you will be collecting donations then please ask us for Gift Aid envelopes.

## Match funding

Check whether your employer offers a Match Funding Scheme. Many companies will match fundraising completed by employees. This is a very easy way to double your funds!

## Sending your money to LOROS

There are lots of ways to pay your donation to LOROS:

- ★ Cash can be handed in at the Hospice or at any of our LOROS shops
- ★ Cheques can be handed in or sent to Fundraising, LOROS Hospice, Groby Road, Leicester LE3 9QE. Please make cheques payable to LOROS
- ★ Payment can be made using a debit/credit card. Please call the Fundraising team on (0116) 231 8431
- ★ Payment can be made via BACS. Get in touch to ask for our bank details
- ★ If you have a JustGiving page then the money will be sent to us directly so you won't need to do anything!

**Remember to include your details when sending money to LOROS so that we can write and thank you properly.**



# YOU'RE READY TO GET STARTED!



You should now have all of the information you need to get planning your fundraiser for LOROS.

Good luck and we can't wait to hear from you.

## CONTACT US

Need more information?

We are here to support you every step of the way.

Visit our website: [loros.co.uk/toolkit](https://loros.co.uk/toolkit)

Email us: [fundraising@loros.co.uk](mailto:fundraising@loros.co.uk)

Call us: (0116) 238 431



# THANK YOU

*It's only with your help that we can continue to provide care and support for local terminally ill patients and their loved ones.*



**LOROS**

Hospice Care for Leicester, Leicestershire & Rutland

Being there for *you*  
and *your family*

Registered with



FUNDRAISING  
REGULATOR

**LOROS** Groby Road, Leicester LE3 9QE

 (0116) 231 8431

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