

NORTH·LONDON
HOSPICE

Join the
Green Army
today!



Fundraising Pack



Registered with
**FUNDRAISING
REGULATOR**

YOUR DATA MATTERS

Registered Charity No. 285300

Welcome!

Thank you for joining North London Hospice and supporting us with your fundraising.

Whether you are raising funds in memory of someone close to you, or simply to support your local hospice, you are making a huge difference. Every pound you raise ensures we can care for the next person who needs us and will help to raise awareness of our vital services.

North London Hospice exists to enable the best of life, at the end of life, for everyone. We work together with our diverse community to provide palliative care and support, when and where it's needed most. We see people as people first and foremost, not just patients.

We provide tailored, personalised care for more than 3,000 people a year who are living with a life-limiting illness in Barnet, Enfield and Haringey. We also support their families, friends and carers. From diagnosis, a diverse range of physical, emotional and spiritual care is offered to patients at home, in the community and in our hospice and health and wellbeing settings. Our care ranges from yoga or a photography group to end-of-life care and bereavement support.

None of this would be possible without people like you. All our care is free, but it is costly. As a charity, our vital work is only possible thanks to our community's generosity; they provide the majority of the £13 million annual operating costs, as well as offering vital support through volunteering and in our shops.

We are here to support your fundraising and this pack is full of advice and ideas to help you. You will find out how your money helps, as well as be inspired by the experiences of other fundraisers and more.

We will be in touch to see how you are doing and if there is anything we can do to help. If you need us, you can contact our **Fundraising Department** at fundraising@northlondonhospice.co.uk, or call **0208 446 2288**.

Special moments happen at our hospice and you are helping us to make a real difference to the lives of thousands of people in our community. **We are very grateful for your support.**

Thank you,



Robin Langrishe
Director of Fundraising



Looking after our Community

Since 1984, North London Hospice has been providing specialist end of life care to people living with terminal illnesses. At this very moment in time, we are supporting 800 people to make the most of the time they have left, in the way they want to spend it.

The impact we make on those we care for can be seen in Karen's story.

Family Experience

A vibrant, loving fashionista with a raucous laugh...that's how family and friends remember Karen. A devoted mum, wife, aunt, sister, daughter and friend.

Dental Practice Manager Karen lived in Enfield with husband Yomi and daughter Jasmine and five years ago was diagnosed with the autoimmune disease, Scleroderma.

"Throughout her illness she never let it get her down, always had hope and never dwelled on it," said Karen's sister Beverly. "Karen and I were really close. She was very vibrant and had a raucous laugh. She was always immaculate and dressed to the nines – even to put the bins out! She was a real fashionista."

In 2020, Karen was referred to North London Hospice and was cared for at home by our Enfield Community Team before being admitted to our inpatient unit at Finchley for respite care in October.

Husband Yomi explained: *"Karen was visited every week by the hospice's nurse Tricia Anderson, who was so supportive and also the physio Rob Fairclough, who helped her. When she went in to stay at the hospice in Finchley, Karen was surprised when she first arrived. She was scared, but when she came in I remember her saying 'This is really nice and modern, and the staff are so helpful.' Her room was lovely and we were all made to feel comfortable. It was like a modern hotel room! I stayed the night and I really can't fault the support we had. The staff made us feel at ease and not a burden in any way."*

Karen came to the inpatient unit for a second time a few weeks later. Yomi was constantly by her side. On the afternoon of 14 November 2020, Yomi left the hospice briefly to get changed and pick-up Karen's mother Yvonne, and unfortunately whilst he was gone Karen died peacefully with her sister Donna and nephew Dion at her side.

Yomi concluded: *"We had preconceptions of a hospice as being just for end of life care but it's not always what you think. It's nothing like a hospital. It was a blessing that Karen came into the hospice and we got to spend time with her."*



How your money helps

"Eternally grateful for everything you did... A little bit of magic happens inside those doors."

Every pound you raise really will make a difference to the people we care for, so please consider how your fundraising could help.

£50

will pay for a **week's worth of equipment** for a hospice nurse to provide practical care to people, wherever they call home.

£125

will sponsor a **nurse for a day**, helping them to support dozens of people receiving respite and end of life care on our inpatient unit.

£500

will fund our **education service for one day**, so we can train others to provide expert end of life care

£965

will **fund a syringe driver**, ensuring our nurses can provide constant pain-relief to a patient.

Have a bigger target in mind?

Talk to our Fundraising Team and we can tell you what your fundraising could achieve.



Planning your fundraising

"Our family and NLH are now inextricably linked, and shall be forever more."

Careful planning can play a huge part in achieving success.

1

DECIDE WHAT TO DO

It could be a small gathering at your house, an event at work, or a whole community event.

2

OFFLINE AND ONLINE FUNDRAISING

A collection bucket is great for an event, but an online giving page can really boost donations. Sites like JustGiving are great!

3

SET A LOCATION AND DATE

It's best to set a time and place which will suit your attendees.

4

SET A TARGET

Let everyone know how much you aim to raise and how it will make a difference.

5

TELL YOUR STORY

Let people know what inspired you to support North London Hospice.

6

DON'T DO IT ALONE

Group fundraising can help you to raise at least 10% more, so consider getting others involved.

7

GET YOUR WORK INVOLVED

Impress your bosses and ask for help to promote your fundraising. They may even match your fundraising!

8

GIFT AID IT

If your donors are UK tax payers, claiming adds another 25% to the donation, free of charge to your sponsor!

9

SAY THANK YOU

Showing your appreciation to each person who supports your fundraising is really important.

Ways to fundraise

Whether this is your first time fundraising for a charity, or you have experience, there are lots of fantastic ways to hit your fundraising total. Here are a few of our favourites:

BAKE SALE

This classic fundraiser is a welcome treat at work, in school or at home.



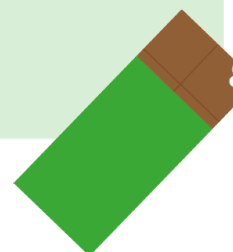
TAKE ON A CHALLENGE

Small or big, take part in an organised event or set yourself a personal challenge.



GIVE IT UP!

Have a bad habit you would like to boot? Donate what you save or ask others to sponsor you.



HOST A FUN FUNDRAISER

Quiz or Bingo Night? Afternoon Tea? Maybe even a themed dinner party or cocktail night!



GLAM UP FOR HOSPICE CARE

Need an excuse to dress up? Why not host a charity ball or gala dinner?



SHHH!

A sponsored silence is a great way of bringing in donations, especially if you're known as a bit of a chatterbox!

Shhhh!



For more ideas and to ask for collection materials, get in touch with our Fundraising Department on fundraising@northlondonhospice.co.uk or 0208 446 2288

Q&A with Hospice Heroes...

We are made up of
142 clinicians,
105 support staff
and 410 volunteers.

Leiley and Roya; two of our incredible supporters who hosted a Quiz Night in February 2020 at their local pub to help raise over £1,000 for our care!



WHY DID YOU DECIDE TO FUNDRAISE FOR NLH?

We always knew of North London Hospice and the amazing work that they did having lived in North London our whole lives but were able to witness their vital work firsthand in 2012 as they provided not just incredible support for our grandad but for our whole family.

HOW DID YOU ORGANISE THE EVENT?

We contacted a lot of different venues and The Adam and Eve pub in Mill Hill seemed like the perfect fit. They were super accommodating and allowed us to decorate the area we had so were able to put up balloons, banners, bring our own cupcakes and provided a sound system.

We promoted it by setting up our own event page on a free platform called Splash. People could buy tickets on there, with 100% going to North London Hospice, or they could donate on our JustGiving page.

As well as a quiz, we organised a raffle to try and raise a bit extra on the night. We raised over £200 just from the raffle and everyone was really excited by some of the prizes on offer.

WHAT WAS YOUR FAVOURITE PART OF THE FUNDRAISER?

We loved bringing together our family and friends – from our 90 year old grandma to our little cousins.

WHAT DID YOU FIND CHALLENGING AND HOW DID YOU OVERCOME IT?

The most challenging part of organising the event was making sure the format worked. The quiz was the main part of the night and we wanted

to make it appeal to all the different ages. Announcing a prize for the winners made sure everyone kept competitive!

AFTER DOING THIS, WHAT ARE YOUR TOP TIPS WHEN IT COMES TO FUNDRAISING?

- Make sure you plan for all weather – especially if it's outside!
- Remember that people are usually more than happy to donate if they can so invite everyone.
- Appeal to peoples' competitive side – a prize for the winner goes a long way!

WOULD YOU FUNDRAISE FOR NLH AGAIN AND WOULD YOU ENCOURAGE OUR READER TO DO THE SAME?

100%! We hope to organise an event as soon as we can. The fundraising team at North London Hospice are also super helpful and provide a lot of support when needed.

For more ideas and inspiration on ways to fundraise, visit our website on the link below!
www.northlondonhospice.org/support-us/get-inspired/

We are here to help

81p of every £1
donated goes
directly to care.

GET IN TOUCH

Once you know what kind of fundraiser you want to do, drop us an email or call us. We'd love to help in anyway we can, from discussing how to plan a fundraiser to help with setting up an online giving page.

Email: fundraising@northlondonhospice.co.uk

Telephone: 020 8446 2288



@nlondonhospice



@northlondonhospice



North London Hospice

WE MAY BE LOCAL

We are based in North London Hospice's site in Finchley - so if you live or work nearby, do not hesitate to give us a call about scheduling in a visit. We love speaking to our fundraisers face to face too!

GETTING READY FOR THE DAY

We have lots of helpful materials which can help your event or fundraiser shine! From branded t-shirts to balloons, banners, bunting and collection buckets. Contact us to find out more, and look at our Fundraising Resources section on our website to see what else we can offer.

WE'RE YOUR BIGGEST FANS!

We are cheering you on all the way, and we know fellow supporters will as well! To get them involved, why not get in touch with our Fundraising Department, and we can promote your story on our social media or potentially our internal and external publications to really make some noise.

KEEPING YOUR COLLECTIONS SAFE

If you have an online fundraising page, keeping your donations safe is no problem, as they automatically get sent to us. However, you may have some cash from your collection, so make sure to either hand deliver them with your sponsorship form to our Finchley site, or you can bank them yourself and send a cheque with the sponsorship form in an envelope, straight to us.

HOW TO SEND US YOUR FUNDRAISING

You've done the hard bit, here's how to send the money to us so we can put it to work:

CASH

You are very welcome to pop in and see us Monday to Friday during office hours 9am-5pm.

SEND A CHEQUE TO OUR OFFICE

Donations can be made payable to North London Hospice and sent to 47 Woodside Avenue, London, N12 8TT Please always include your name and a note as a reference.

PAY DIRECTLY INTO OUR BANK ACCOUNT

Please contact us directly to ask for bank account details.

PAY BY CREDIT OR DEBIT CARD

Either online www.northlondonhospice.org/support-us/donate/ or over the phone on 020 8446 2288

Thank you!

We'd like to say a huge thank you and good luck to you in all your fundraising.
Your support makes our work possible.

Make sure to keep us updated by email or use our social media tags below!
If you need us, you know where we are.

Follow us on social media



@nlondonhospice



@northlondonhospice



North London Hospice

Fundraising Team

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