

# Your Fundraising Guide



Thank you for choosing to fundraise for us

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Whether you are climbing a mountain or organising a bake sale, every pound you raise will make a difference to the lives of our patients.

North London Hospice provides the highest standard of skilled, compassionate end-of-life care to over 3,500 people in Barnet, Enfield and Haringey every year. Established in 1984, we opened the UK's first purpose built, multi-faith hospice site in 1992 and we provide dedicated care and support to people throughout our community.

From diagnosis, a diverse range of physical, emotional and spiritual care is offered to patients at home, in the community and in our Inpatient Unit and outpatient and wellbeing settings.

Our care ranges from tailored exercise, yoga and breathing classes, photography and social groups to specialist end-of-life and bereavement support.

As a charity, our vital work is only possible thanks to people like you. All our care is free at the point of use, but it is costly. Around a third of our annual operating costs are funded by the NHS, which means we rely on raising the rest through our shops and support from the community. It costs around £14 million to provide our services, so your support is vital, as is volunteering at our sites and in our shops. The following pages will give you tips and advice on how to make the most of your fundraising.

**“The care was all free of charge** and many don't know that hospices are charities that rely on our support to fund their work. It was really easy to amend my will.”



## Volunteer Joe is One In A Million

Joe Attridge's wife, Anna, spent her final weeks being cared for on our Inpatient Unit in 2006. Since then he's spent three days a week volunteering for the hospice and raising funds through a range of personal challenges.

Over the years Joe has clocked up 22 marathons and 92 half marathons, many of which he's run on behalf of North London Hospice, raising £28,000 towards patient care. But it was climbing Mount Kilimanjaro that was his biggest challenge.

“I'm scared of heights so was very apprehensive about signing up for the climb. I told the patients about it and when I came in the following week they'd made me a lovely scrapbook and raised over £700! So I had no choice. I had to sign up after that!”





#### Catherine's Story

### Catherine - "I'm so glad we had the support of the hospice"

When Pauline was diagnosed with bowel cancer it was her wish to spend her final days at North London Hospice, where she knew she would receive specialist end-of-life care and her family would be supported. "Mum's wish was to die in the hospice and when a place became available, our GP recommended that we take it. We were so glad we did," says Pauline's daughter Catherine.

"The doctors and nurses managed mum's pain and sickness so well. She was dying, but it was in the most comfortable and pain free way it possibly could have happened...The care we received was all free of charge and it's hard to believe that hospices are charities that have to fundraise from their communities to provide palliative support."

Pauline was a regular participant in our flagship annual fundraiser Big Fun Walk and Catherine, her family and Pauline's friends, have twice taken part in the walk in her memory. In October 2022, Catherine ran the London Marathon, raising a fantastic £3,500 for future patient care at North London Hospice.

#### Lillian's Story

### Lillian - "The hospice had been so good to me that I wanted to give something back."

Mum loved the Big Fun Walk, so we did the virtual walk in 2020 with some of her friends and I did the traditional one when it returned in 2022. It was lovely to do something I know mum had enjoyed."

Lillian, whose mother was cared for at home during her last few days by our Barnet community team, donated all profits from her book 'Miriam's Table', inspired by her mother's cooking traditions to three charities, including North London Hospice. Following Miriam's death, Lillian and her family were supported by our bereavement team.



Lilian has sold almost 1,000 copies of Miriam's Table and raised a fantastic £5,000 for patient care at North London Hospice. Initially a way of preserving her mother's recipes for the next generation, Lilian can't believe how well the book has been received:

"It's been an incredible journey and I'm so pleased it's raising funds for North London Hospice. My mum received such good care in her final few days and the bereavement support we had afterwards was a great help."



# Fundraising inspiration



## At home:

**Host a film night:** Create your own cinema experience with your family. Choose the film and theme your night around it with decorations, snacks and fancy dress. Ask guests to buy tickets to raise some serious cash. How about fancy dress with the theme?

**Master chef:** Get creative in the kitchen! You could try following a recipe or making one up as you go along. Ask your friends and family for a donation for trying your delicious food!

**Creative flair:** Get creative with arts and crafts – think origami, jewellery, painting! Sell your creations online for donations!

**Sports day:** Host a sports day in your garden or around the house. Set up an athletics course with household items and take on an obstacle course like no other. Donate to take part and the winner gets half the money!

## With kids:

**Sponsored chores:** Sponsor the kids to do their household chores. Split the money they earn: donate half to the hospice to help fund our work and they keep the other half of their hard earned cash as pocket money!

**Sponsored bike ride or walk:** Sponsored walks or bike rides are great for all the family and all ages. Why not choose a route you haven't done before? Maybe try a new footpath or area to explore. You can bring your dogs along!



## At work:

**Fancy dress day:** For a suggested donation, colleagues can come in casual wear or dressed in a particular theme. It's great to have a reason to step away from the every day and dress differently. Why not give your day a theme, such as your favourite book or film character!

**Get quizzical:** Ignite your colleague's competitive spirit with a work quiz night. It is the perfect way to bring your staff together. Speak to your local pubs about hiring a venue. To raise money, just charge a fee to enter a quiz team.

## Simple ideas:

**Sweepstake:** An old fundraising favourite. They are easy to set up and a fantastic opportunity to get your friends, family and colleagues involved in supporting the hospice's work. You can create a sweepstake for just about anything, from predicting your finish time in a race to guessing how many sweets there are in a jar!

**Give something up:** Get sponsored to give up a favourite treat for a set amount of time. You won't just be raising money to provide essential end-of-life care, but you'll also be improving your health at the same time!

**Unwanted gifts:** Donate your unwanted gifts and clothes you don't like anymore! Sell them online and donate your profits.

**Gala dinner:** Glamour, delicious food, music and dancing – all wrapped into one sparkly evening. Holding a charity ball or dinner is a very special way of bringing people together to raise money. Sell tickets and hold raffles and games throughout the evening.

**Comedy evening:** Gather your colleagues and have an evening full of laugh-out-loud entertainment. Nominate your colleagues to take part, they can donate if they would prefer to opt-out! Charge for tickets to the event and sell snacks and drinks too.





# How you can help

Your fundraising will have a lasting impact. Every pound you raise will make a difference to the people we care for.

**£7.50** could fund the meals for a patient on our Inpatient Unit for one day.

**£23** could fund an associate community nurse to deliver care to a patient in their own home.

**£40** could fund one of our Health Care Assistants to treat a patient in their own home for 2 hours.

**£50** could pay for telephone counselling to help two recently bereaved children.

**£84** could fund a doctor to support and review four patients on our Inpatient Unit.

**£120** could fund art supplies for our Art Therapy courses.

**£146** could fund a medical consultant to admit a new patient to our Inpatient Unit providing support and reassurance to the patient and their family.

**£200** could fund a drama therapy group at North London Hospice-Enfield, benefitting six patients.

**£826** could fund 24 hours of expert end of life care for a patient on our Inpatient Unit and support for their friends and family.



# Your start-to-finish steps



**Set a target** How much do you want to raise? We think a goal should be both bold and doable. Think about the impact that can be achieved because of your fundraising.

**Decide on your event** Choose your fundraising activity – take a look at our *ideas for fundraising* page if you need inspiration!

**Planning** Whether it is big or small, you'll need to put some thought into planning your activity. The most important thing is to start early. First on your to-do list, make a plan!

**Have fun and stay safe** If you are organising your own activity or event for us, you must consider:

- First aid, security and cash handling
- Food safety and hygiene
- Accessibility for people with disabilities
- Safeguarding of children and vulnerable adults

We can help you with your risk management plans, feel free to get in touch with us if you'd like to discuss this further.

## Get the right permissions:

- **Licences** – if you are collecting on the street or private property, make sure you get the right permission or permit.
- **Serving alcohol** – if you want to serve alcohol at your event enquire about a venue licence.
- **Photo consent** – Take plenty of photos – but remember to ask permission from anyone you've taken photos of if you want to share the photos widely.
- **Logo and brand** – We want you to say it out loud! Contact us for use of our North London Hospice logo.

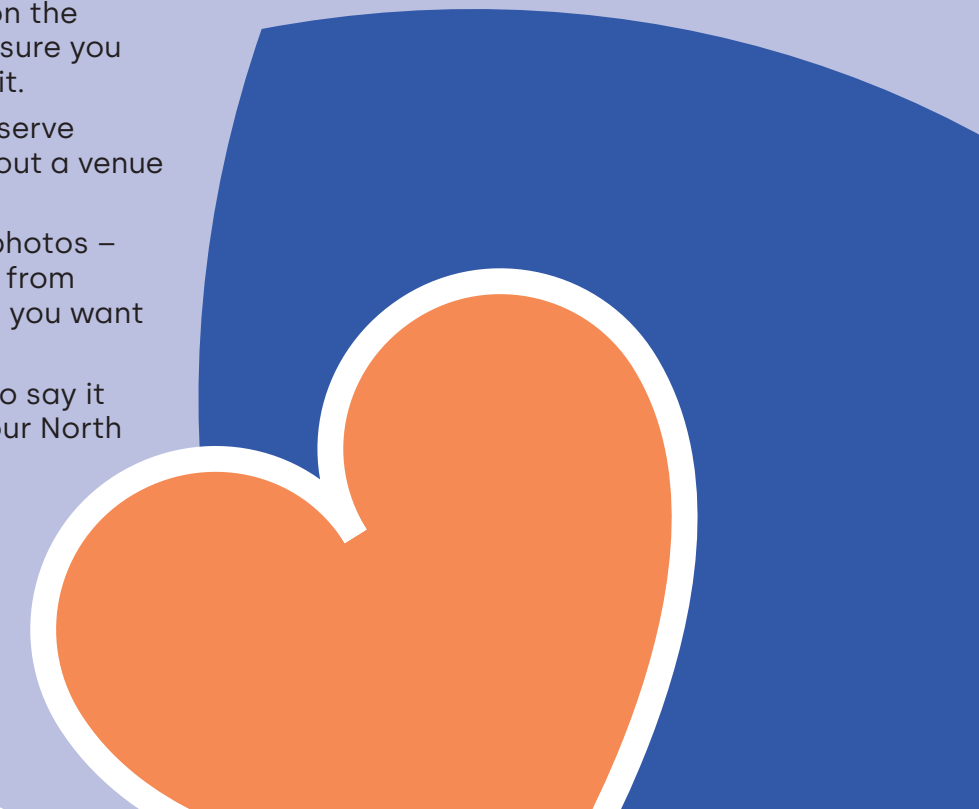
**Keep a tight budget** - Keep a record of what you spend and what you raise. Try to spend as little as possible to maximise your donation and ask for freebies whenever you can!

**Promote it** – Making people aware of your fundraiser is vital to its success, as without any guests or attendees you are not going to meet your fundraising goal! Sharing on Facebook, Instagram, TikTok and Twitter can help you spread the word!

## Take pride in your achievements

You've helped us provide essential end-of-life care to people in your local community and we can't thank you enough! We encourage you to get out there and have fun whilst fundraising.

We're right beside you every step of the way. Whether you're planning an activity of your own or joining an organised event, we're here with ideas, inspiration, and support. We also have fundraising goodies like shirts, balloons, and posters to help you with your efforts.





# Online fundraising

The simplest way to ask friends, family or colleagues to sponsor you is to set up an online donation page. Complete the following steps and you'll hit your target in no time.

- Go to JustGiving, select North London Hospice as your chosen charity.
- Follow the instructions to set up your page.
- Choose your fundraising target, page title and team members, if you are fundraising as a team. Make sure you personalise with a photo of you, your motivations for doing your fundraising and your all-important fundraising target.

## You made it!

First things first, we want to say a big thank you! We would not be able to continue to provide essential end-of-life care to people throughout Barnet, Enfield, and Haringey without supporters like you helping us.

So, your donations are ready, but how do you pay it to us? Choose an option below:

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

- Tell people why you are fundraising for North London Hospice and how their donation can make a difference to people's lives in their community.
- Once your page is set up, share it widely! Post the link on social media, write it on posters in your office, share it in emails with friends. You get the idea! We advise you to ask your generous sponsors to donate first to encourage others to donate high.

**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/](http://www.northlondonhospice.org/support-us/donate/) or over the phone on 020 8446 2288.

# Three reasons why it's worth it

- 1 Michelle Mandler** is a Specialist Physiotherapist. As part of North London Hospice's Outpatients & Wellbeing team, she helps patients to both maintain function or rehabilitate. Michelle's work can be hugely rewarding, enabling patients to achieve life goals after receiving support from her. Whether it's a last family cruise or the chance to get back on a horse, Michelle has helped patients make their dream a reality.

**"No matter where you are in life, there are always things that are important to you. If I can help a patient achieve their goals it's very satisfying. But you never know what's important to someone until you ask."**

- 2 Elvina** - "Lee was admitted to the hospice in August 2021 for pain management but unfortunately passed in October 2021. During his last 6 weeks, the hospice provided endless care and comfort to him and everyone around him. The nurses and doctors worked tirelessly to ensure all his needs were met.

**We would like to thank the amazing staff for all their work and the work they will continue to do in the future. Despite Lee being at the hospice for only 6 weeks, North London Hospice made a massive impact on our lives."**

Elvina continues to meet with our bereavement support and social work teams and finds their support invaluable.



Michelle

- 3 Jeff** - On a sunny day, what's better than a trip to the park? Our patient Jeff, 79 years young, lived in Tenerife for eight years, so when the sun is shining, he likes to be outside. Thanks to volunteer Joe, he enjoyed the sunshine several mornings a week during his stay on our Inpatient Unit.

**"The hospice is absolutely incredible. Every single person who works here – from the housekeeping team to the doctors – can't do enough for you. Volunteer Joe takes me to the park some mornings. The food is great. The quality of the place is excellent."**

"I was scared when my health visitor said I needed to go to the hospice. I threw my hands up and said no, that's where people go to die'. She said that wasn't true and a few weeks later I came in and was truly amazed. They reviewed my meds and have improved my quality of life. I'd like to be at home but as I'm not, I couldn't be anywhere better."

Elvina and friends



Jeff





# 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.

Once you know what kind of fundraiser you want to do, drop us an email or call us. We'd love to help in any way we can, from discussing how to plan a fundraiser to help with setting up an online giving page. We are based at North London Hospice's Head Office in Finchley – so if you live or work nearby, do not hesitate to give us a call about scheduling a visit!

## Fundraising Team

North London Hospice,  
47 Woodside Avenue,  
London, N12 8TT

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

Telephone: **020 8446 2288**

Charity No. 285300. Registered Address - 47 Woodside Avenue, London, N12 8TT.  
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