



"The people at The Norfolk Hospice were such a help to our whole family.

I don't know how we could have coped without them"

## The Norfolk Hospice, Tapping House

Help when help is most needed

### At The Norfolk Hospice we

- care for over 200 people every month at the Hospice and at home
- care for people with cancer, neurological and other life-limiting conditions
- aim to provide the best level of care and the best quality of life
- support families and carers

### Why We Need Your Support

It costs nearly **£1 million** a year to run our Hospice. Only **15%** of this comes from the NHS.

**85%** of our costs are paid for by people like you – the individuals, organisations and groups who give generously.

The care and support given to patients and their families by our Hospice is provided **without charge**.

Please consider **making a donation** to support our vital care



## How you can help

- Join one of our sponsored events – walk, cycle, run or skydive!
- Help at one of our events – or organise one of your own
- Become a Hospice volunteer - there are so many ways you can help
- Donate your unwanted goods to our charity shops in King's Lynn, Downham & Snettisham
- Recycle your old Mobile Phones, Printer Cartridges, Jewellery & Old Coins at our shops
- Join our Lottery - You could win £1,000!
- Start a regular monthly donation
- Encourage your workplace, community or church to support us

The vital work of **your local Hospice** relies on the generous support and voluntary donations we receive from our supporters.



Registered Office:

### The Norfolk Hospice

Tapping House, Common Road (West),  
Snettisham, King's Lynn,  
Norfolk PE31 7PF

Hospice: **01485 543 163**  
Fundraising: **01485 542 891**

[www.norfolkospice.org.uk](http://www.norfolkospice.org.uk)  
[fundraising@norfolkospice.org.uk](mailto:fundraising@norfolkospice.org.uk)

Reg. Charity No. 1062800  
Reg. Company No: 3185605

## Your Easy Guide to

# Sponsorship Fundraising



## **The Norfolk Hospice, Tapping House**

appreciates all the commitment, dedication and enthusiasm you are putting in to raise funds for us.

We also appreciate how difficult it can be to collect sponsorship money so here's a few ideas to make your life a little easier.

- Start with your family, friends and work colleagues.
- Distribute sponsorship forms widely and encourage people to collect on your behalf – for further sponsor forms contact the Fundraising Office.
- Encourage people to give you the sponsor money in advance - it saves a lot of leg work after the event!
- Know as much as you can about the work of the Hospice so your sponsors understand what the money will be used for - contact us for more information.
- Contact your local newspaper or village newsletter and get them to print an article on you.
- Encourage your employers to 'match give', doubling the amount you raise.
- Encourage smaller local businesses to contribute.
- Approach the local Round Table, Rotary or similar organisations as many will assist with sponsorship.
- Get a friend or colleague to organise your fundraising while you train for the big day!
- Seek help from your friends and social network, 'friends of friends' - you will collect more than you thought possible.

## **Handy Sponsorship Tips**

Set your sponsorship target - aim high!

Start your fundraising early - well in advance of the event

Take your sponsorship form *everywhere*

Sign up to **www.justgiving.com**

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Always maintain a record of your sponsors and ensure that your list reflects those who have paid and those who have *still* to give you their contribution

Remember, above all else: fundraising should be fun! Do something that you are passionate about while raising money for a good cause

### **Sponsorship Forms**

The Hospice has specially designed sponsorship forms and can personalise them to your event.

It is essential that you use our sponsorship forms to ensure that your event is officially approved by the Hospice. In addition, our form has been designed to maximise the reclamation of Gift Aid.

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### **Gift Aid**

**Gift Aid** enables The Norfolk Hospice to reclaim the amount of income tax paid on a donation. This means that for a sponsorship of £100.00, the taxman gives the Hospice a further £25.00!

Please encourage your sponsors to agree for the charity to recover their income tax by ticking the box on your sponsor form.

Please note: To recover the income tax, the sponsor must provide their address and postcode.

## **Just Giving**

The Norfolk Hospice is able to support all our fundraisers through the free use of the **Just Giving** website.

**www.justgiving.com** is the leading website for accepting sponsorship and donations for charities. You can set up your own fundraising page online to promote your event and collect your sponsorship without even leaving your chair!

*No more dealing with cash or cheques.  
No more hassling friends and family.*

### **All you need to do is:**

- Create your own internet sponsor page
- Email it to all your friends and get them to donate quickly and easily online with a credit or debit card.

Simply go to **www.justgiving.com**, select the event of your choice, then follow the simple instructions to personalise your page. By creating your own online sponsor page you can:

- Email the page to all your friends
- Watch your total grow on screen
- Include a photo and personal message
- Update your target amount as often as you like

### **And don't forget:**

Gift Aid is automatically added to donations from UK taxpayers, making it quicker for you to reach your target amount, ensuring more money goes to help our cause

You won't have to deal with cash or cheques

**So set up your page now and make the most of the Internet!**

Create your page for  
The Norfolk Hospice today at  
**www.justgiving.com**