



The Prince & Princess  
of Wales Hospice

# Fundraising Pack



# We are The Prince & Princess of Wales Hospice.

We exist to help our patients achieve the best quality of life possible in whatever time remains for them. Where it may not be possible to add days to lives, we aim to add life to days.

As a registered charity, care is free of charge. The hospice depends on the generosity of you, our supporters, to raise the £3million in voluntary donations that is required to maintain our invaluable services for the people of Glasgow.

Every year we offer care for 1200 patients and families who require the best possible quality of care. Our main aim is to provide comfort and peace of mind for everyone involved. We support patients both in the hospice through our inpatient unit, outpatient clinics and day services as well as in the community, in the patient's home or in hospital.

At the centre of hospice care is supporting people to live as well as possible for as long as possible.



**We are  
Glasgow's  
Hospice**





# The Hospice



A green site at the bottom of a gently sloping hill in Glasgow's Bellahouston Park is the location of The Prince & Princess of Wales Hospice.

Based on the innovative Scandinavian Sengetun design, patients and families come first with space for privacy, dignity and compassionate care for all ages.

We offer patients the quality of life they deserve, in a place that looks and feels like home, and where the clinical and medical assistance sits firmly in the background.

Our hospice is a place of committed compassionate care for patients and their families for many years to come.



# Our patients and families



When Leona Davidson was 10 she was diagnosed with the rare pantothenate kinase-associated neurodegeneration, formerly called Hallervorden-Spatz Disease. One of only two people in the country who suffer from the fatal genetic disorder, she is now 27 years old and a new patient transitioning from Children's Hospices Across Scotland (CHAS) to age-appropriate adult services at The Prince & Princess of Wales Hospice.

Once a lively child, filled with infectious enthusiasm for life, Leona is now in a wheelchair and can only communicate through a computerized speech board.

She doesn't let that get in the way of enjoying life, as her mum Angela explains. And as anyone can see who meets her and sees her beautiful smile: "Leona has a busy life, she's out and about with friends all the time, she has her own car and her

own care staff. She meets up with friends and goes to the cinema, she loves pretty clothes, make-up and pop music," she says.

"I'm a lone parent, I have a full-time job, I have a son at home and have Leona's needs to oversee. It does get tiring. To have the support of the hospice is fantastic."

Angela and Leona now work closely with Fiona Wylie, The Prince & Princess of Wales Hospice's Joint Clinical Services Director.

"Fiona has organised Leona's therapies, so she's at the hospice once a week getting facials, manicures and pedicures. Fiona has also provided great emotional support with calls just to touch base and ask how things are. That gives us a lot of comfort," says Angela.

*"Everything that the hospice said would happen has happened. They haven't let us down."*



# How your money helps

**£10** can pay for a patient's meals for a day, made in the hospice by our catering team

**£270** funds our Arts service for a day, providing a supportive environment where people can express themselves and develop creativity

**£60** can fund a patient's specialist assessment by our rehabilitation team who support symptom control

**£360** provides for a block of 6 counselling sessions for patients families and/or their carers

**£160** can run an ambulance for a day, providing more access to hospice services for patients

**£1,800** can run the Living Well Hub for a day, providing activities that support well-being

**£270** can fund a community nurse for a day, providing care and support for patients, families and carers

**£11,760** can run our inpatient unit for a day

The money you raise helps thousands of patients and their families each year in our inpatient unit, through our day services, complementary therapies and art project as well as out in the community.

*With your help, we can help children and young people cope with bereavement through our Family Support Service. Supporting families and carers is so important here at the hospice. We know that when a loved one is seriously unwell, it can take its toll on them and you can help us provide practical, emotional, spiritual and psychological support.*

# How you can help

## Host your own event

Why not organise your own fundraising event? It's a fun and a great way to get all your family and friends involved.

BAKE SALE  
RACE NIGHT  
BINGO  
DRESS DOWN DAY  
KARAOKE  
QUIZ NIGHT  
COFFEE MORNING  
AUCTION  
TALENT COMPETITION  
CAR BOOT SALE  
CHEESE & WINE NIGHT  
TREASURE HUNT  
CAR WASH

## SPONSOR ME

Challenge yourself, or get together a group of friends to tackle something new, and ask your family and friends to sponsor you to raise money for the hospice.

### *Run a marathon or organised race*

Visit [ppwh.org.uk](http://ppwh.org.uk) for information about what races are happening near you.

### *Swimathon*

Challenge yourself to swim a certain distance.

### *Climb a munro*

There are some beautiful views of Scotland to be seen from the top.

### *Adrenaline junkie?*

Give sky diving, parachuting or bungee jumping a try.

### *Take part in a hospice challenge event*

Every year we run a series of challenge events. Why not take part in one? Visit [ppwh.org.uk](http://ppwh.org.uk) for more information.

# CHALLENGE HINTS & TIPS

■ **Make sure you give yourself plenty of time to train** - particularly if you are doing something physically demanding such as climbing a munro or running a marathon.

■ **Get all of your friends and family involved** - you could organise a finishing party at the end to celebrate your achievement and raise a few last-minute pounds.

DON'T FORGET TO  
*giftaid it*

Make sure to ask all those eligible to select Gift Aid when donating. This means we can claim back at least 25p for every £1 donated. We will not use donors details for any other purpose than to claim back Gift Aid.

## CELEBRATION DONATION

Do you sing in a choir? Fancy singing for the hospice? Hold a concert in your local shopping centre and raise money. Are you a dab hand at gift wrapping? You could set up shop in your local community hall or shopping centre and wrap Christmas presents for a donation. The hospice can supply official buckets or cans for your event, just get in touch.

## Fundraise at work

■ Organise a day to donate in your office - bring along any unwanted clothes, furniture, jewellery to your work place and arrange to have it dropped off at one of our hospice shops.

■ Have a cake bake competition at work - who can make the biggest, best and wackiest cake?



■ Already have a dress down friday? Why not don your glad rags and have a dress-up day?

## Fundraise at school

■ Try a sponsored silence for the day

■ Have a onesie day - pupils and teachers dress up in their onsies or jammies - a right comfy day.

■ Hold a mini Olympic games. Mix the long jump with the egg and spoon for a twist on the school sports day.

Got a big birthday coming up? Getting married? You could ask your guests to give a celebration donation to the hospice. Ask us about wedding favours.

# YOUR 10 STEP GUIDE TO BEING A SUCCESSFUL FUNDRAISER

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## 1. PICK SOMETHING FUN TO DO

Keep it simple. Sometimes the best ideas are the simplest.

## 2. SET A DATE

Make sure it is realistic. Work backwards and set a timeline of everything you need to do.

## 3. WRITE A PLAN AND KEEP IT UPDATED

Allow enough time for any travel, accommodation or suppliers to be booked.

## 4. CHOOSE YOUR VENUE CAREFULLY

Can it hold enough people? Do you need an alcohol licence?

## 5. PUBLICISE YOUR EVENT

Use our press release template to tell the media about your fabulous event. You can use our poster templates to help advertise.

## 6. TELL US ABOUT IT

Doing something unusual? Tell us about it. We may be able to help publicise it on our social media pages. We can also provide you with cans, buckets and t-shirts.

## 7. TELL EVERYONE ABOUT IT

Social media is a great way of telling a lot of people about your event instantly. You can create a Facebook event page and invite all of your family and friends to join it.

## 8. GET FRIENDS AND LOCAL COMMUNITY GROUPS INVOLVED

Fundraising events are a great way to bring people in your community together.

## 9. MAXIMISE YOUR DONATIONS

Some employers might match your fundraising total.

- Set up a JustGiving page. Sharing the link with everyone you know makes it easier for people to donate.
- Ask your donors to choose Gift Aid to help boost your total. For every £1 you raise we will be able to claim 25p.

## 10. KEEP TRACK OF YOUR TOTAL

Send back your total - now you've done all the hard work raising money for the hospice, send back your total using the fundraisers donation form at the back of the pack.





## Posters

Use our templates - you can pin them on local noticeboards and put them up in shop windows. Contact the fundraising team to get yours today.

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## Write a blog

There are loads of free hosting websites out there. These are great if you are training for a challenge event. You can keep your donors and supporters updated with your training and progress.

## Social media tips and PR guidance

### LOCAL PRESS

Talking to local press is a great way to raise awareness of your event and why you are raising money. Local newspapers are always looking for good local stories.

### PRESS RELEASE

Use our press release template - send it out to local press. You will find contact details on the internet.

**Top tip:** always follow up the press release with a phone call. Ask them if they would like to cover your event, you never know!

### SOCIAL MEDIA

Whatever you choose to do for the hospice, make sure to share and share again on social media. Tweet about it, get your friends to retweet it, post it on Facebook and create an event page. Spread the message!

# Publicising YOUR EVENT



# Keep it legal

## **YOU WILL NEED TO OBTAIN A LICENCE FROM YOUR LOCAL AUTHORITY IF YOU PLAN ON**

- Carrying out a street bucket/can collection.
- Having a bar at your event.

*(check with your local authority well in advance to see how long this process takes. Some need a minimum of four weeks' notice which means it could take longer).*

## **RAFFLES**

If you hold a small raffle on the day of your activity you do not need a licence so long as ticket sales and the draw take place during the main event. Make it clear who is running the raffle. Check out the latest information on **[gamblingcommission.gov.uk](https://gamblingcommission.gov.uk)**

## **FOOD HYGIENE**

Food safety laws will apply when food is available, whether for sale or not. Contact your local council for more information if you plan on offering food at your event. Visit **[food.gov.uk](https://food.gov.uk)** for more information.

## **RISK ASSESSMENTS**

Identify any hazards and assess any risks at your event that you may need to consider (eg children in bar areas, etc). Ask the venue manager for assistance.

## **MAKE SURE YOUR VENUE HAS PUBLIC LIABILITY INSURANCE**

Ask the venue manager for assistance.

## **HEALTH AND SAFETY EXECUTIVE**

If you have any concerns about health and safety at your event, visit **[hse.gov.uk](https://hse.gov.uk)**

## **IF YOU ARE PLANNING AN OUTDOOR EVENT**

You may need to check if you require security. Contact Police Scotland for more information **[police.scotland.gov.uk](https://police.scotland.gov.uk)**



# Press release template

DATE  
PRESS RELEASE – FOR IMMEDIATE RELEASE

## WRITE YOUR HEADLINE HERE IN UPPER CASE – MAKE IT EYE CATCHING TO GRAB ATTENTION

The first paragraph should be a summary of the story in one to two sentences. Remember to include who, what, where, when, why and how.

The second paragraph expands on the details above. Give specific details of your event, things of interest that will grab the journalist's attention. Perhaps you have a celebrity coming along? Or you are trying to break a record? The journalist will be looking for something unique that will appeal to readers. Include details of why you are choosing to donate to The Prince & Princess of Wales Hospice. Include quotes if you can from a key person that will help bring your story to life.

The final paragraph tells people what you want them to do, for example buy tickets, register, sponsor. Give details of your fundraising page or any other websites you are using to promote your event. If you have an online donation facility, include that here too.

END OF PRESS RELEASE

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Notes to editors

## 1. PROVIDE BACKGROUND INFORMATION IN CASE THEY RUN A LONGER STORY. YOU CAN USE THE PPWH NOTES TO EDITOR INFORMATION

### About The Prince & Princess of Wales Hospice

The Prince & Princess of Wales Hospice is a leading palliative care charity based in Bellahouston Park, Glasgow. For more than 40 years, the hospice has been dedicated to providing exceptional care and support to individuals and families facing life-limiting and end of life conditions. Through its multidisciplinary team of healthcare professionals, the charity offers a wide range of services, including pain and symptom management, emotional and psychological support, and practical assistance. With a commitment to enhancing quality of life, the hospice continually strives to make a meaningful difference in the lives of those it serves.

## 2. GIVE ANY ADDITIONAL INFORMATION SUCH AS FACTS AND FIGURES, PICTURE/INTERVIEW OPPORTUNITIES IF MEDIA ARE ATTENDING

### Provide contact details for media

Contact:

Tel:

Mob:

Email:



# Sponsorship return form

Complete this form when you've finished fundraising and are ready to hand in your sponsorship forms and donations.

Registered Scottish charity no: SC012372



The Prince & Princess  
of Wales Hospice

## Please sponsor me in aid of The Prince & Princess of Wales Hospice

First name: \_\_\_\_\_ Surname: \_\_\_\_\_

Event name: \_\_\_\_\_

Event date: \_\_\_\_\_

Home address: \_\_\_\_\_

Postcode: \_\_\_\_\_

Mobile: \_\_\_\_\_

Email: \_\_\_\_\_

Telephone: \_\_\_\_\_

Would you like to receive information about  
hospice events, campaigns, appeals and activities?

☐ By post

☐ By phone

☐ By email

☐ By text

Are you raising money for a hospice Tribute Fund? If yes, please tell us the name of the fund: \_\_\_\_\_

## Thank you for supporting Glasgow's hospice

The Prince & Princess of Wales Hospice provides free person-centred and family-focused care and support to 1200 new patients and families every year. Our aim is to support people to live as well as possible for

as long as possible. We do this by providing palliative care treatment and holistic support for patients and their families, carers and friends, during their time with us and beyond.

**Your ongoing support is vital**

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**Remember to help us by asking your sponsors to  
Gift Aid their donation. This means that for every  
£1 pledged, we can claim a further 25p**



Please fill in your total donation amount below and return this form, along with all your completed sponsorship forms, to the hospice. Either by post or drop them in to reception:  
**The Prince & Princess of Wales Hospice, 20 Dumbreck Road, Glasgow, G41 5BW.**

£

Date: \_\_\_\_\_

*Please make cheques payable to The Prince & Princess of Wales Hospice. If you would like to pay via card, please complete and return your details on the fundraiser's donation form included in your fundraising pack or call the hospice on 0141 429 5599.*

**Thank you. We could not exist without your enthusiasm and support.**

Sponsorship form



The Prince & Princess of Wales Hospice

Please sponsor me in aid of  
The Prince & Princess of Wales Hospice

Please let us know if we can Gift Aid your sponsorship donation by ticking the box – it will add 25% to the value of your gift at no extra cost to you. Please provide your full name and home address and postcode, we can't claim your Gift Aid without it.

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Sponsor's first name	Sponsor's surname	Sponsor's full home address (only needed if you are Gift Aiding your donation, please don't give your work address)	Sponsor's postcode	Donation amount	Gift Aid* <input type="checkbox"/>	Date paid
				£	<input type="checkbox"/>	
				£	<input type="checkbox"/>	
				£	<input type="checkbox"/>	
				£	<input type="checkbox"/>	
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\* If I have ticked the box headed Gift Aid, I confirm that I am a UK Income or Capital Gains taxpayer. I have read this statement and want The Prince & Princess of Wales Hospice to reclaim tax on the donation detailed below, given on the date shown. I understand that if I pay less Income Tax or Capital Gains tax in the current Tax year than the amount on the Gift Aid claimed on all my donations it may be my responsibility to pay any difference. I understand The Prince & Princess of Wales Hospice will reclaim 25 of tax on every £1 that I have given.

# Fundraiser donation form



Please complete and send this form to **The Prince & Princess of Wales Hospice, 20 Dumbreck Road, G41 5BW**

The Prince & Princess  
of Wales Hospice  
Registered Scottish charity SC012372

Date:		Donation type:	Personal		Organisation	
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Title:	First name:	Surname:
<hr/>		
Name of organisation (if applicable):		
<hr/>		
Address:		
<hr/>		
Postcode:	Telephone:	
<hr/>		
Mobile:	Email:	
<hr/>		

## Details of fundraising activity

If you have paper sponsor forms for your event, please include them with this donation form so that we can claim Gift Aid.

Donation amount:	£	Cash / cheque / card please circle as appropriate	Please make cheques payable to The Prince & Princess of Wales Hospice
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Name of cardholder		Card type	
Card number			
Expiry date		Start date	
Issue number:			

Donation acknowledgement ☐ No acknowledgement ☐ Postal acknowledgement ☐ Email acknowledgement

## Tick if you would like to receive information about hospice events, campaigns, appeals and activities

By post ☐ by email ☐ by text ☐ by phone ☐

Your contact details will be held on our database, while we will not pass them on to any other organisation without your consent, we may contact you ourselves. If you would like to update the details we hold about you, change your contact preferences, or if you would prefer not to receive future contact from us please contact fundraising@ppwh.org.uk or call 0141 429 5599.

## GIFT AID (FOR PERSONAL AND NON-SPONSORED ACTIVITY DONATIONS ONLY)

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☐

Please let us know if we can Gift Aid your donation by ticking this box – it will add 25% to the value of your gift at no extra cost to you.

I want to Gift Aid my donation, and any donations I make in the future or have made in the past four years to The Prince & Princess of Wales Hospice. I am a UK taxpayer and understand that if I pay less Income Tax and/or Capital Gains Tax than the amount of Gift Aid claimed on all my donations in that tax year it may be my responsibility to pay any difference. I understand that if I want to cancel this declaration, change my name or address, or if there is a change to my tax status, I should notify The Prince & Princess of Wales Hospice on 0141 429 5599.

Signature:

Date:



# I'm fundraising for **The Prince & Princess of Wales Hospice**



the details

**ppwh.org.uk**

Registered Scottish Charity: No. SC012372



The Prince & Princess  
of Wales Hospice



**If you would like more information about fundraising for the hospice, or for a list of our events, please visit our website: [ppwh.org.uk](http://ppwh.org.uk) or call 0141 429 5599.**



The Prince & Princess  
of Wales Hospice