

CHALLENGE 55 FUNDRAISING GUIDE

Everything you need to know



THANK YOU FOR SIGNING UP TO **CHALLENGE 55**



Challenge 55 is the perfect way to help St Luke's celebrate our 55th anniversary, whilst challenging yourself and raising money too!

This guide is packed with ideas to inspire your Challenge 55, practical tips to help boost your fundraising, and everything you need to complete your challenge and make a difference.

To discuss your ideas or to learn more about the amazing work that St Luke's does in Sheffield, please get in touch using the contact details below. We hope that your fundraising experience is filled with lots of fun! All that you raise along the way will help to ensure that St Luke's is here for those who need us.

If you need us, we're here to support you



0114 235 7590



fundraisinginfo@hospicesheffield.co.uk

DID YOU KNOW? WE ARE A CHARITY AND...

This year, St Luke's proudly celebrates its 55th anniversary – marking more than five decades of compassionate care for people across Sheffield. As we reach this milestone, we're speaking more openly and confidently than ever about hospice care: what it is, why it matters, and the difference it makes to families every single day.

But we can't do it alone. Just 23% of our running costs are funded by the NHS, meaning we must raise over £11 million of the £15 million needed each year to continue delivering our vital services.

The majority of that support comes from people like you.

£15m

just for

1 year

Only

23%

is covered by government
funding. Help us fill the gap of

£11m⁺

1,800

patients each year

88%

of care delivered
in the community

350

receiving care in the
community at any
one time

**THERE IS NO CHARGE FOR ANY OF
OUR SERVICES TO OUR PATIENTS**

CHALLENGE 55 IDEAS

Since you've signed up for Challenge 55, it's time to choose your challenge! You may already have an idea in mind, or you might be looking for some inspiration. You can tailor your challenge around the theme of '55' or come up with something completely different!

HERE ARE SOME IDEAS TO HELP YOU GET STARTED:



Take on 55 miles in a month and run your way to an incredible personal goal.

Rally your colleagues to each give £5.50 – the cost of a coffee that goes so much further.

Commit to moving every day for 55 days with a daily walk that makes a real difference.

Team up for a 55-hour cycle relay and keep the wheels turning together.



Whip up 55 delicious bakes and host a coffee morning or sale to bring people together.

Stay silent for 55 hours and let your actions do the talking for a great cause.

Jump on your bike and conquer an inspiring 55 mile cycle challenge.

Dive in and swim 5,500 metres in a month. (That's around 220 lengths of determination!)



Test your skills with 55 keepy-uppies and get friends to sponsor every bounce.

Power through 55 squats a day and feel stronger with every rep completed.



ONLINE FUNDRAISING

There are a number of different online platforms for fundraising. At St Luke's, we prefer to use the following trusted websites:

JustGiving

JustGiving is an extremely easy online fundraising service and the best way to collect sponsorship money for St Luke's. Your sponsorship will automatically be sent to us once your event or challenge has finished and we'll send you a personalised certificate.

Facebook fundraisers

Facebook fundraising is a great way to raise money as part of your birthday celebrations. However, we advise our supporters to use other fundraising sites such as JustGiving as Facebook are unable to share your details with St Luke's, meaning that we cannot contact you directly and offer you support throughout your fundraising journey.

Our dedicated Fundraising Team are on hand to help you every step of the way.

Important information!

Crowdfunding is not a recognised fundraising platform used by charities. Any fundraising pages set up using crowdfunding will mean all the funds go to you (the organiser) rather than to St Luke's.

If you're fundraising in memory of a loved one, let us know. You may prefer to set up a St Luke's Tribute fund: stluketribute.org.uk

JUSTGIVING FUNDRAISING TOP TIPS

- 1** **Make it your own** – Personalise your page and messages and include photos and videos too! Let the world know why you're raising money for St Luke's and what it means to you. You can even personalise your thank you messages.
- 2** **Share it far and wide** – Ask friends and family to donate to get the ball rolling, then share as much as you can! You could post on social media and email to work colleagues.
- 3** **Keep it updated and keep sharing** – Often it takes more than one share to reach your target, so keep it up! Hint: Pay day is a great time to do a reminder post!
- 4** **Keep up the good work** – Around 20% of donations come in after people finish their event, so keep fundraising once you've crossed the finishing line – it's a good chance to email an update and final appeal.

MAKE YOUR FUNDRAISING GO FURTHER

- 1** **Matched Funding** – Many employers will match your fundraising up to a certain amount, meaning you could double the amount you raise for St Luke's without having to do any more work! Why not ask your employer if they can match your donation?
- 2** **Gift Aid** – If you're doing a sponsored event, make sure to ask supporters to gift aid their donation. Gift Aid boosts their donations by 25% at no extra cost to them!



IMPORTANT INFORMATION

Whether it's your first time fundraising or you're a fundraising expert, it's always good to be aware of the information below. Any further questions, our Fundraising Team are here to help.

- **Private premises collections** – To collect on private property such as a pub you will need permission from the owner or manager of that venue.
- **Street collections** – If you are carrying out collections on the street outside your venue, you will need a Council licence. These are free, but please speak to us for advice before pursuing this option.
- **Licences** – You are required by law to have a Licence if you are selling alcohol at any time, hot and cold food between 11pm and 5am and for the provision of regulated entertainment. Please contact us if you are unsure. It is always easier to hold events at venues that have all the required licences.
- **Raffles** – At your event, you may wish to carry out a raffle. If you're holding a raffle that goes on for more than one day, you will need pre-printed tickets and a small lottery License. For more information, please visit www.gamblingcommission.gov.uk





- **Risk assessment** – It's important to identify possible risks and hazards that may put public safety at risk. If using a venue, liaise with the venue's managers. They are responsible for public safety at the venue and will remove risks or mark them as hazards.
- **Cash handling** – Think about somewhere secure to store cash during your event and about how you will transport it somewhere for safekeeping. If transporting large amounts of cash, do so with a companion. If you are challenged for the cash, never take personal risks.
- **Contingency plans** – Always have a backup plan in case anything goes wrong. Having a Plan B or even a Plan C can help reduce the stress of unforeseen problems.
- **Photography** – Please ask permission from the parent/guardian before taking photos of any children under 18 years old and from any adult if you wish to use their picture after the event.

PAYING IN YOUR FUNDRAISING

Once your fundraising has finished, send us your funds and sponsor forms so we can send you a special thank you for your hard work. There are lots of different ways that you can pay in your fundraising.



Online

It's really easy for you to send us your sponsorship online. Just visit our website www.stlukeshospice.org.uk/donate and tell us how you raised your sponsorship. If you've raised money on JustGiving, this will be automatically sent to St Luke's so you don't need to do anything!



Over the phone

To pay in your funds via card, call our Fundraising team during office hours: Monday to Friday on 0114 235 7495. If you would like to pay your funds via bank transfer, please contact the office for our bank details.



In person

You can bring your funds into St Luke's on Little Common Lane. We would love to meet you and say thanks in person for your generous support. Our Reception is open 8am – 7.30pm. We can accept donations via card, cheque or cash.



Via cheque or by post

If you would like to send us a cheque, please address your cheque to St Luke's Hospice and send it to the hospice. Please contact the Fundraising team to let us know the details of your fundraising activities. We will then send you a personal letter and certificate.

Any questions? Get in touch!



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OTHER WAYS TO SUPPORT US

There are many different ways that you, your family and friends can support St Luke's. If you'd like any further information, please visit our website or contact us on 0114 235 7608.



Set up a monthly donation

Setting up a monthly donation is really easy and offers sustainability to ensure that we are still here for Sheffield, now and for many generations to come.

stlukeshospice.org.uk/monthly-donation



Play our lottery

Join our Lottery and be in with the chance of winning up to £15,000 in our rollover!

stlukeshospice.org.uk/monthly-donation



Support our retail chain

Visit our shops and pick up a bargain, or if you prefer shopping online take a look at our eBay store. You can also donate your pre-loved items to our stores.

stlukeshospice.org.uk/shop-st-lukes



Volunteer for us

Could you spare some time to volunteer at one of our events or our shops? Sign up as a volunteer and come and join the team.

stlukeshospice.org.uk/volunteer

WHERE YOUR SUPPORT MAKES A DIFFERENCE

VALDA & TREVOR'S STORY



Valda and Trevor Waterfield, both born and raised in Darnall, were married in 1964 and celebrated their Diamond Wedding Anniversary in 2024. They were both patients at St Luke's In Patient Centre and were the first married couple to be admitted together in the hospice's 55-year history.

The couple first met as teenagers in their local park, and the rest, as they said, was history. They always did everything together, and their being together at the end of life was no exception.

"We always supported St Luke's and said we'd want to end up here if we could," said Trevor. "We felt very lucky that we were still able to be together, and we both felt contented, safe, and peaceful here."

"It was a general feeling of safety and wellbeing that we didn't have before," continued Valda. "I don't know how we would have coped without them."

To read Valda and Trevor's full story of care and compassion at St Luke's, please visit the news page on our website: stlukeshospice.org.uk/news

THANK YOU FOR PROTECTING THE FUTURE OF HOSPICE CARE IN SHEFFIELD TODAY, TOMORROW, AND FOR THE NEXT 55 YEARS.

We believe that sharing real stories and personal experiences about St Luke's can make a real difference. If you have a story about your experiences with St Luke's services, our care and support for you or a family member, a fundraising challenge that you're taking part in or you'd like to tell us more about a way that you're supporting us, we'd love to hear from you.

To share your story, please get in touch:



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stlukeshospice.org.uk/share-your-story



St Luke's Hospice
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