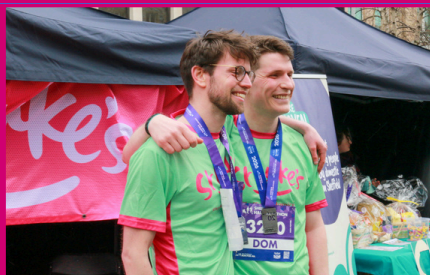




FUNDRAISING GUIDE

Everything you need to know



stlukeshospice.org.uk

WELCOME TO TEAM ST LUKE'S!



Thank you for joining us in raising funds for St Luke's. You truly are a St Luke's hero.

In this guide, you'll find ways in which you can support St Luke's, advice on how to promote your fundraising and hints and tips to boost the donations you receive. Perhaps you're thinking of organising a coffee morning, maybe even a pop-up cinema, or you may be a keen runner or cyclist looking for your next personal challenge.

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

CHALLENGE 55 IDEAS

Do you want to organise a one-off event or raise sponsorship towards a bigger challenge? Here are some ideas to get you started. Remember – they can be adapted to suit your audience or venue.

COFFEE MORNING



Do you have a sweet tooth and a love of baking? Organise a coffee morning and get your colleagues, friends, family or child's school involved in the fun!

CLOTHES SWAP



Tired of your old clothes? Freshen up your wardrobe with a swishing party! Sell tickets to your event and swap pre-loved items between guests.

QUIZ NIGHT



Are you a whizz for general knowledge and current affairs? Challenge others to a battle of brains and charge teams for entry. Winners get prizes!

CAR WASH DAY



Get outside on a sunny afternoon! Put a team together and offer car washes at your local school, office or shopping centre.

OFFICE OLYMPICS



Stressed out at work? Relieve the tension and get your whole office taking part in some team building office sports for £1 per person, per activity.

GAME MARATHON



Play your favourite video game, complete a game series or beat a world record for St Luke's. Ask friends and family to sponsor you and live stream your gameplay online.

Many organisations support staff fundraisers with matched funding. Why not ask your employer if they will match the money you raise?

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 7495.



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

SOME OF OUR OTHER INCREDIBLE SUPPORTERS...



SHARE YOUR STORY

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

WHERE YOUR SUPPORT MAKES A DIFFERENCE

RICHARD'S STORY



Sheffielder, Richard, travelled to France to take on a deeply personal fundraising challenge in memory of his wife, after the care she received at St Luke's inspired him to give back.

Richard Scholey, 78, whose wife Margaret died at St Luke's in September 2025, set himself the challenge of having coffee with 100 strangers while practising his French – all to raise vital funds for our care.

After learning that St Luke's must raise over £11million every year to continue providing care across Sheffield, he began writing to MPs, the Archbishop of Canterbury and other key figures, before deciding to take on a fundraising challenge of his own.

Richard's original fundraising target of £4,000 grew and grew, with the total now reaching a staggering £10,000.

"I can't say enough how wonderful St Luke's were," said Richard. "People hear the word 'hospice' and think it's somewhere you go to die. But it's a place you may go to die with dignity and care, and your whole family is so well looked after. I want to make sure other families get that same support."

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

Just 23% of our running costs are covered by NHS funding, meaning this year St Luke's has to raise over £11m of the £15million needed to continue providing our services across Sheffield. Most of the money we need to raise comes from the community of people fundraising for us and supporting our charity shops across the city.

£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**

Little Common Lane
Sheffield S11 9NE

stlukeshospice.org.uk



Registered with
**FUNDRAISING
REGULATOR**

Registered Charity No. 254402



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Go the distance



Conquer your fears



Make every step count



ARE YOU READY FOR YOUR NEXT CHALLENGE?

Join #TeamStLukes and push your limits to do something extraordinary while raising vital funds for St Luke's!

For full event details, visit:

stlukeshospice.org.uk/events



COFFEE MORNING

HOST A COFFEE MORNING & CAKE MORNING AND MAKE EVERY BAKE COUNT FOR ST LUKE'S

Whether in your home, local community hall, driveway, or online, your support will help us continue providing vital care to the people of Sheffield living with a terminal illness.

**Sign up online to
receive your free pack**

www.stlukeshospice.org.uk/coffee-morning



Contact us to get started



0114 235 7495



fundraisinginfo@hospicesheffield.co.uk

Scan the QR code to find out more.



Registered Charity No. 254402



Registered with
**FUNDRAISING
REGULATOR**



Sheffield, will you join us?

Sign up and join **St Luke's Lottery** today

You're a
winner!

Over
100
prizes to be
won...

**EVERY
WEEK!**

PLUS
win up to
£15,000
In our rollover
jackpot

Terms & Conditions apply.
You must be at least 18 years of age to play.

18+

GambleAware

Licensed by the Gambling Commission.
www.gamblingcommission.gov.uk



Registered Charity No. 254402