The Myton Hospices

Event Fundraising Guide

myton hospice

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Start your fundraising journey by looking through this jam-packed guide and don't hesitate to get in touch if you have any questions.

You can call us on 01926 838838 or

email events@mytonhospice.org

Myton fundraisers at Machu Picchu

1 | A Big Welcome!

Welcome to #TeamMyton!

We cannot thank you enough for taking on your chosen challenge and choosing to support The Myton Hospices, you are amazing!

This guide is your key to unlocking your fundraising potential. Whether you're aiming for a minimum target or want to smash your own fundraising goal, we're here to support you every step of the way. Our events team will keep in regular contact to provide you with some top tips and encouragement to ensure you reach your target!

The journey ahead is exciting, and we can't wait to see how high you'll fly! Dive in and make the most of your fundraising adventure – the money raised will make huge difference to our patients and their families.

Myton fundraisers tackling the Inflatable 5k

2 | About The Myton Hospices

At **The Myton Hospices**, we believe that everyone matters for every single moment of their life. We focus on enhancing life when cure is no longer an option. We are not just about end of life care, we support patients and their families right from the moment they are diagnosed.

We have three hospices in Coventry, Rugby and Warwick, and have the only Hospice Inpatient Beds in Coventry and Warwickshire. We care for people aged 18+ living with a wide range of life-limiting illnesses including Respiratory, Heart & Neurological conditions, Cancer and Organ failure.

We are a charity, we are not the NHS. Just 20% of our funding comes from the NHS , and we have to raise over £11 million every year to continue providing our services free of charge to patients and their loved ones. We rely on support from amazing people like you to ensure we can be there for more people when they need us most, now and in the future.

Simon's Myton Story

At 33 years old, in 2018, Simon was diagnosed with kidney cancer and after a year of treatment, including chemotherapy and radiotherapy, the Palliative Care Team mentioned Myton's services. Simon was admitted to Warwick Myton Hospice for symptom control in November 2019, but it was evident that Simon was too poorly to go back home.

"The reason why I donate and fundraise is so other people can receive the same excellent care my family received after my husband was supported by Myton.

It's your worst nightmare and you wish you never have to go to Myton. But if you do, they can be there for you."

My children and I regularly talk about why we're taking on these challenges, and the conversation always comes back to how we wish everyone who needs it can access Myton's wonderful services.

Lisa Whitley's husband, Simon, died at our Warwick Myton Hospice

3 | Set up your JustGiving page

If you haven't already, now is the perfect time to set up your JustGiving page so you can start getting sponsored and collecting donations!

You may be wondering why we've asked you to set up a JustGiving page? By using JustGiving as the primary fundraising platform, it allows our team to work more efficiently, saving us time and money. Your money is transferred to us automatically at The Myton Hospices, safely and securely.

JustGiving®

Myton fundraisers enjoying Glow for Myton

Setting up a page is simple, potentially boosting your fundraising by 25% at no cost to you!

4 | Our top ten hints and tips for successful fundraising on JustGiving

Sometimes, we all need a little inspiration to get us going. Here is an example JustGiving page. You can see they have implemented a few of our tips and tricks.

1. INCLUDE A SUMMARY

Grab people's attention by adding your reasons for taking part in the event or tell your story about why you're fundraising in the summary section of your JustGiving page.

2. UPLOAD A PHOTO

Fundraisers with pictures on their page often raise 14% more for each picture they share along their fundraising journey. Don't forget to also upload your photos from the day itself as 20% of donations are made after the event has occurred.

For a How to guide click here.

3. MAKE SURE YOU SAY THANK YOU

Every time you get a donation make a public thank you on your social media tagging your donor if possible and including a link to your page. Donations can snow ball this way

4. SET A FUNDRAISING GOAL

Did you know that JustGiving pages with a target raise 46% more sponsorship than pages without one? Share your target so people can help you to reach your goal.

5. SHARE, SHARE, SHARE

Please don't be afraid to share your fundraising page with friends and family, people love to see what you're achieving. Did you know the top 5% of fundraisers on JustGiving share their page 15 times on average, so don't be shy! Don't forget to share via email as well, just in case your friends and family aren't on social media platforms.

6. CONNECT YOUR FITNESS APP

This is a great way for your supporters to see all of the hard work you are putting in.

8. INCLUDE YOUR OFFLINE TOTAL

Everyone loves to see how you're getting on with your overall fundraising. So please don't forget to add your offline donations to your total. Why not take a sponsorship form into your place of work?

9. TAKE THE TIME TO PERSONALISE YOUR JUSTGIVING PAGE

Let your passion show through with a compelling explanation of what has motivated you to fundraise for Myton.

10. RECORD YOURSELF

Making short video clips of your training or talking about your challenge is a great way to get donations coming in.

5 | Fundraising ideas

Bake Sale: Who doesn't love a sweet treat? Host a bake sale in your community or workplace and let those goodies turn into donations!

Dress Down Day: Partner with local schools or businesses to have a dress down day where participants donate for the privilege to wear casual attire.

Match funding/workplace giving: Some companies offer support to their fundraising employees by offering a donation. These donations are sometimes matchable which means if, for example, you raise £500 they may match it and donate £500. This is a great way to boost your fundraising so make sure you ask your employer if they offer this benefit.

Quiz Night: Organise a quiz night at a local pub or virtually. Charge an entry fee and offer a prize for the winning team.

Tuck shop at your workplace: Fundraising in the workplace is a great way to get your colleagues involved. Why not run a little tuck shop in the office kitchen to keep your colleagues fuelled for their work day. Whether a sweet treat, like a nice cake, tickles their fancy, or they prefer something savoury, it's a great way to boost your fundraising all while keeping your office happy. We can provide a collection tin to go next to your tuck shop.

Raffle: Organise a raffle at your local pub, community centre or workplace. Gather a few goodies and prizes and charge a couple of pounds for tickets!

Sweepstake: Use our bonus ball template to run a sweepstake. It's a fun and easy way to boost your fundraising total.

You can download our bonus ball template via the Welcome Hub.

Static bike in a supermarket: Find out if you can set up a static bike in a high-traffic location, like a supermarket, and invite people to take a short ride in exchange for a donation. It's a great way to get some exercise and spread awareness of your fundraising.

Cocktail evening: Organise a cocktail evening at a local bar or in someone's home. Charge an entry fee and offer a variety of creative and

Did you know that all offline donations can be added to your JustGiving page?

For a How to guide click here.

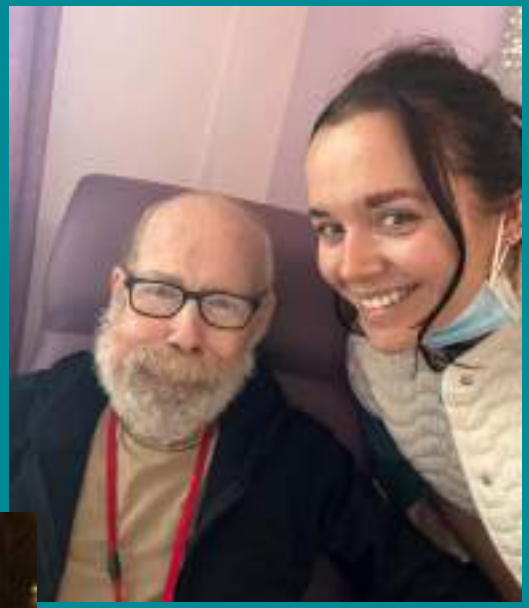
Glow for Myton at The HMV Empire

Barry's Myton Story

After a two to eight week prognosis with a stage 4 inoperable mouth cancer diagnosis, Barry Buckley, was admitted to Coventry Myton Hospice.

"Myton was a place for him to be safe, supported and cared for in the time he had left. From the moment we arrived, I knew how special this place was going to be for us all.

The wonderful nurses and doctors kept dad as comfortable as possible, along with the fantastic complementary therapy team. The care he received, the love the nurses gave him and ultimately the respect they gave him was outstanding.



They let dad carry out every last wish he had and advocated for us as a family in every scenario. They talked to me as a human, with kindness and compassion, and left no questions unanswered."

Charlotte Hilton's dad, Barry Buckley, died at our Coventry Myton Hospice

Santa Dash runners warming up

6 | The difference your money makes

Your support makes a huge difference to the thousands of people we help each year living with terminal illnesses in our three hospices, via our patient & family support services, and in the community through Myton at Home. Each year we need to raise over £11 million to continue providing our services free of charge to our patients and their loved ones and we really couldn't do it without amazing people just like you!

£30

covers the cost of one hour's specialist nursing care

£94

will fund one adult counselling session

£450

will fund an Inpatient bed for one day

£545

could fund the required drugs for one patientv

RUGBY MYTON £1,486 SUPPORT HUB

is the running cost of our Rugby Myton Support Hub for one week

7 | Keep it legal and safe

We are very grateful to you for fundraising in aid of The Myton Hospices. Your safety and wellbeing is our priority so please ensure you adhere to all laws and health and safety guidelines when organising and completing your activity.

Promoting your fundraising
You should make it clear throughout your fundraising that you are fundraising 'In aid of The Myton Hospices' and that you do not represent the charity. For example, '[Name of your fundraising activity] raising funds In aid of The Myton Hospices.' Please ensure that you have permission to use any images or logos.

Collecting funds
You need a licence from your local authority to collect funds on the street, in a public place or by going from house to house. It is illegal to collect funds in this way without a licence.

Raffles
Small raffles can be held as part of a larger event and is a great way to maximise the amount of money you can raise, you will just need to follow these guidelines:

- Tickets must only be sold during the event, on the premises where the event is taking place.
- The draw must take place during the event.
- No more than £500 can be spent on buying prizes.
- No cash prizes can be given.
- All tickets must be sold at the same price and no discounts are allowed on bulk buys (for example, five for the price of four).
- Tickets should not be bought or sold by young people under 16.

There are strict and complex laws relating to raffle and lotteries, which do not fall into this category, and full guidelines on raffles and lotteries are available from your local authority or the Gaming Board.
Visit **www.gamblingcommission.gov.uk** for advice.

Useful links

Charity Commission
www.charity-commission.gov.uk

About Fundraising
www.fundraisingregulator.org.uk

Institute of Fundraising
www.institute-of-fundraising.org.uk

Inland Revenue
www.hmrc.gov.uk/charities
or 0845 3020203

Gambling Commission
www.gamblingcommision.gov.uk

Health & Safety Authority
www.hse.gov.uk

Nasra's Myton Story

Nasra collapsed at home and was rushed to A&E. A scan showed evidence of a cancerous mass on her brain and cancerous masses on her vital organs, including her lungs, liver and kidneys. Nasra received three visits a day from our Myton at Home team.

"Myton at Home was something I knew nothing about prior to my sister's condition. My assumption was that The Myton Hospices only admitted patients at their site.

I was so relieved to learn that Myton also offer home visits which provided much needed support for Nasra's children, not only in providing experienced personal care but also for a little respite.

We can't thank the team enough, as they provided personal care to my sister during a time when the family were in a state of shock and disbelief, witnessing our beloved Nasra's deteriorating health."

Nadia Savage after her sister, Nasra, was cared for by our Myton at Home team

Preparing to hand out Cycle Challenge medals

8 | Paying in your money

We cannot thank you enough for raising the funds we need to continue making a difference across Coventry and Warwickshire.

The hard work is done and now you just need to send your money to us so we can continue providing our services free of charge to our patients and their loved ones.

Please note if you are fundraising online with JustGiving the donations will come directly to Myton.

Online

You can pay your donations in online by clicking here
www.mytonhospice.org/donate
Please remember to mention what your donation is for.

By Cheque

Please make cheques payable to 'The Myton Hospices' and send to the address below:

The Myton Hospices - Events
Myton Lane,
Warwick,
CV34 6PX

By Phone

To make a donation over the phone using a major credit or debit card please call the Events Team on 01926 838838.

Come and see us

If you would like to come and see us in person, pop into Warwick or Coventry Myton Hospice and we can have a chat about your challenge or event. We would love to hear all about it!

9 | How we can support you

We're committed to supporting you throughout your fundraising journey.

Here are a few ways we can help…

Pick up a collection tin: Let us know if you would like a collection tin from us, you can collect from any of our three hospices, it's a great way to collect donations.

Don't have time to pop into one of our hospices, no problem! We'll send you a collection box in the post.

Balloons: Add some fun to your fundraising! We can provide balloons to decorate your collection spot or event. They'll make your fundraising effort more noticeable and engaging.

Post a sponsorship form out to you: We know that many people prefer a sponsorship form so can they actively see their fundraising progress or download directly via your Welcome Hub.

Reach out to us: Don't see exactly what you need? That's okay – just get in touch by giving us a call on 01926 838838 or email us events@mytonhospice.org, and we'll do our best to provide the support that works for you.

We're here to make your fundraising journey easier and more successful. Let's work together to make a difference!

10 | Follow us on Social Media @MytonHospices

Keep up to date with everything going on at The Myton Hospices by following us on our social media platforms.

Find us @mytonhospices with the hashtag #TeamMyton

Click here to Join The Myton Hospices Supporters Club

Remember to tag us in all your wonderful photos of your training, fundraising and completing your challenge or event. Supporting Myton in any way is a fabulous achievement and we want to shout about it as much you do. Your challenge, event and fundraising could inspire others!

We are incredibly lucky to have amazing people, like you, supporting us and we know there can be a variety of reasons for doing so. If you would like to share your story about why you are supporting Myton, we would love to hear from you!

Please contact us by emailing marketing@mytonhospice.org

Thank you so much from all of us at The Myton Hospices for your support and good luck with your fundraising!

Thank You!
You're amazing!
#TeamMyton

www.mytonhospice.org
@MytonHospices

Registered Charity No. 516287

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