

St Wilfrid's Ruby Fundraising Pack

Celebrating 40 years of care

St Wilfrid's Hospice has been part of the local community, in Eastbourne and the surrounding areas for 40 years and we are very excited to celebrate this milestone with you.

Whether you are an old friend who has known us for many years or a new friend who is reaching out to make our acquaintance for the first time, hello! It's great to welcome you to the celebrations of our Ruby Anniversary year and we thank you for your support.

We hope this Fundraising Pack will give you all the inspiration you need to start your anniversary fundraising for St Wilfrid's.

stwhospice.org/ruby

 stwilfridshospice

 @stwilfridstweet

 @stwhospice

01323 434221



Ruby thank you

This is a very special year for St Wilfrid's, marking 40 years of delivering exceptional hospice care. Every year of that care has only been possible because of the support of the local community. We are grateful for every single pound and every individual, group or business that has donated and supported us.

To mark our 40th Anniversary we have some very special ways to acknowledge your support.

Ruby Anniversary Pin

All those donating or fundraising over £40 in our anniversary year will receive an exclusive anniversary pin.



Ruby Anniversary Commemorative Book

At the end of 2021 we will be producing a **Commemorative Book** which will celebrate this special year. It will feature stories of 40 years of support and fundraising and list all our Ruby Supporters, Ruby Sponsors and Ruby Patrons. Copies will be available early in 2022.



Ruby Supporter

Raise **£40** to become a Ruby Supporter

You will receive a certificate and Ruby Anniversary Pin to acknowledge your support and your name and reason for donating will be listed in the Anniversary Commemorative Book.

£40 could pay for a home visit; your gift will help a patient be cared for in the familiar surroundings of their own home with a visit from one of our Community team of Nurses and Therapists.



Ruby Sponsor

Raise **£400** to become a Ruby Sponsor

On a day of your choice you will sponsor a day of care for a St Wilfrid's patient, acknowledged in the hospice and on our social media. You will receive a certificate, Ruby Anniversary Pin and your support will feature in the Anniversary Commemorative Book and on our website.

£400 could pay for a day of care. A patient at the hospice will receive expert care and comfort.



Ruby Patron

Raise **£4,000** to become a Ruby Patron

Your donation could pay for ten days care for a patient, acknowledged in the hospice, on our social media and with a banner on our website. You will receive a certificate, Ruby Anniversary Pin and invitation to come to the hospice. Your story will also feature as a page in our Anniversary Commemorative Book and feature on our Ruby support web page.

£4,000 could pay for a package of care for a patient; 10 days of care for a patient in the community or in our Inpatient Unit.





First things first, do you already know what you're planning to do? If you do, great! You'll find information here about setting up online giving, resources that are available to support you, the difference that your fundraising could make and how to get in touch with us and tell us what you're up to.

If you don't have a plan yet, that's great too! It just means that we need to inspire you with ideas. And we've got a few of those! You'll find our favourites on the enclosed pages; if there's still nothing there that grabs your imagination then get in touch for a chat and we'll find something that suits you, we're always up for a challenge!

Inspired by 40

Get sponsored to do 40 of anything you want – from steps to miles, lengths or laps. Or plan an activity or event with ruby as a theme – a party or dress in red at the office, sell red cupcakes or a quiz night with 'red' questions. Let your imagination run riot in red!

Inspired by you

Maybe 2021 is the year you've decided to take on the challenge of a lifetime. After the trials of 2020, we wouldn't blame you! Let's celebrate together. If you're looking for something to take you out of your comfort zone, to push you and to test you, then sign up for an exciting adventure. Take a look at stwhospice.org/events.

Inspired by St Wilfrid's

Perhaps organising a party isn't for you, you don't feel up to running a marathon and a head shave is not on the cards! But you still want to help St Wilfrid's and be part of this fabulous 40th year of celebration. Would you consider one of our most popular, established fundraising initiatives? These are vitally important to us, providing a regular income that we can rely on and helping us to safeguard future care.

Join the **Local Hospice Lottery**, sign up for **Regular Giving**, remember someone with a leaf on our **Memory Tree**, register to **Make a Will** and leave a **legacy gift** to give back to future care. Buy a ticket for our **Summer Raffle** with the chance to win £5,000 or our **Ruby Raffle** with the chance to win a ruby jewel and £2,000 towards a setting of your choice.

Details for all these can be found on our website stwhospice.org/ruby

Ruby Support

Whatever you choose to do we are here to help you do it. Our Fundraising team are ready to chat to you, offer advice and answer your questions.

fundraising@stwhospice.org
01323 434200



Maximise your fundraising

Online giving

Think of this as an online sponsor form! Easy for you to reach your potential supporters, easy to set up, easy to keep track of your fundraising. It's a quick and secure way for supporters to read about what you're doing, to make a donation and to leave a message of encouragement if they want to. Take a look at [justgiving.com](https://www.justgiving.com). It takes just a few minutes to set up a page and all the information you will need about St Wilfrid's is already on the site. If you need any advice then our Fundraising team will be happy to help.

Ruby Sponsor form

Even with all the fab technology out there, we think there's still a place for the good old paper sponsor form. You can keep it in your pocket or in the drawer of your office desk and you'll never miss the opportunity of passing it under the nose of family, friends or colleagues and asking them to sponsor you a few pounds! We've included a copy with this pack to get you started but you can easily download more copies on our website or call the Fundraising team who can send you out printed copies if you need them.



Fundraising extras

What fundraising event would be complete without a spot of charity branding? If you're looking to organise any fundraising activity you may want to have a few things that will make sure that everyone knows exactly who you're doing all this fantastic work for. We get that and we'd like to help if we can.

Balloons

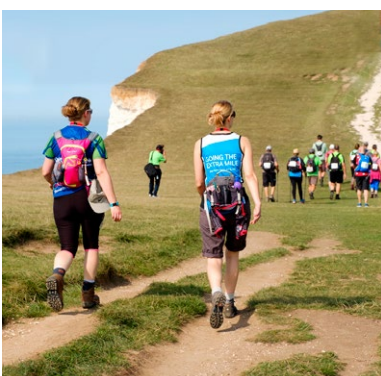
We have some special limited edition Ruby Anniversary balloons available for 2021, as well as our usual teal colour. These are available by emailing fundraising@stwhospice.org



Buckets and collection pots

Fully branded and secure, we have these available for you to place in your fundraising venue.





Downloadable resources



All the following are available at stwhospice.org/ruby

↓ Sponsor forms

Ready to personalise with your event/activity.

↓ Template poster

Ready to personalise with your event/activity.

↓ Template flyer

Ready to personalise with your event/activity.

↓ Fundraising pack and inserts

This pack and inserts is available if you require additional copies or if you need to send electronically.

↓ Fundraising form

Ideal to fill in online or print off and send in with your fundraising if you would like to tell us more about your fundraising activity. We are looking for stories that we can use as part of our series of blog posts or to include in our 40th Anniversary Commemorative Book.

stwhospice.org/ruby

 [stwilfridshospice](https://www.facebook.com/stwilfridshospice)

 [@stwilfridstweet](https://twitter.com/stwilfridstweet)

 [@stwhospice](https://www.instagram.com/stwhospice)

01323 434221

40th Anniversary banners

We have a limited number of  pvc horizontal banners suitable for outdoor use. 2m x 0.75m. They can be attached to railings, posts etc by use of cable ties or rope. These can be booked by emailing fundraising@stwhospice.org

Pull up roller banners

We have a limited number of pull-up vertical banners suitable for indoor use. 1.5m high and self standing. These can be booked by emailing fundraising@stwhospice.org



Special edition T-shirts

Available just for 2021, these ruby inspired T-shirts will add an extra dimension to your fundraising and can be ordered by emailing fundraising@stwhospice.org Yours to keep as a memento of this special year, we are suggesting a minimum donation of £5 per T-shirt.





Paying in your fundraising

First of all, thank you! In return for your support we promise you that every pound you raise will be used to help us continue caring for our patients and their families and make a real difference to the lives of people facing the most difficult of days.

Debit/credit card

Pay over the phone or in person (by appointment) in the hospice.

Cheque

Please make payable to St Wilfrid's Hospice (Eastbourne) and post to the hospice. Please include your name and contact details with your cheque.

Cash

Please call **01323 434200** to make an appointment to come into the hospice to drop off.

Bank transfer

Account number 00810312
Sort code 20-27-91
Account name St Wilfrid's Hospice (Eastbourne)

Email fundraising@stwhospice.org to let us know you're doing this and use your surname as a reference so that we can match you with your donation.

Online

stwhospice.org/donate. Make sure you include a reference to what you've been doing so that we can thank you properly. All donations will receive a 40th Anniversary Fundraising Certificate and letter of thanks to acknowledge your support.



St Wilfrid's Hospice, 1 Broadwater Way, Eastbourne BN22 9PZ
stwhospice.org/ruby **01323 434200**



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