Your fundraising guide to taking on your own gaming event!

t 020 7520 8243  e events@hospiceuk.org

Hospice UK is a registered charity in England & Wales No 1014851 and Scotland No SC041112.
Dear Supporter,

Thank you for joining Team Hospice UK and taking part in your own gaming event. We think you are amazing!

Hospice UK is the national charity for hospice and palliative care. We champion and support the work of more than 200 hospices across the UK, so that they can deliver the highest quality of care to people with terminal or life limiting conditions and support their families.

You may have a number of reasons for deciding to request this fundraising pack but whatever it is, you’ll be helping us to ensure that hospices are equipped to care for more than 218,000 people every year including patients, their carers, and family members.

Right now, 1 in 4 families in the UK are not getting the expert and compassionate care they need to live as well as possible at the end of their lives. As a result, more than 100,000 people are dying every year without receiving adequate hospice or palliative care. This is why your support has come at such a vital time!

It is only with the commitment and generosity of supporters like you that we are able to continue our work. Please do have a good read of the pack to familiarise yourself on how gaming can help you raise funds for Hospice UK. The guide features ideas on how to challenge yourself, a step-by-step guide on getting your event set up, suggested event ideas, ways to market your event and much more.

Remember, we are here every step of the way, so please do ask us for any advice during your fundraising journey. Most importantly, have fun, enjoy it and aim high in raising funds to change the future of hospice care!

Thank you for everything you do and good luck with your gaming event.

With very best wishes,

Sarah-Jayne, Gemma and James

The Hospice UK Events Team

events@hospiceuk.org | 020 7520 8243
How your fundraising can help

£50

could help us send out our information packs about caring, dying, hospice care or bereavement to those who need them.

£100

could support our Policy and Advocacy Team, and ensure that hospice, palliative and end of life care stays high on the government's agenda.

£250

could help us respond to 25 families in their time of need through our Information Service, helping them get the support, guidance and care they need.

£500

could pay for our Head of Nursing to hold 10 online training events to support hospice nurses better care for the people in need in their local communities.

£3000

could help to run Hospice IQ, our unique online network where palliative care staff can share information and support each other in confidence.

£5000

could pay for key equipment required to set up an ECHO hub. Project ECHO provides real potential for hospice teams across the UK to increase their impact by engaging with more communities who often miss out on accessing palliative care.
Where to start?

Livestream gaming marathon

This is the most common game-related fundraiser. A livestream gaming marathon is where you commit to playing for a continual period of time, whether that be as a team or by yourself, whilst friends and family across the world watch. They can last as long as you want, but the longer you play, the better the return in fundraising. Some people even play for 24 hours! You can pick a game you love or one you’ve wanted to play for a while, the possibilities are endless.

Gaming Tournaments

Gather your friends, family or work colleagues to enjoy a gaming competition with a great prize up for grabs. This type of gaming is perfect for family nights at your home or corporate team building days, whilst raising money to support hospice care around the UK. Tournaments can vary in size but ultimately it is up to you. Decide on the game, set the rules and send the invites out, gathering teams to compete. You can charge a minimum entry fee per player/team or have each team meet a minimum fundraising target before they take part.

Old school gaming

This is the simplest game-related fundraiser - hosting a board game event. Invite your friends and family to join you for an evening of much loved games, collecting donations in the process. Classic games include scrabble, monopoly, chess and many more. Go all out and cook some food for them all to enjoy for extra donations.

Added extras to your event

To make your gaming event even better, why not add a few extra touches? You could bake gaming inspired treats such as Tetris cookies or Minecraft Rice Krispies Treats. Recipes can be found on JustGiving’s website here www.justgiving.com/fundraising/ideas/gaming/fun-stuff/recipes. Go all out and organise dinner and drinks to coincide with your gaming marathon - it’s thirsty (and hungry) work!
Setting up and marketing your event

Setting up your gaming event is really easy. The first step is to set up your streaming platform. This is the platform you will use to play your game and promote to your friends and family. JustGiving have an easy to follow step by step guide on how to do this here [www.justgiving.com/fundraising/ideas/gaming/resources/how-to-stream-a-gaming-event](http://www.justgiving.com/fundraising/ideas/gaming/resources/how-to-stream-a-gaming-event).

It is then time to start organising your event and letting people know what you’re doing. The more people you share your event with, the more funds you’ll raise. You can share information from our website telling everyone about the work we do and why there support is so important.

**Social Media**
The best way to promote your event is via social media. Create an event on Facebook, share details to your followers on twitter or post information on Instagram. Whilst your event is going on, share updates of your progress with a link to your fundraising page to bring in those extra £’s.

1. Facebook - The most popular social media platform. Be sure to tag your friends and ask them to share too.
2. Twitter - Tweet to your followers, message celebrities and influencers who can help to ask for a retweet.
3. Whatsapp - The third most popular social media channel. Message your groups and ask them to help.
4. LinkedIn - Make sure to spread the word to all your work contacts.
5. Snapchat - Make a quick video explaining what you are doing, why you’ve chosen Hospice UK and how they can donate.
6. Instagram - Put your fundraising page in your bio and post images that show how your fundraising will help.

**Invites and Posters**
Send out invites and provide your workplace/school with posters publicising your event.

**Local media**
Contact your local newspaper and let them know what you’re doing. Gaming is an innovative fundraiser so they’re bound to pick your story up. If you need any support with this please email events@hospiceuk.org.
Suggested gaming events

Game: Fifa18/19

The Challenge: Organise a tournament with friends and family with each participant being selected at random for the playing order. The winner receives a prize. Be sure to share photos, videos or even stream the event live to everyone you know to maximise your fundraising.

Game: Fortnite

The Challenge: Fortnite is the second most streamed game on streaming platform Twitch, so this is sure to be a success. Aim to play continuously, as a team or individually, for a whole 24 hours. 24 hour marathons are extremely popular ways to fundraise.

Game: Minecraft

The Challenge: Play minecraft like normal but every time you ‘die’, you or one of your supporters must donate at least £5 to your fundraising page for you to return to playing.
Top tips for online giving

Online giving sites can be a fantastic tool for raising sponsorship. They are simple to set up, easy to personalise and provide a secure way for your family and friends to donate to Hospice UK. Donations made towards your sponsorship target will be sent to Hospice UK, so you won’t have to chase your supporters for their sponsorship pledge once you’ve completed your gaming event!

If you haven’t set up your online giving page yet, why not do it today? JustGiving and Virgin Money Giving both offer brilliant features, and our top tips can help you to ensure that your page is looking its best. It’s simple to personalise your page and make it entertaining for your family and friends:

- Add photos and videos - your family and friends will love to see you in a Hospice UK t-shirt, preparing for your event!
- Set a fundraising target - so that people know how much you’re hoping to raise to support our work.
- Add a story - why have you decided to host a gaming event? How will you prepare? Why is hospice care important to you? What does the support of your family and friends mean to you? Be passionate!
- Update your page regularly - let your family and friends know how you’re getting on.
- Add the money you’ve raised offline - so that you can track your fundraising progress.
- Tell everyone about your page - don’t be afraid to ask people for their support, and be prepared to keep reminding them!
- Use social media to spread the word - why not add photos and videos, and update your Facebook status to remind family and friends about your online-giving page? It’s also a nice idea to thank those who’ve sponsored you via Facebook and Twitter.
- Keep fundraising after your event - around 20% of donations made via JustGiving come in after the day of the event.
Keeping your fundraising safe

We want everyone who gets involved raising funds for Hospice UK to have a great time, but we also want them to be safe. We know this is important to you too, which is why we’re on hand to advise you about health, safety and safeguarding ahead of a fundraising event or activity. Simply pick up the phone! You can also get advice from your local council, police force or on the HSE website.

Here are our top tips for keeping your fundraising safe and legal:

**RISK ASSESSMENT:** A risk assessment is nothing more than a careful examination of what could potentially cause harm to people. We’d advise you to complete a risk assessment early on in your planning, to ensure that you have proper plans in place to keep people safe.

**INSURANCE:** Whilst we appreciate your support, Hospice UK cannot accept liability for any fundraising activity or event you undertake on our behalf. As an event organiser, you’re responsible for ensuring that your fundraising event complies with the law. If your event is open to members of the public, you may need to consider arranging public liability insurance, which will protect you against claims made by third parties for injury or property damage.

**CHILDREN:** Of course children should be allowed to enjoy fundraising events too! However they should have permission from a parent or guardian before taking part, and should be properly supervised throughout.

**FOOD, DRINK AND ENTERTAINMENT:** If you’ll be serving food at your event, it’s important that you consider the Food Standards Agency’s guidance regarding food hygiene. You may need a license if there will be music or entertainment at your event, or if you plan on selling alcohol.

**COLLECTIONS:** If you want to collect on private property, you should get written permission from the owner of the premises.

**PUBLICITY MATERIALS:** If you’d like to use the Hospice UK logo on any publicity materials for your fundraising, we’d be happy to send you a JPEG file. However, it’s important that you make it clear on publicity materials that you’re not representing Hospice UK; rather that you’re fundraising in aid of Hospice UK.
Returning the money you’ve raised

Thank you for your fantastic fundraising efforts

The money that you’ve raised will enable us to continue to support hospices across the UK, helping them to provide the best care for patients and their families.

If you’ve been raising funds online

If you set up an online giving page and have been raising your sponsorship online, Hospice UK will already have received your sponsorship money through your online giving provider.

Your online giving page is likely to remain active for 2-3 months after your event. To extend the life of your online giving page, simply log in to your account and edit your preferences – this will give you a little more time if you hope to do a final fundraising push!

Final reminder…

• Don’t forget to send your sponsor forms to Hospice UK, so that we can claim Gift Aid on eligible sponsorship donations.

• Many companies support their employees by offering matched funding. Get in touch if your employer would like to make a donation to support of your fundraising efforts!

If you’ve collected money in cash

If you’ve collected any of your sponsorship money in cash, you can:

• Request a paying-in slip, so that you can pay the money in at a branch of NatWest or RBS.

• Transfer your sponsorship money directly in to Hospice UK’s bank account. Please be sure to use the payment reference YOUR SURNAME – YOUR EVENT so that we know that the money is from you! Our account details are:
  * Account name: Hospice UK
  * Account number: 02792524
  * Sort code: 18-00-02

If you’ve collected CAF vouchers or cheques

Please ensure that all cheques and CAF vouchers are made payable to HOSPICE UK and send them to: Hospice UK, 34-44 Britannia Street, London WC1X 9JG

Don’t forget to include a note so that we know that the donations are from you! We recommend that you use registered post when sending cheques and CAF vouchers.
Hospice UK champions and supports the work of more than 200 member organisations, which provide hospice care across the UK.

Please sponsor me
I’m raising funds for Hospice UK

Name ____________________________
Event ____________________________

Sponsorship and Gift Aid declaration form

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 charity or Community Amateur Sports Club (CASC) named above 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 of Gift Aid claimed on all of my donations it is my responsibility to pay any difference. I understand the charity will reclaim 25p of tax on every £1 that I have given.

Remember: You must provide your full name, home address, postcode and '✓' Gift Aid for the charity or CASC to claim tax back on your donation.

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Returning your sponsorship money

Please send your completed form and sponsorship money to: Hospice UK, Hospice House, 34-44 Britannia Street, London WC1X 9JG.

☐ I enclose cheque(s) made payable to Hospice UK to the value of £

☐ I have paid £ in to the Hospice UK bank account.

The URL for my online giving page is

Thank you for your support

We’re raising money for Hospice UK
Help us to make a difference

www.hospiceuk.org  020 7520 8200
/hospiceuk  @hospiceuk

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I am taking part in my own gaming event for Hospice UK and raising £..........................

I’ll be doing this on....................

.........................and would love your support!  #hospiceheroes

Registered charity in England & Wales No 1014851 and Scotland No SC041112.
We’re here to help

Please don’t hesitate to get in touch if you need any additional information or support. We look forward to hearing from you!

Hospice UK Events Team
020 7520 8243
events@hospiceuk.org
@hospiceuk
/hospiceuk

Once again, thank you for choosing to fundraise in aid of Hospice UK.