



HOSPICE Celebration WALKS

Celebrate Life, Step by Step

FUNDRAISING PACK



Northern
Ireland
Hospice



Northern
Ireland
Children's
Hospice

CELEBRATE LIFE WITH TEAM HOSPICE

Thank you for getting your walking boots on to support babies, children and adults across Northern Ireland in getting the specialist palliative care they need. We can't wait to meet you on the starting line as we all take a stroll to celebrate life and all its beauty, raising essential funds for NI Hospice along the way!

Whether you're walking as a meaningful tribute to a loved one, a way to show support to someone who is currently receiving care, or simply walking to celebrate the beauty of life, your support will ensure that we can continue to care for local people and their families. Thank you.

This pack makes your fundraising experience as easy as a walk in the park, but we're always here if you need us. Your dedicated fundraiser will contact you if you've registered for one of our events to support you. If you're creating your own fundraiser, give us a call at **02890 777 123** or drop us an email on fundraising@nihospice.org and we'll be in touch!

If you need any support or have a question or two, don't hesitate to get in touch by phone or email and we'll be happy to help.

Life is a beauty that's worth celebrating. Once again, thank you for celebrating life whilst helping us continue our work: we couldn't do it without you!



OUR CARE SERVICES

For 40 years, Northern Ireland Hospice & Children's Hospice has provided specialist palliative care to improve the lives and comfort of babies, children and adults living with life-limiting and life-threatening illnesses.

We support children and adults to have the best quality of life - from diagnosis to the end of their lives – delivering holistic and specialist care. We wrap our care around anyone affected by a palliative diagnosis; including patients, their family and friends.

Norah's Story

Norah Ryan was a loving wife, mother and grandmother who passed away at home surrounded by her family in July 2022 following a battle with cancer. Norah's daughter, Susan, told us how Hospice gave her mum and the rest of the family joy in those precious final months.

There was no telling my mum to do anything! She was a warrior - so determined and strong-willed that when she got something into her head, she'd have been off doing it. Although she was 78 at the time of diagnosis, she had a youthful outlook on life. She was always active with gardening and loved being out every day walking her wee dog, Bubbles.

Mum was diagnosed in May 2021 - the skin cancer was malignant and had spread. She

was referred to Hospice, and a Community Nurse, Laura, came out to meet us to create a healthcare support plan – not just with physical and pain control, but also from an emotional and spiritual side. Laura was just brilliant, a breath of fresh air to lift Mum's spirits. It was Laura who was at the end of the phone every time I knew she needed her pain relief increased.

Mary Rose, Hospice's Complementary Therapist, provided Mum with some amazing aromatherapy at home. Mary Rose chatted away, had a laugh, a bit of a joke and gave some lovely, relaxing treatments with her wonderful oils, her music and her chat. Jackie, a Hospice chaplain, came to visit with pastoral and spiritual care. He really gave my mum peace, comfort and joy in the last three months



of her life, which made all the difference to us as a family. Mum couldn't talk to me about not being around, but she could with Jackie.

Together, the Hospice team gave Mum the reassurance that she would be making the decisions. It was always her wish, whatever happened, to end her final days at home, surrounded by Bubbles, her loving family and her beloved garden. Everyone at Hospice did their best to make that happen.

I was there with my mum too, to be constantly with one another on this journey. Hospice gave me and Mum another four months together. She had joy in her final months, and never lost her sense of humour through it at all.

I didn't realise how Hospice could give

someone more time and a better quality of life as they did for Mum, whether just watching her favourite TV programme, reading or listening to music - the small things in life that she used to take great pleasure out of doing. That was just wonderful.

Although I was my mum's daughter first and foremost, I was also her carer. In the final week, I just wanted to be her daughter, to be there with her 24/7. To help me get some sleep, Hospice sent a nurse out to watch over my mum - supporting me as well as my mum.

I just want to say a massive thank you to Northern Ireland Hospice, because for my mum, for me and for my family, they were invaluable. To give Mum her dying wish at home was incredible.

HOW YOU CAN HELP



£37

Could help pay for an hour of palliative and end-of-life care, supporting our patients and their families when they need us most.



£102

Could help pay for three of our bereavement sessions for the families and friends who have lost a loved one.



£208

Could help pay for one of our Specialist Hospice Nurses to meet with a patient for their first consultation and develop a tailored health plan for them and their family, in partnership with their GP and District Nurse.



£357.50

Could pay for half a day of care in our Adult Inpatient Unit at Somerton House where our multi-disciplinary team wrap their care around our patients and their families.



£1,300

Could pay for 24 hours of specialist nursing care in our children's In-Patient Unit in Horizon House for children with the most complex health needs in Northern Ireland.

SPONSORSHIP IDEAS

There are lots of ways that you can raise funds. We've given you some ideas below but feel free to come up with your own amazing fundraising event and let us know how we can help you!

Wear a zany wig!

Everybody loves a silly, wacky wig – especially at our Hospice Celebration Walks. After all, the best way to encourage donations is to get people laughing! By pledging to complete your Walk wearing a weird or wonderful wig, you can add to the fun and colour our events are famous for whilst netting even more donations to support us in our work. Get your hairpiece on for Hospice!



Dig out your costume...

Superheroes. Monsters. Cartoon characters. At our Hospice Celebration walks, you could end up meeting anyone! Get some friends together as your favourite characters, or go it alone and be a one-person show. Whether it's leotard and tights or a scary Halloween mask, making an effort with a fun costume will bag more donations and more laughs along the way!



Do a wacky walk!

Have you ever seen someone walk like a chicken to raise funds for charity? At our walks, you see it all! You can approach your walk in whatever way you like, and pledging to do your walk in a way that's whacky will show just how committed you are to helping Hospice. Penguin walk, chicken walk, backwards walk – the list is endless!

Get the need for speed!

Our walks are available to all walkers, regardless of ability. However, if you want to encourage donations, you can always set yourself an extra challenge by pledging to complete your walk within a set time. Time yourself, get the trainers on and get sweating for Hospice – we'll cheer you on!

Step up to a challenge!

Walk it your way. To raise extra money, you can pledge to complete your walk whilst carrying a heavy weight. If there's a challenge, there's a chance for more donations!



Get your pets involved

Everybody loves having fun, especially with animals involved! Whether you've got a group of dogs, a cat who loves to stroll or a ferret who needs a stretch of the legs, we'd love to meet your furry friends! You can raise extra money by taking your friends' or family's pets with you. Go on – your pets will thank you for it!



SPREAD THE WORD



The more people that know about your fundraising efforts the more successful it will be. Here are a few useful tips:

- Contact your local newspaper/radio
- Include fun and engaging photos!
- Use social media
- Share photographs and videos capturing your journey and why you're supporting NI Hospice
- Include @nihospice in your Facebook, Instagram and TikTok posts and #TeamNIHospice on Twitter. Include a link to your fundraising page if you have set one up.

Don't forget that you are fundraising for NI Hospice, so if you're not sure of any key information, then call us on 02890 777 123 to make sure it's accurate, or email or email communications@nihospice.org



ONLINE FUNDRAISING

If you are part of a **group** or **team** it's better to set up **one online page** for all donations.

fundraise with facebook®

With Facebook Fundraisers

Facebook Fundraising is easy to use, safe, and saves costs for our charity because **Facebook charge no fees to either you or us** and... all of your friends are there too!

1. If you haven't already head to www.facebook.com/fund/nihospice and set up your fundraiser to gather your donations online.
2. **Set yourself a target.** Fundraisers with a target raise on average **46% more**.
3. **Tell your story.** Sharing why you want to make a difference will help people understand your mission.
4. Add that personal touch by including photos of your loved one who you are fundraising for, or of yourself, or choose from our selection of cover images already stored. Pages with photos raise **14% more**.
5. Share your fundraiser, email/WhatsApp/message **friends and family**. Let everyone know you're taking part and raising funds for our vital service.

fundraise with JustGiving™

With JustGiving

JustGiving is easy to use, safe, and saves admin costs for the charity by transferring funds instantly.

1. If you haven't already head to www.justgiving.com/campaign/hospicewalks and set up your own page to gather donations online.
2. **Set yourself a target.** Pages with a target raise on average **46% more**.
3. **Tell your story.** Sharing why you want to make a difference will help people understand your mission.
4. Add that personal touch by including photos of your loved one who you are fundraising for, or of yourself. Pages with photos raise **14% more**.
5. Share your page on social media, email friends and family. Let everyone know you're taking part.

STRAVA

USER TIPS



What is Strava?

Strava is a free fitness tracking app that allows users to monitor and share their accomplishments with family, friends, colleagues and other members of the Strava community.

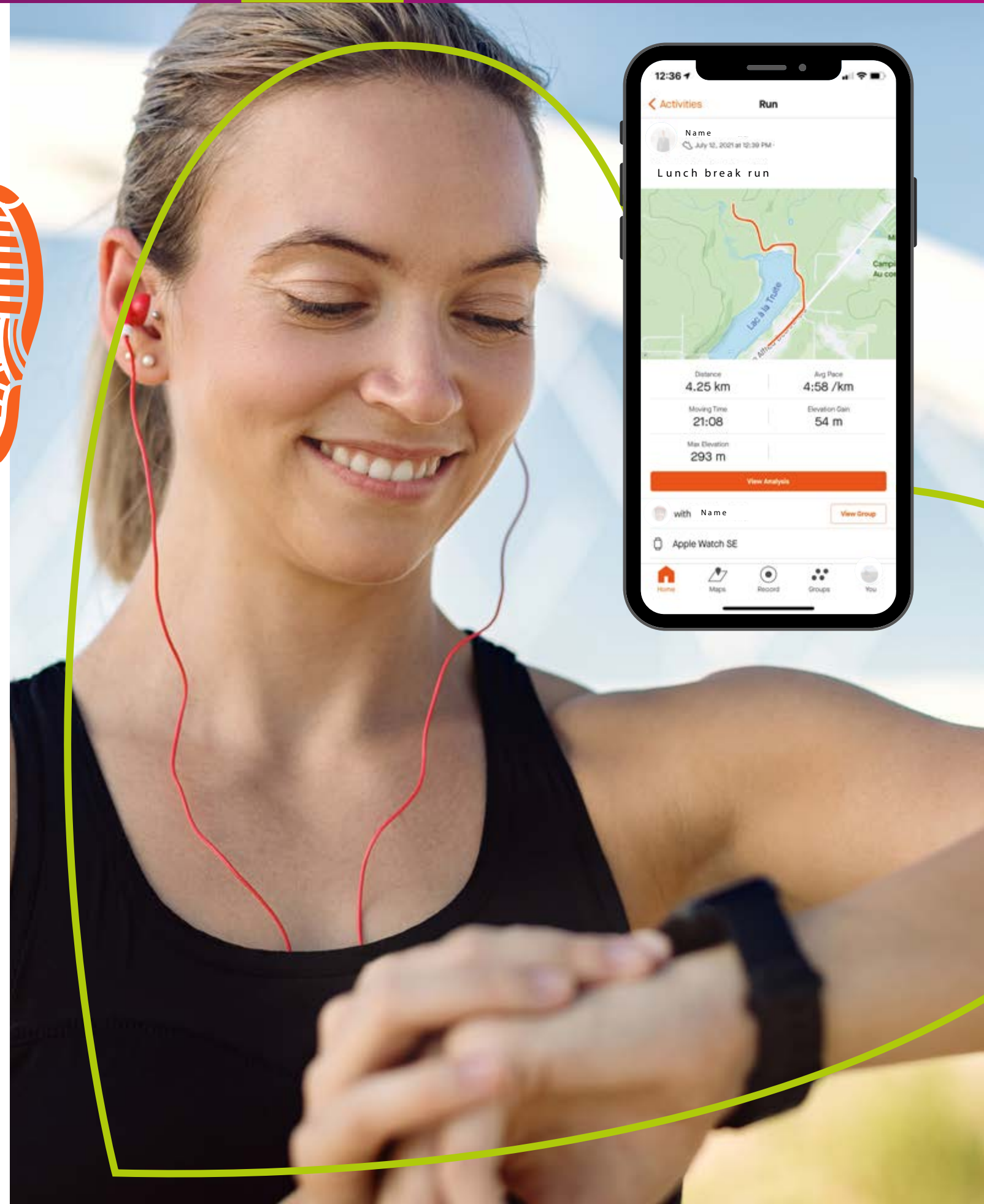
Why get involved?

Strava is perfect for your Hospice Celebrations Walk fundraising, as it can be easily linked with your JustGiving fundraising page to help increase the total you raise for Hospice! You'll be able to share details of your Hospice Celebration Walks route, your progress and your photos, to inspire people to support your efforts for a good cause – so it's especially useful if you are planning a DIY Hospice Walk.

How do I use Strava?

Here's a simple step-by-step guide to connecting your Fundraising Page to Strava:

- 1 **Download** the app and register with Strava at www.strava.com – it's free!
- 2 Log in to your **JustGiving account** and view the **fundraising page** you wish to connect with – search for **Northern Ireland Hospice**. Scroll down and select the 'Connect Strava' button.
- 3 Confirm the Strava permissions and select and save your fitness **settings/preferences**.
- 4 Track your chosen exercise in the **Strava app** and watch as it automatically updates on your page!
- 5 Got any questions on using the Strava platform? **Don't sweat it**. You can find out more about how this app can help your fundraising efforts by visiting support.strava.com or by contacting Hospice on 02890 777 123 or by email at communications@nihospice.org



HOW TO DONATE

With **online fundraising** pages, you don't have to worry but these are extra ways to give us your fundraising money.

If you want to donate through our website, simply visit nihospice.org/donate and you can pay us directly. Please make sure you write 'Hospice Celebration Walk 2024' in the box marked 'In memory/celebration of' so we know how to label your donation correctly.

You can call our **Supporter Care Team** and they can take payments **over the phone** or get **bank details for a transfer**, just call **02890 777 123**. Our lines are open 9am to 5pm Monday to Friday. Or you can leave a message out-of-hours and we will call you back as soon as possible.

To donate via a **cheque, postal order** or **charity voucher** simply make payable to **Northern Ireland Hospice** or **Northern Ireland Children's Hospice** and send to our Head Office address:

NI Hospice
Head Office
Horizon House
18 O'Neill Road
Newtownabbey
BT36 6WB



Please let us know if your donation has been made in memory of a special loved one.



FAQS



Do I need a letter of authorisation from NI Hospice for my fundraising?

Yes, your fundraiser will supply this for you but if you don't have a fundraiser yet. Call 02890 777 123 and our Fundraising Team will get this sorted.

Can I use the Hospice logo for my fundraising?

You can use our 'In aid of' logo so that everyone knows you are supporting NI Hospice. You can download these logos as well as the brand guidelines in our [Fundraising Resources](#) on the website.

Are there any materials I can get to help me, like collection buckets, posters or t-shirts?

We have a lot of materials that you can download in our [Fundraising Resources](#) section but for anything else simply call our Fundraising Team on 02890 777123 and they will help you out.

How can I claim Gift Aid on the money I raise?

If you are a UK taxpayer you can claim Gift Aid through online giving or let our Supporter Care team know. For every pound you donate the Government will give NI Hospice 25p. If your sponsors are UK taxpayers, they will need to follow a few simple steps when they make a donation to your [sponsorship form](#), or complete their details on this [Gift Aid form](#) if they are making a cash donation.

I want to organise a photograph with my grand fundraising total, how do I do that?

Simply let your Fundraiser know and they will organise the photo for you or call the Fundraising Team on 02890 777123 and we'll get it sorted.



DOWNLOAD A SPONSOR SHEET

Need to download a sponsor sheet?

Visit

www.nihospice.org/fundraising/fundraising-resources

or click below

**CLICK TO
DOWNLOAD**



**THANKS FOR CELEBRATING LIFE WITH
NORTHERN IRELAND HOSPICE!**





**THANK
you!**

