



VIRTUAL FUNDRAISING

FOR WILLOW WOOD

Thank you!

First of all, thank you for deciding to fundraise for Willow Wood. We appreciate everything you do for us, and will help you wherever we can.

Although we touch the lives of thousands in the communities of Tameside and Glossop every year, our care will always be free to our patients and their families. However it comes at a cost. This year it will take over £2.8million to maintain and develop our services. That's £7,650 every single day and although we receive funding for around 21% the remainder has to be raised from within our community.

This year, the majority of our fundraising events have had to be cancelled or postponed and we are looking at a very different fundraising calendar than usual. That's why we're even more grateful for everything our supporters are doing for us

How Your Fundraising Helps Us



£100 pays for a day's heating and lighting



£140 pays for a patient's meals for a week



£400 pays for nursing supplies for one week



£3,200 pays for medical care for a day



£7,650 pays for Willow Wood's full running costs for one day

There are so many ways you can get involved. Even the smallest amounts can make such a difference to us.

Are you working from home at the moment? Could you donate your bus or train fares to us? Just £6 will help our specialist Dementia Nurses phone carers with support, help and advice.



And if you donate your fares for one week, thirty pounds will pay for a uniform for one of our hard-working nurses.



Although we now have our social bubbles, it's likely to be quite a long while before the mass participation events return - could you set up your own challenge?

Coast to Coast Cycle

One of the most popular of the Coast to Coast Cycle routes is the Way of the Roses Morecambe to Bridlington, a total of 275km. Do the distance on your exercise bike - and take just as long as you like.



Sofa to Summit

The Three Peaks can be achieved at home very simply by just climbing your stairs. Scafell Pike is 6,180 steps or 412 flights, Mount Snowden 7,120 or 475 and Ben Nevis 8,810 or 587 flights of stairs. Just remember - going downstairs doesn't count towards the total!



Swim the Channel

Now that swimming pools are opening up again, could you swim the Channel for us? The 21 mile distance is equivalent to 1,352 lengths of a 25m pool! You can take as long as you like and you won't be battling jelly fish along the way.



Just let us know what you're doing for us by going to www.willowwood.info and completing the registration form.

If you'd rather do something a bit less physical, there are so many ways you can support us. Here are just a few ideas:

Quiz Night

Organise a quiz night with friends and family. Get together over Zoom or one of the other party apps - you'll have a lot of fun!



Cocktail Evening

If your Friday nights are usually spent going out with the girls, why not have a virtual cocktail evening? Take it in turns to host and make up your own cocktails - ask friends to donate what they would normally spend on a good night out.



Leg or Chest Wax

And here's one for the boys. Could you get your nearest and dearest to wax your chest or legs? Ask for sponsorship - and send us the photos to prove it!



Plant Sale

Keen gardener? Could you sell seedlings or cuttings for us? Set them up at your garden gate and ask for donations.



Garden Party

Invite family, friends and neighbours to your garden for a tea party. To make it even more fun, ask them to dress up, or even set a theme - roaring twenties or tropical anyone?



Gaming

Could you organise a gaming event for us? Live streams on Twitch have raised over £75million since 2012 - amazing!



[There are lots more ideas on our website!](#)

Once you've decided what to do, it's time to start raising funds. Sharing your story, particularly if you have a personal reason for supporting Willow Wood really helps to get your community behind you. You may be surprised to find out just how generous people are.

Sponsorship

Set up an online fundraising page such as JustGiving. Email the link to your address book and share on your social media. Make sure you say you're raising funds for Willow Wood Hospice.

We can provide sponsor forms. Not everybody likes to donate online, so make sure you take it out with you! And don't forget that UK taxpayers can add 25% to their donation by ticking the Gift Aid box.

Matched Funding

Many companies have a matched funding scheme, and this could double your fundraising. Ask your employers if they can help.

#TeamWillowWood

We can give you one of our #TeamWillowWood T shirts to wear with pride while fundraising. We can provide loose change boxes, collection cans and posters to help publicise your fundraising.

Local Media

Local newspapers and radio love to hear your news! Contact them with details and photos.

Paying in Funds

Pay online, send us a cheque or drop the proceeds off at our reception - whatever is easiest for you!

Send us details of your fundraising so we can share on our social media - it all helps raise funds.

As with everything, certain rules and regulations apply to charity fundraising. Here a few pointers for you, but please contact our fundraising team for further advice.

Publicity Material

Please contact us for a copy of our logo if you're producing your own posters etc. Remember to add the following wording: Registered Charity No: 1029318.

Collections

If you are holding a collection on private property such as a pub or shop you will need permission from the manager. This even applies to the car parking areas. If you wish to collect on the street you must apply for a licence from the local authority.

Raffles

If you are holding a raffle, tickets can only be purchased by people over 16, and prizes of alcohol can only be given to 18 years and over. Cloakroom tickets are fine if the raffle is completed on the same day the tickets are sold. If you wish to have a longer timescale to sell the tickets, our lottery department can provide these.

Health & Safety

Please ensure that you have completed your own risk assessment for your events. This does not need to be complicated, but Willow Wood cannot be held responsible for any issues that may arise.

Insurance

Again, it is your responsibility to ensure you are covered by Public Liability Cover if your event involves others.

Please let us know what you are doing for us by completing the registration form on our website.

Of course, there are other ways to help Willow Wood as well as organising a virtual fundraiser. Here are a few other ways you can support Willow Wood and help us continue to care.

Regular Giving

Set up a small monthly direct debit. Your gift, no matter how small, will add up over the course of year and could make a real difference to our patients and their families.

Lottery

By joining our Lottery you will have the chance to win the £1000 jackpot or one of 39 other cash prizes every single week. It's not a life-changing amount, but still is very welcome.

We also hold two Superdraws during the course of the year - could you help us sell tickets to your family and friends?

Our Shops

We have a number of town centre shops throughout Tameside and Glossop (please check our website for details). Your help in donating pre-loved, good quality and saleable goods is much appreciated, as are your purchases!

We also have a thriving online retail presence, with Ebay, Amazon, and Discogs shops. You can access these via our website.

Remembrance Events

Willow Wood holds two events annually where we remember loved ones and honour their memory. Our Butterfly Memory Release is in July, and our Light Up A Life celebrations are in December.

You can also help us just by sharing our social media and ensuring that details of our events, our fundraising and, most importantly, our care, reaches our community.

Thank you!

We are so grateful for everything you do for us - we just wouldn't be here without our wonderful, caring community.

Please keep in touch and update us with your photos of your virtual fundraising. We like to share these on our social media, website and in our newsletters, not only to thank you but to hopefully inspire others to fundraise for us too.

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Registered Charity No: 1029318