



# WILLOW WEEK FUNDRAISING PACK



# TIPS, ADVICE & INSPIRATION FOR FUNDRAISING DURING WILLOW WEEK

# Willow Burn Hospice... Treasuring Lives

# THANK YOU

We are so pleased you have chosen to make a difference to the people of Derwentside by taking part in Willow Week 2021

Last year we decided to launch the first ever Willow Week to celebrate the wonderful work of the team at Willow Burn. For over 30 years they have been improving the quality of life for people living with life-limiting illnesses and their families. As the only adult hospice in Derwentside, the team provide a vital range of specialist services, including counselling and family support, which enable people with serious illnesses to make the most out of life.

**10 May – 16 May** is a special time in the Hospice calendar as it marks both International Nurses' Day and Dying Matters Awareness Week. 2021 will be the second year of Willow Week and we would dearly love to make it an annual event in the Derwentside calendar.

**Staff can't do their vital work without you!** There is often a perception that hospices are predominately funded by external sources however this is not the case. Whilst a small percentage of funding does come from local Government, the main running costs are funded through the generous donations and support from you, the local community.

**Each one of us can make a difference. Together we can make a change.** We completely understand that fundraising may not be your priority at the moment. But now, more than ever, Willow Burn Hospice needs your help. We are asking our amazing supporters to please do what they can, whether that's raising £1 by filling a jar with loose change, or raising £50 by wearing Green for Willow Burn. Every penny counts.

We would be delighted to support you every step of the way, so if you would like to get involved please don't hesitate to get in touch with our team:  
Selina Mankin: [smankin@willowburnhospice.org.uk](mailto:smankin@willowburnhospice.org.uk) / 01207 523 907

## When you fundraise for Willow Burn:

- You're improving the lives of hundreds of people in your community
- You're supporting patients and their loved ones
- You're helping people make the most out of their lives



# WILLOW WEEK IDEAS

These are just a couple of ideas to get your fundraising started but the sky is the limit! So let your imagination run wild and come up with your own creative ways to raise funds for Willow Week. It isn't all about fundraising though, there are also some ideas on here which won't cost you a penny but will raise awareness of your Local Hospice.

<p><b>Make us smile with Amazon</b> – Do you shop on Amazon? Would you like Willow Burn to get a donation every time you shop with no additional cost to you? Sign up to Amazon Smile and they will donate 0.5% of your net purchase. Find out how you can make a difference at: <a href="https://smile.amazon.co.uk/about">https://smile.amazon.co.uk/about</a> Choose: Derwentside Hospice Care Foundation</p>	<p><b>5k May</b> - Get involved in our 5k challenge. Participate in a 5k (run, walk, hop, roll), donate £5 to charity &amp; nominate 5 friends to take part! After donating you'll unlock an exciting goodie bag. Sign up as a team or by yourself - link in bio! <a href="https://runforheroes.justgiving.com/get-involved?charityId=182899">https://runforheroes.justgiving.com/get-involved?charityId=182899</a></p>
<p><b>Coin Hunt</b> – We hear how much money is stuck down the back of sofas, so why not see what you can find in your furniture? This might be the one bit of spare time you ever get to focus on such an exercise. What you can find for Willow Burn?</p>	<p><b>Wear Green For A Day</b> – Brighten up your day with a splash of green! Off school, working from home, or still needed at work? Add some green to your day for Willow Burn Hospice. Remember to share your photos with us.</p>
<p><b>Donate Your Daily Commute</b> – If you are saving money on your daily commute to work, why not donate some of that to your Local Hospice. Simply make the donation via our website or JustGiving page</p>	<p><b>Display your Willow Tree for Willow Burn</b> – we are challenging you to paint, draw or decorate a Willow Tree and display it in your window during Willow Week (there is a template at the end of this booklet or you can download from our website)</p>
<p><b>Big Night In</b> – Get all of your friends together for a party and ask everyone who attends to make a donation to Willow Burn. It's cheaper than a night out and great fun to see your friends on screen or in your garden.</p>	<p><b>Having a clear out? Think of us</b> – While you get to know your own four walls better, why not look again at anything of value that you realise you could do without and put it aside to donate to the Willow Burn charity shops when they reopen.</p>
<p><b>Birthday Fundraiser</b> – Is it your birthday in May? Why not setup a Facebook fundraiser. Facebook gives you the tools to run a birthday fundraising campaign for Willow Burn for all of your friends and contacts.</p>	<p><b>Learn about Willow Burn</b> – learn more about your Local Hospice and the difference it makes by contacting us for information about what we do and the services we provide.</p>

**DID YOU KNOW?** If everyone in Derwentside donated just **£1** during Willow Week, it would fund 20% of the hospice's annual running costs.  
To donate £1 text **WBHOSPICE** to **70085**. Texts cost £1 plus one standard rate message.

# PROMOTION

Promoting your fundraising helps you raise more money and awareness for your cause. When fundraising from home, social media, emails, local media and word of mouth.

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## Local media

Contacting local media may seem a bit daunting but it is relatively easy. All it takes is a little forward planning. Local press will be interested in stories with a local link and a good human-interest angle. You should be able to find email addresses and phone numbers on their website. The 'Contact us' page is the best place to start. You could also contact [smankin@willowburnhospice.org.uk](mailto:smankin@willowburnhospice.org.uk) who can point you in the right direction and help you write your article with key messages about Willow Week.

## Online fundraising

Online fundraising pages and social media are a great way to publicise your fundraising.

One of the best things you can do is to set up a Just Giving ([www.justgiving.com](http://www.justgiving.com)) or Virgin Giving page. Not only does this provide a quick and safe way for people to donate online, but pages like these are also easy to share across social media.

You can sign-up your fundraising on one of the following links:

<https://www.justgiving.com/willowburnhospice>

<https://uk.virginmoneygiving.com/charity-web/charity/finalCharityHomepage.action?charityId=1010636>



## Spread the word

Share your fundraising appeal on social media or with your friends and family via email. Include the link to your online fundraising pages to encourage your supporters to donate. Of course, we would also like to share your fundraising efforts with all our followers too, so please tag us into your posts and use the hashtag #WillowWeek.

## You can follow us on:

**Facebook** – Willow Burn Hospice

**Twitter** - @Willow\_Burn

**Instagram** - willowburnhospice

**LinkedIn** – Willow Burn Hospice

## Your Fundraising Journey

We really want to support you throughout your fundraising journey, but we can't do this if we don't know, please get in touch and we will do our best to promote your fundraising with marketing support.

## Share your success

We love to hear about the way those in our community choose to fundraise for us during Willow Week. We could feature quotes or photographs from your event in our publications, online or in materials like this, so get in touch and let us know how it went.



For Willow Week social media designs or advice and support from our Marketing and Fundraising Team, contact us on 01207 523907/  
[smankin@willowburnhospice.org.uk](mailto:smankin@willowburnhospice.org.uk)

# PAYING IN YOUR DONATION

## How to send your fundraising to Willow Burn Hospice

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Once your fundraising activity is over and you've celebrated your success, thanked your supporters and collected your money, please send us the total amount that you've raised so we can start making a difference straight away! If you've fundraised online this is all taken care of for you.

### **Cheques**

Please send your cheque made payable to 'Derwentside Hospice Care Foundation' to: Willow Burn Hospice, Howden Bank, Lanchester, Durham, DH7 0QS

### **Bank Transfer**

If you would like to transfer donations or fundraising to Willow Burn, please contact Selina Mankin for bank details: [smankin@willowburnhospice.org.uk](mailto:smankin@willowburnhospice.org.uk)

### **Cash**

If you have cash donations, please pop it into Willow Burn when the Government has advised it is safe to do so. It would be great to see you and to celebrate your success.

### **Donate online**

If you haven't fundraised but would just like to make a donation during Willow Week, you can do so online by using these links – please write us a message so we know that you have fundraised for Willow Week.

JustGiving - <https://www.justgiving.com/willowburnhospice>

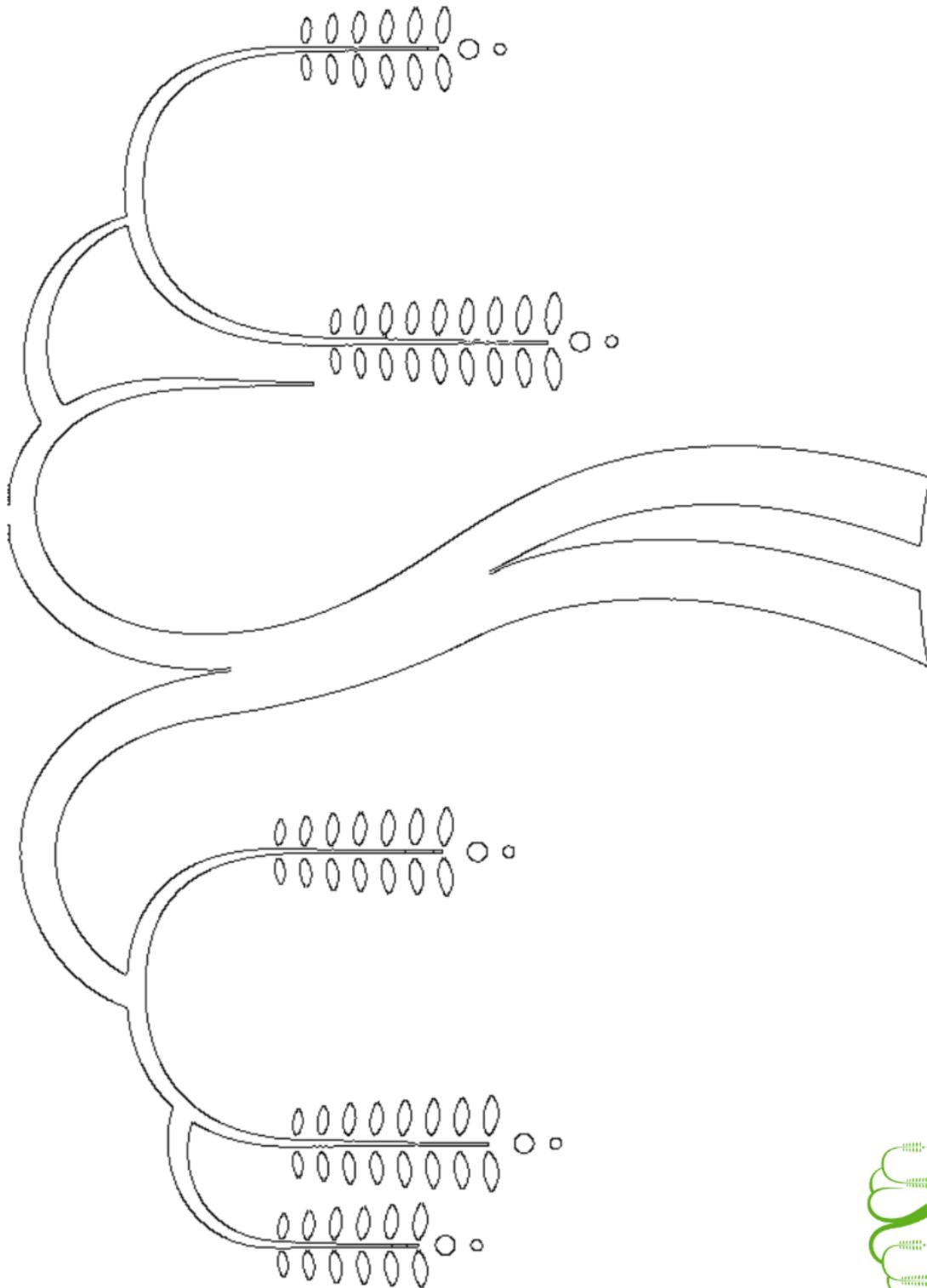
Willow Burn Website - <https://willow-burn.co.uk/donate/>

### **Whatever you raise, Gift Aid it!**

Gift Aid makes donations to registered charities worth more by allowing them to claim 25p from the government for every £1 donated, substantially boosting your fundraising total. Gift Aid can be applied to any donation from a UK tax payer, as long as the amount claimed is no more than the tax paid that financial year. If donating online, please tick to option for Gift Aid or if you are donating via bank transfer, cheque or cash, please ask us for a Gift Aid form.

# WILLOW TREE FOR WILLOW BURN

Show your neighbours you're taking part in Willow Week by colouring in this sheet and displaying in your window or sending to us for our shop window.





**At Willow Burn we believe that giving is not just about making a donation but about making a difference. Thank You for choosing to make a difference to the lives of people in Derwentside.**



**Contact Details**

Willow Burn Hospice  
Howden Bank  
Lanchester  
Durham  
DH7 0QS

T: 01207 529 224

E: [info@willowburnhospice.org.uk](mailto:info@willowburnhospice.org.uk)

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REGULATOR**