

FUNdraising Guide

How will you help us along the pathway to The House of Hope?



Where community is stronger than breast cancer

Hello

Thank you so much for taking the time to download our fundraising pack and joining us on the pathway to opening **The House of Hope Scotland**.

The House of Hope will exist to help people in Edinburgh and the surrounding areas. **The centre will be a haven away from the outside world** where those who are impacted by breast cancer can be who they need to be in a safe space, whilst offering connectivity, support, and friendship.

Having been diagnosed personally with metastatic breast cancer in 2017, it's taken me many years to find ways to 'cope' or 'live well' with this diagnosis and to truly believe that I am more than a diagnosis. Cancer is hard and takes its toll on you and those around you. By opening The House of Hope, **we aim to nurture, improve the quality of life, and enrich the emotional wellbeing of our users by offering sanctuary and support within a home-like environment at a time when they need it most.**

The House of Hope will offer a sanctuary for those impacted by breast cancer in any way or at any stage. We will achieve this through the provision of fully funded, specifically tailored workshops, classes, and support groups to empower participants, tackle social isolation because of a breast cancer diagnosis and provide a community to help service users feel connected.

With **1 in 8 people in Scotland being impacted by breast cancer in their lifetime in Scotland**, The House of Hope will support and welcome people from all backgrounds. The door is always open no matter who you are or where you are from. We pride ourselves on supporting family members and carers as well as those with a breast cancer diagnosis at any stage.

We cannot open the doors to The House of Hope without your support. The money raised means that we can provide this essential resource and positively impact the Scottish breast cancer community.

Enclosed in this pack are lots of great ideas to get you started on your fundraising journey. From event ideas, to fundraising tips and even social media advice, we have got it covered!

On behalf of The House of Hope team, thank you so much for choosing to fundraise for us and helping us on the pathway to opening The House of Hope Scotland.

I look forward to hearing all about your fundraising efforts!

Lisa Fleming

Lisa Fleming
Founder



Where community is stronger
than breast cancer

How will your funds help us on the pathway to The House of Hope?



£1000
100 wellbeing sessions or classes

£500
Covers monthly specialist practitioner costs

£100
Pays for a 'play session' for the children of someone impacted by breast cancer

£50
Provides an oncology massage or therapy

£35
Covers a 1:1 hair loss or regrowth consultation

£15
Pays for a service user to attend an oncology friendly class

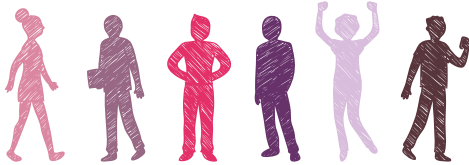
Your donation will give hope to those impacted by breast cancer in Scotland.

Spread the word

You've taken the first step towards fundraising for The House of Hope, now it's time to get the most from your fundraising. **We've got some top tips to help you along the way.**



Know your networks



Grab a cuppa and make a list of family, friends, colleagues, groups or clubs that you are part of. Drop them a personalised message with information on your fundraising effort and how they can support you.

Stand out from the crowd

Be creative and put the FUN into fundraising by thinking of creative ways in which you can promote your fundraising efforts. Why not contact your local radio station? Send a picture to your local paper? Make a giant banner or if you are feeling brave paint your house purple?



Tell your story

We all love to hear stories. Don't be shy! Hold your head high and explain why you are fundraising for The House of Hope, how their donation will help those impacted by breast cancer in Scotland and what it means to you.



NEW POST

Make payday count

We all feel a little more generous after payday so take the time to give your networks a gentle nudge by posting an update on your fundraising page or sending that message you've been meaning to send as payday rolls around.



Aim high and set a target

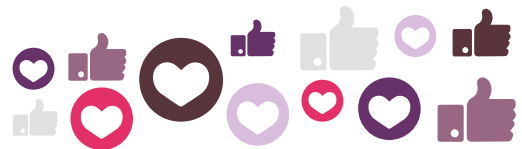
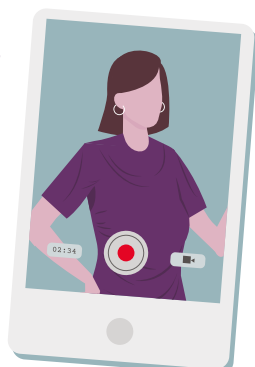
Be ambitious but also realistic when setting your target. You are best setting a target that you feel is achievable and then exceeding it if you can!

Share your success

Take the time to share the outcome of your fundraising. You will be amazed at how many donations are received after a fundraising event is successfully completed.

Lights, Camera, Action!

Don't be scared of social media! Video updates, photos of your fundraising or even going live will help to raise awareness and bring your fundraising efforts to life! Our tips for social media success can be found on page 10.



Thank you for being a friend

Don't forget to say thank you to everyone who has supported you and remind them just how important their donation is to all of us at The House of Hope.



Matchmaking

Speak to your employer about ways in which they can support your fundraising. Getting your employer to match the donation amount that you raise means that you can smash your fundraising target and aim higher!

If your company doesn't offer a donation matching scheme why not ask them if you can send out a company email, post information on your fundraising on the intranet or promote your fundraising internally on a noticeboard?

We can even arrange for a collection bucket and posters to be sent to you to support your efforts. All you need to do is email us on:
info@houseofhope.org.uk



Don't forget about Gift Aid

If your donors are UK tax payers then their donations could be worth an **EXTRA 25%** to The House of Hope at no extra cost to them.

Don't worry, we have made this simple for you and all donations made online via your personal fundraising portal will automatically ask if donors are eligible for gift aid.

A downloadable sponsorship form is available on our website:
www.houseofhope.org.uk

giftaid it

The Legal Bit

You must ensure that all donations and sponsorship money from your event is paid to The House of Hope Scotland.

You must inform potential donors if any of the funds you raise will not be paid to the charity.



Food & Alcohol

If you are providing food, you need to follow the simple guidelines for preparing, handling and cooking food set out by the Food Standards Agency.

Visit **food.gov.uk** for more details. If you have asked a caterer to come to the event you must ensure they provide you with a copy of their food hygiene certificate and public liability insurance.



Lotteries and raffles

The legislation surrounding lotteries and raffles can sometimes be confusing.

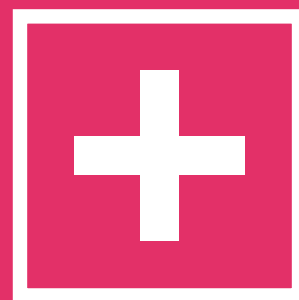
If you require any help email us on info@houseofhope.org.uk. If your raffle lasts longer than 24 hours you will need a lottery licence and printed tickets in line with the local council regulations.



Health and safety

Ensure you have adequate first aid cover available for your event.

Take advice from a voluntary first aid organisation such as St. John Ambulance when deciding the type of cover you need and always complete a risk assessment.



Insurance

If your event involves the public you will need public liability insurance.

Your venue may already have the insurance you need so remember to check with them. If you are using suppliers or contractors, you should obtain a copy of their risk assessment and public liability insurance.



Publicity material

When spreading the word about your event online or in print you need to state that it is being held 'in aid of The House of Hope Scotland' and by using these words on the design or article: **The House of Hope (Scotland) is a Scottish Registered Charity (Charity Number SC052644).**

Please drop us an email if you wish to use our logo on your own materials and we can send a copy to you.



Fundraising A - Z

Stuck for inspiration? Here are a few ideas to start you on your way towards helping us on the pathway to The House of Hope.

A

A is for **Abseil** – Descend from a great height and raise money. Perhaps you could get someone to pay a pound for every metre you abseil down.

A is also for **Afternoon Tea, Auction, Action Challenge, Art Exhibition.**



B

B is for **Beetle Drive**, that old school favourite games night. Gather your friends and family and get competitive.

B is also for **Busking, Bake Sale, Bingo, BBQ, Bring & Buy, Bungee Jump.**



C

C is for **Clothes Swap**. Is it time for a wardrobe clear out? A great excuse for a night with your friends whilst you shop and swap!

C is also for **Coffee morning, Cycling, Casino Night, Challenge events.**



D

D is for **Dance Marathon**. Who will reign as the dancing queen? Set a time limit, grab your leg warmers and dance the hours away.

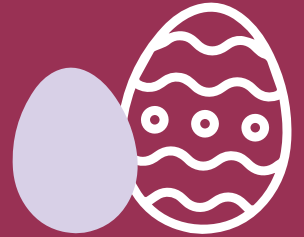
D is also for **Duck Race, Darts Night, Disco, Dinner Party.**



E

E is for **Eurovision Party**. Love it or hate it, it's sure to get the party started as your guests release their inner Eurovision performer.

E is also for **Eating Competition, Exercise Challenge, Easter Egg Hunt.**



F

F is for **Facebook Fundraiser**. An easy way to raise funds on your birthday or special occasion.



F is also for **Football Match, Fancy Dress Days, Face Painting, Film Night, Fashion Show.**

G

G is for **Give it Up!** Give up alcohol, coffee, chocolate, swearing, or social media for a month and get sponsored. Sometimes it's not what you do but what you don't do that counts.

G is also for **Girls Night In, Games Night, Garden Party, Garage Sale, Golf Day.**



H

H is for **Hamper Raffle**. Gather some goodies from local businesses and create a bespoke hamper that you can raffle off to your friends and family.

H is also for **Head Shave, Hike, Halloween Party, Half Marathon, Hogmanay Party!**



I is for **'It's a Knockout!'** Bring your family, friends and colleagues together to take on high energy inflatable challenge.

I is also for **International Themed Night, Irish Dancing, Iron Man Challenge.**

J

J is for **James Bond**. Now your name doesn't need to be James to host your own James Bond themed night with Martinis, casino tables and don't forget your tuxedo.



J is also for **Jumble Sale, Jazz Night, Jewellery making or selling.**

K

K is for **Karaoke**. Grab that microphone and stretch those vocal cords at your own karaoke night.



K is also for **Knitting, Keepy Uppy, Kayaking Challenge.**

L

L is for **Ladies Day or Night**. Get a date in the diary, choose a venue, arrange a theme and gather your girl friends.



L is also for **Lands End to John O'Groats, Lego Challenge, Loose Change Collection.**

M

M is for **Music Events**. Whether it's a Battle of the Bands, Gig or Concert we are sure you will have your guests dancing to your tune in no time.



M is also for **Mountain Climb, Mobile Free Day, Murder Mystery Party, Marathon.**

N

N is for **No Uniform Day**. Does your school or workplace have a set uniform? Wear what you want for the day whilst raising funds.

N is also for **Netball Tournament, Nail Art, Name The Cuddly Toy, Nineties Night.**



O

O is for **Open Mic Night**. Let loose and put your comedic timing to the test.



O is also for **Office Fundraising Day, Obstacle Course, Open Day, Outdoor Event.**

P

P is for **Penalty Shoot Out**. Step up to the spot and see who has what it takes.

P is also for **Pyjama Party, Payroll Giving, Plant Sale, Pub Quiz.**



Q

Q is for **Quiet**. How long will it last? Set a target and it's time to hold your tongue.

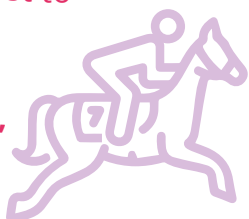
Q is also for **Quiz Night, Quad Biking Challenge, Quickest Time Contest.**



R

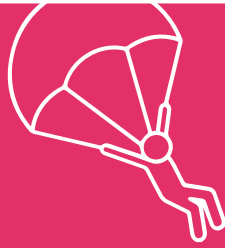
R is for **Race Night**, Time to place your bets and see who is first to the finish line.

R is also for **Rock Climbing, Raffle, Running, Record Breaking Challenges.**



S

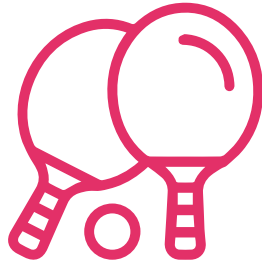
S is for **Skydiving**. Take to the skies and push through the fear factor as you soar through the clouds.



S is also for **Street Party, Sports Day, Superhero Race, Swimathon, Scavenger Hunt**.

T

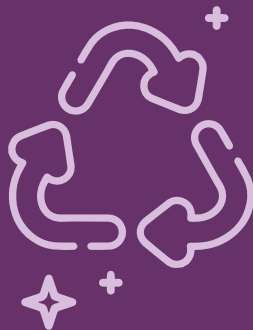
T is for **Table Tennis Tournament**. Who will edge their way out of the competition?



T is also for **Treasure Hunt, Teddy Bears Picnic, Tug of War, Talent Show**.

U

U is for **Upcycling**. Get creative and transform unwanted items into something new to sell.



U is also for **University Challenge, Ugly Jumper Day, Unwanted Goods Sale**.

V

V is for **Vintage Fair**. Do you have an eye for hidden gems? A passion for vintage clothing? Put your skills to good use by organising your own Vintage Fair.



V is also for **Valentines Event, Virtual Challenge, Variety Show**.

W

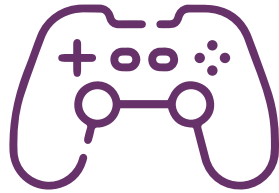
W is for **Wine Tasting**. Speak to a local supplier and host a local wine tasting event suitable for every palette.



W is also for **Wedding Fundraiser, Walking Challenge, Window Cleaning, Wing Walking**.

X

X is for **X-Box, Playstation, Nintendo Switch** or whatever gaming console you enjoy playing with. Grab your mates and hold your own competitive gaming night.



X is also for **X-Factor Competition, X Marks the Spot Treasure Hunt**.

Y

Y is for **Yo-Yo Competition**. Can you 'rock the cradle' or go 'around the world'?



Y is also for **Yoga Marathon, Year Long Challenge, Yellow Theme Day**.

Z

Z is for **Zipwire**. Are you an adrenaline junkie willing to face a fear? There are zip wires up and down the country so pick one and let yourself go.



Z is also for **Zumbathon, Zero Waste Day, Zoom Quiz**.

Socialise with us!

We'd love you to join our online communities to keep up-to-date with our news, share your activities and be part of our family of supporters. We've also featured some hints and tips to help you get started.

 @TheHouseofHopeScotland

 @TheHouseofHopeScotland

 @HouseofHopeScot

Top Tips

#1

Put your personal fundraising page address in your email signatures



Adding your page **URL** or **QR** code to your email signature is a quick and easy win in terms of getting your page out there. It only takes doing it once and then every email you send out will be raising more awareness of your fundraising and attracting more donations.

#2

Tag everyone!



Make sure you tag in everyone involved in your fundraising. If you do this, your posts will appear on more pages and they'll be seen by more people! Simply find out their account handle (e.g. @TheHouseofHopeScotland).

#3

Create an Event



If you're holding an event, you could even create your very own 'Facebook Event' page and invite all of your friends to join, to keep up-to-date with your latest fundraising news

Paying in your funds

Once you have completed all of your fabulous fundraising, we want to make the process of paying in your funds as simple as possible.

Online Fundraising Pages

Once you have finished your fundraising and closed down the event via your online fundraising portal, all funds raised will be transferred automatically to The House of Hope Scotland.

If any funds need to be transferred via bank transfer you can do this using the **'Donate' button** on our website or using the bank details below.

When transferring funds by bank transfer please use your full name / HOH as the reference.

Bank Name: **Royal Bank of Scotland**
 Account Name: **The House of Hope Scotland**
 Account Number: **00158889**
 Sort Code: **83-18-23**

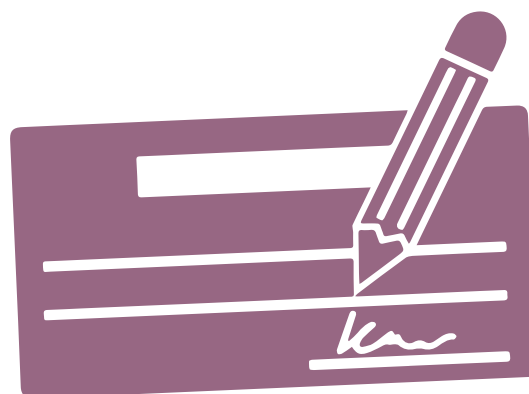


Cheques

Please make cheques payable to 'The House of Hope Scotland' and send them to:

The House of Hope Scotland
c/o 24 Bonaly Drive
Edinburgh
EH13 0HB

Please include a cover letter detailing your fundraising efforts or donation information.



Cash

Always ensure that cash is handled safely. You can take cash donations to a Royal Bank of Scotland branch and pay them directly into our charity account using the account details above.

Please email us on **info@houseofhope.org.uk** to confirm when a cash donation has been paid.



Thank you

We can't open the doors to The House of Hope Scotland without fundraisers.

Your passion, energy and dedication brings us one step closer to that reality.

Please keep us up to date with your fundraising efforts and don't forget to **tag us** in any pictures or why not **send us a blog** for our website?

Thank you for joining us on the pathway to opening The House of Hope Scotland and for being a House of Hope Hero!



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