



THE SARA LEE TRUST

A hand to hold

FUNDRAISERS HANDBOOK!



Registered charity no:1055048

Why we do what we do!

How Sara Lee helps Derek:

'In August 2008, I was diagnosed with terminal lung and liver cancer. After chemo and radiotherapy, Gill Butcher, our Macmillan Nurse at the Conquest, suggested we might like to use the massage facilities at the Sara Lee Centre.

Since July, I have enjoyed my hour's massage with Joan every week. Being in a serene, quiet environment having a lovely, gentle aromatherapy massage totally relaxes me. Everyone we have met at the Sara Lee Trust is very professional, understanding and friendly. I also know that Annie is having an hour when she doesn't feel responsible for my well being and can relax with a cup of coffee. I always feel more relaxed when I leave Sara Lee than when I came in!

How Sara Lee helps Annie:

Watching someone you love so much coping with cancer is a hard thing to do. You need a lot of hands to hold at a time like this and Sara Lee has given us a big hand. Derek has his massages every week and these sessions give us more than we could have hoped for. For me, I have an hour when I don't worry about Derek and I can relax. I know he's enjoying his massage and he'll feel better for a while. I have an occasional massage too, with Linda or Joan and I am so relaxed afterwards that Derek and I usually go to sleep for a couple of hours that afternoon! Everyone I have met or spoken to on the telephone at Sara Lee is so helpful. Their understanding and sympathetic approach is exactly what we need.

The Sara Lee Centre has a lot of things to offer people in our situation. We think Sara Lee will continue to hold our hands in many ways and help us with this part of our life.

Please consider fundraising for the Trust, to help us support more people like Derek and Annie.

About the Trust:

The charity was set up in memory of Sara Lee who died aged 32 from cancer. It was Sara's vision as a result of using complementary therapies during her two year battle with cancer that a Trust be set up to provide therapies free of charge, to people in Hastings and Rother, living with cancer, motor neurone disease or HIV/Aids.

Sara's parents with the support of her friends carried out her wish and fifteen years on the Trust is continuing to keep that vision alive.

The Trust offers a full and wide ranging programme, offering our patients access to:

- Complementary therapy treatments
- Creative arts therapy, Natural Rhythms, a group which meets weekly
- Counselling
- Monthly sanctuary days

Testimony from the Community Macmillan Nurses, Hastings & Rother Primary Care Trust

'When a diagnosis of cancer is given it can often follow a long period of tests. Occasionally there might not be active treatments that can be given to halt the progress of the disease. As a professional, to be able to offer the experience of complementary therapies is a truly positive thing.'

Our team of Community Macmillan Nurses have witnessed the support that patients gain when they attend the Natural Rhythms sessions or the Sanctuary Days that are on offer from the Sara Lee Trust. The support comes from being with people who are in a similar situation as themselves, something we are unable to give. The therapies give the patient a sense of regaining control and have a huge impact on how they cope with their personal situation.'

We believe that by offering a wide range of therapies our patients have the best opportunity to access treatments and therapies which will help them in many ways. We also have a community therapist who is able to visit people in their homes if they meet the criteria. Being able to leave someone peacefully resting in their own home environment again is a special aspect to our service which is much appreciated.

The Trust aims to support patients throughout their illness which for many will mean until they die, we also extend the service to carers and families and are able to provide over 2,250 treatments annually.

The Trust receives no statutory funding and relies solely on fundraising and voluntary donations to raise the £150,00 needed annually. In this current, very difficult financial climate, your support would help us provide the support our patients so desperately need.

Find out more about why we need your help at www.saraleetrust.org and please consider getting involved!

A – Z of fundraising ideas

- A** **auction**
- B** **bric-a-brac sale**
- C** **cake sale**
- D** **dinner** – feed friends and get them to donate
- E** **sell unwanted items on ebay** and donate a % to the Trust
- F** **fashion show** – clear your wardrobe and get friends round, have a fashion show and buy each others unwanted clothes.
- G** **golf day**
- H** **hastings half marathon**
- I** **indoor games evening** (board, bowls or console – you decide)
- J** **jam sale**
- K** **karaoke evening**
- L** **London Marathon** – the Trust has guaranteed places available
- M** **murder mystery party**
- N** **never say never** – James Bond themed evening
- O** **open your garden**
- P** **pie eating contest**
- Q** **quiz**
- R** **race night**
- S** **get sponsored to run, cycle, swim, walk.....**
- T** **table tennis competition**
- U** **uniform / mufti day**
- V** **vertical drop**
- W** **wine tasting**
- X** **x marks the spot with a treasure hunt**
- Y** **yack (sponsored silence!)**
- Z** **zebra day (wear black and white!)**

Don't do it alone, get everyone you know involved....friends, family, colleagues, classmates, neighbours....

Top Fundraising Tips

What can I do?

- choose an event that you and your friends will enjoy
- be creative – give people something fun and original to do

Timing

- think about the best time to hold your event
- give yourself plenty of time to prepare

Location

- choose a suitable venue that is accessible and book early
- try and keep your costs down – ask for a charity rate!

Lists, lists, list

- write a checklist of everything that needs to be done and a time plan
- get friends, family and colleagues to help and share the tasks out
- make a back up plan just in case!

Money

- set yourself an amount you wish to achieve – but make it realistic
- aim to raise 3 times more than you spend – keep expenses to a minimum, try and get things donated
- keep receipts and record what you have spent and money received. This way, you will have an idea of how the event is going as well as who you need to thank

Spread the word

- invite friends, family, colleagues, neighbours or business contact to get involved
- use posters and leaflets to promote your event in your local area
- contact your local press or radio
- social networking websites are a great way of advertising your event

Maximise your fundraising

- adding a raffle or auction could add to the amount you raise on the night
- matched giving – some employees generously offer to match any money raised for charity by their staff. Find out if you or any of helpers could double your total through a matched giving scheme at their work
- Gift aid it – the Gift aid scheme allows us to claim back the tax paid on eligible donations made by individuals. You can increase the money you raise by simply getting people to fill in a Gift Aid declaration form or ticking the box on your sponsorship form. Remember that Gift Aid can only be claimed on sponsorship and donations

Get sponsored

- Create an online fundraising page with the fantastic website www.justgiving.com, with which the Sara Lee Trust is registered.

Click on the [Create a fundraising page with Justgiving](#) button

In the 'Get started' box, click on the blue 'Make your page' button

If you've not used JustGiving before you'll need to register. Otherwise, just log into your account

[If you're taking part in an organised event](#): Choose 'An organised event'

Find the event you are taking part in (if you can't see your even in the list, you can search for it in the search box in the top left hand corner of the screen)

[If you're organising your own event](#): Choose 'Doing your own thing'

[Choose the web address you want and check it's availability](#)

Make your page

Edit your page – add photos, a personal message and a fundraising target.

Keep it safe and legal

- No matter what type of event you are planning, there will be legal and safety issues that you will need to consider; make sure you read the fundraising guidelines at the end of this guide

Aim high

- Aim high but make sure you fundraising goal is achievable

Your donations make a difference

£30 would pay for one hour's therapy

£155 would pay for a Natural Rhythm session for 8 people

£531 would pay for a Sanctuary Day for 8 people

Fundraising guidelines

Raffles/lotteries

Small raffles can be held as part of a larger event. The ticket sales and announcing of the results

must be held during the event. No more than £500 can be spent on buying prizes and no cash prizes can be given. All tickets should be sold at the same price and no discounts are allowed on bulk buys (for example, five for the price of four).

Please note that tickets should not be bought or sold by young people under 16.

There are strict and complex laws relating to raffles and lotteries which do not fall into this category. Full guidelines on raffles and lotteries are available from your local authority or the Gaming Board; these must be followed in full. For details please visit www.gamblingcommission.gov.uk for more information.

Events

Please consider the following guidelines as you plan for your event:

- Ensure that your event is organised efficiently and safely
- Conduct a risk assessment to ensure that you have proper plans for the safety of the participants. The Health & Safety Executive has further information on how to do this on their website (www.hse.gov.uk). Make sure you have a copy of this on the day of your event
- Ensure that your event is properly and adequately supervised. Where children are involved, this should include
 - providing proper adult supervision
 - checking that the child's parents/guardians have given permission for their child to take part
 - carrying out appropriate background checks if adults are to have unsupervised access to children
- Consider what insurance cover you need for your event. The Sara Lee Trust cannot accept any responsibility for your event nor for anyone who participates in it
- Check whether you need any special licenses, eg a public entertainment license or a license to sell alcohol. Your local council will be able to help you with this
- Always have two people present to count any money raised

Public collections

All street collections or collections on public property will need to be registered with the local authority and we will need to see a copy of this license before issuing you with collection boxes or buckets.

Young people under the age of 16 (or 18 in London) are not permitted to collect money in public collections.

Please note that we do not authorise door-to-door collections.

Expenses

Some events require a little bit of expenditure. Make sure that you are aiming to raise at least three times as much as you need to spend, for example if you spend £100 you should aim to raise a minimum of £300. If you think your event expenditure will fall outside of these guidelines please review your expenses or call us for advice.

Gift aid

Please ask donors/sponsors to sign a Gift Aid declaration or tick the relevant box on your sponsor form (both of these are available in your pack). This enables us (and higher rate tax payers) to claim tax back from the government and increases the overall benefit to the charity.

Fundraising materials and publicity

If you are creating your own publicity materials please make it clear that you are fundraising 'in aid of The Sara Lee Trust'. Please ensure that you have permission to use any images or text; although some material is available without restrictions on the internet, don't assume that all materials are copyright free.

Company approaches

Always remember that local businesses are often happy to help with fundraising events in their area. If you are approaching any companies, local or national, for sponsorship, prizes or auction items then please let us know as we may already be in contact with them which could affect your request.

Are you a company raising money for The Sara Lee Trust?

If you are hoping to sell goods, services or run promotions using our logo or our name, please contact us on 01424 456 608.

Sending in your donation

All funds collected should be sent to the charity within six weeks of collection. Please collect all funds together and either drop them into us –

F.A.O. Maria Gonet
Fundraising Manager
The Sara Lee Trust
25 Upper Maze Hill
St.Leonards-on-Sea
East Sussex TN38 OLB

Or send in a cheque made payable to The Sara Lee Trust. Don't forget to return any sponsorship forms, so that we can claim the gift aid.

Thank you so very much for your support and good luck with your fundraising!