

**Fundraising  
pack**



# Wilf Week

24<sup>th</sup>-30<sup>th</sup> October 2022

**Joining together to support St Wilfrid's  
and local hospice care**

[stwhospice.org/wilf-week](http://stwhospice.org/wilf-week)  
**01323 434200**



**St Wilfrid's Hospice**



Photo by Brian Chan on Unsplash

# Fundraising pack

**It's time for our wonderful community to join together with St Wilfrid's to highlight the importance of local hospice care.**

We want everyone to shout out for St Wilfrid's, so we can celebrate the difference that all our amazing supporters make to the work that we do. We are so proud to be part of a community of people who have shown year after year their generosity and support for the charity, and Wilf Week is all about celebrating that.

There are many different ways to get involved with Wilf Week and be part of this very special week. From posting a message of support on social media to organising a fundraising event, there is a way for everyone to join in.

## Wilfie Bear

The face of Wilf Week 2022, Wilfie is our mascot and a special part of the St Wilfrid's family. Wilfie is inviting everyone to take part in some bear-themed fundraising activities during the week...




*Walk with Wilfie*



Get sponsored to walk 91,000 steps in Wilf Week.



*Wilfie's Bake Sale*



Get baking and sell some cakes to support Wilf Week.



*Where's Wilfie?*



Find the mini-Wilfs hidden around Eastbourne.

Follow the trail, solve the clues and find the goodies that Wilfie is hiding with to be in with a chance to win a limited edition Wilfie Bear. Free to enter but look out for the trail bears to appear in an online auction where you will have the chance to bid on the bear and their gift.



# Wilf Week Resources

All the things you might need are downloadable from our website [stwhospice.org/wilf-week](http://stwhospice.org/wilf-week) (apart from cake toppers which are available to order)



## Posters

Pop our poster up in your window or office noticeboard to show your support or fill in the details of your own event to share what you're doing in Wilf Week.



## Recipes

A couple of Wilfie Bear favourites to give you some inspiration for your cake sale.



## Social media content

We have designed some posts to share on your social media and included some copy for you to use.



## Bunting

Print off, cut out and add some string or ribbon and you've got as much Wilf Week bunting as you might need.



## Cake toppers

Email [fundraising@stwhospice.org](mailto:fundraising@stwhospice.org) to get your hands on a sheet of rice paper Wilfie Bear decorations to add to your cakes.



## Sponsorship form

Wilfie Bear's special sponsorship form for you to collect sponsorship for your event.

# JustGiving

We've set up Wilf Week events on JustGiving to make it easy for you to get involved. You'll find a page for **Walk with Wilfie, Wilfie's Cake Sale and Wilf Week**. There is also a **St Wilfrid's Wilf Week** campaign page where you can simply make a donation and leave a message to show your support.

To access a special Wilf Week page, go to **JustGiving.com** and search for St Wilfrid's Hospice (Eastbourne). You may need to scroll down the home page to find us, but we're listed under 'charities'. Click on the 'fundraise for us' button, then click on 'taking part in an event'. That will bring up the list of Wilf Week events pages. Choose the one you want and follow the instructions to personalise with your details; perhaps you might want to add the reason for your support or add your own photographs. If you have any issues or questions then do give us a call on **01323 434241** and we will do what we can to help you.



# Wilfie Bears

The 2022 limited edition Wilfie Bear can be yours for a suggested minimum donation of £15. You'll find details of how to order your bear on our website [stwhospice.org/wilf-week](http://stwhospice.org/wilf-week). Maybe you could use one to raise money at your own event?



# 10 tips for making the most of your Wilf Week fundraising



- 1 Spread the word** Tell as many people as you can about what you're up to – download a poster and put it up at work or on your social media.
- 2 Set up a JustGiving page** Select one of our Wilf Week event pages and send the link to all your contacts.
- 3 Get Wilf Week resources** Download what you need from our website – bunting, sponsor form, posters. Order cake toppers, collection pots or T-shirts.
- 4 Advertise your activity or event** Use social media and email to tell people what is happening and when so they can get in their diary and join you.
- 5 Tell our story** Perhaps you have a personal reason for supporting St Wilfrid's. If you're happy to share that then people will understand why your fundraising event is so important to you.
- 6 Ask for sponsorship or donations** Simple fundraising advice, if you don't ask you don't get! Tell people why it's important to raise money and ask them to fill in your sponsor form or give a donation.
- 7 On the day** Take photos to share on your social media, have a collection pot for taking donations, have your sponsor form handy for people to pledge.
- 8 Add your own touch** If you're doing an event (or cake sale) you could include a raffle or tombola, and add your own decorations.
- 9 Tell us what you're doing** Drop us a line and tell us what you're doing so we can give you a shout out on our social media or add you to our website community events page. You'll be able to share that with your contacts too.
- 10 Share your success** Once you've sent in your donation we'll send you a letter or certificate that you can share with your supporters. Give yourself a pat on the back and be proud of your support and the difference you've made.



## What difference can Wilf Week make?

As well as raising vital funds to support the continuing work of St Wilfrid's, Wilf Week is an opportunity for us to celebrate the support of the community around us. Our work, and our fundraising, are ongoing and we couldn't continue to do what we do without any of you.

We rely on our local community to help us raise around **70%** of the costs of providing the hospice services. It means that we value every pound that is raised and donated and we want everyone to know that the support we receive really does make a difference every day to the patients and families that we care for.

### How your donations help...

**£20**

could pay for a 24/7 Nurse Line call that can give advice and bring comfort to a patient in the middle of the night.



**£120**

could pay for six bereavement counselling sessions for a bereaved person.



**£250**

could pay for all the patient meals on our Inpatient Unit for a whole day.



**£1,000**

could pay for 10 days of nursing care on our Inpatient Unit or in the community.





