



CORPORATE

DRAGON BOAT RACE



FUNDRAISING PACK

8th September 2023

MAKE A SPLASH & RAISE SOME CASH!

Thank you for joining Team Hospice and supporting us with your fundraising for the Dragon Boat Race 2023. We hope you're ready to have some fun for a brilliant cause!

We've made this Corporate Fundraising Pack to help you on your fundraising journey with us and to make your Dragon Boat Race experience as enjoyable as possible. Your shiny new pack will give you excellent practical information on how to make the most of your fundraising with online fundraising ideas; useful advice on how to encourage sponsorship and top tips on using social media to promote your activities. There's some great advice to stick your oar into, so be sure to have a read.

Whether your company or workplace is taking part to celebrate the work we do, to remember a colleague, or simply want to make a real difference in your community, all funds raised will help us continue our caring work.

We hope you enjoy your experience of fundraising for Hospice and we're sure you'll take to it like a duck to the Lagan's water! If you do need any further information or support, we are here to help – please do not hesitate to contact us on 028 9077 7123 or at fundraising@nihospice.org

Ready, steady, go!



OUR CARE SERVICES

Thanks to the ongoing support of businesses and organisations like yours, Northern Ireland Hospice & Children's Hospice has been able to provide specialist palliative care to babies, children and adults living with life-limiting and life-threatening illnesses for 40 years.

We support children and adults to have the best quality of life - from diagnosis to the end of their lives – delivering holistic and specialist care. We wrap our care around anyone affected by a palliative diagnosis; including patients, their family and friends. Don't take our word for it, take a moment and listen to the stories below about our Hospice care.

Paul & Pat's Story 🍀

We provided end-of-life care for Pat Kerr, wife of loving husband, Paul. In the clip below, Paul Kerr tells us how Hospice support helped him cope with overwhelming grief after losing her.



Ana-Lily's Story 🍀

Stories like Ana-Lily's show how much of a difference our specialist care can make to families caring for children with complex health needs. Loving parents, Mark and Delia, explain how Hospice is always there for them.



How you CAN HELP

Every splash you make, every pound you raise – it all goes towards supporting the vital work we do. Each team member must raise a minimum of £250 to take part, or £5,000 per boat. A deposit of £500 will secure your boat and go towards your final fundraising total.



£160

Will help pay for a day shift of practical hands-on care from our Hospice at Home team.



£240

Will help pay for a health bag for a Specialist Hospice Community Nurse (Blood pressure cuffs, finger pulse oximeter, stethoscope, thermometer and ear probes, etc)



£500

Will help pay for 18 physiotherapy sessions in our special pool for a child with a short life.



£1,100

Will help pay for a syringe driver that can quickly deliver pain medication to help our patients.



£1,500

Will help pay for 25 consultations with a specialist palliative care consultant to help our patients live the best life they can for as long as they can.

WHAT IS THE DRAGON BOAT RACE?

Are you ready to stick your oars into the biggest corporate fundraising event of 2023?

Get your **colleagues** together and join us on **Friday 8th September** for a day of amazing craic on the Lagan in support of Hospice!

The Dragon Boat Race is a fun-filled event giving **businesses and organisations** a **unique team-building opportunity** whilst raising invaluable money for our charity.

No previous experience required, just the will to win and a sense of humour! **Full training will be given on the day.**

All you need to do is:

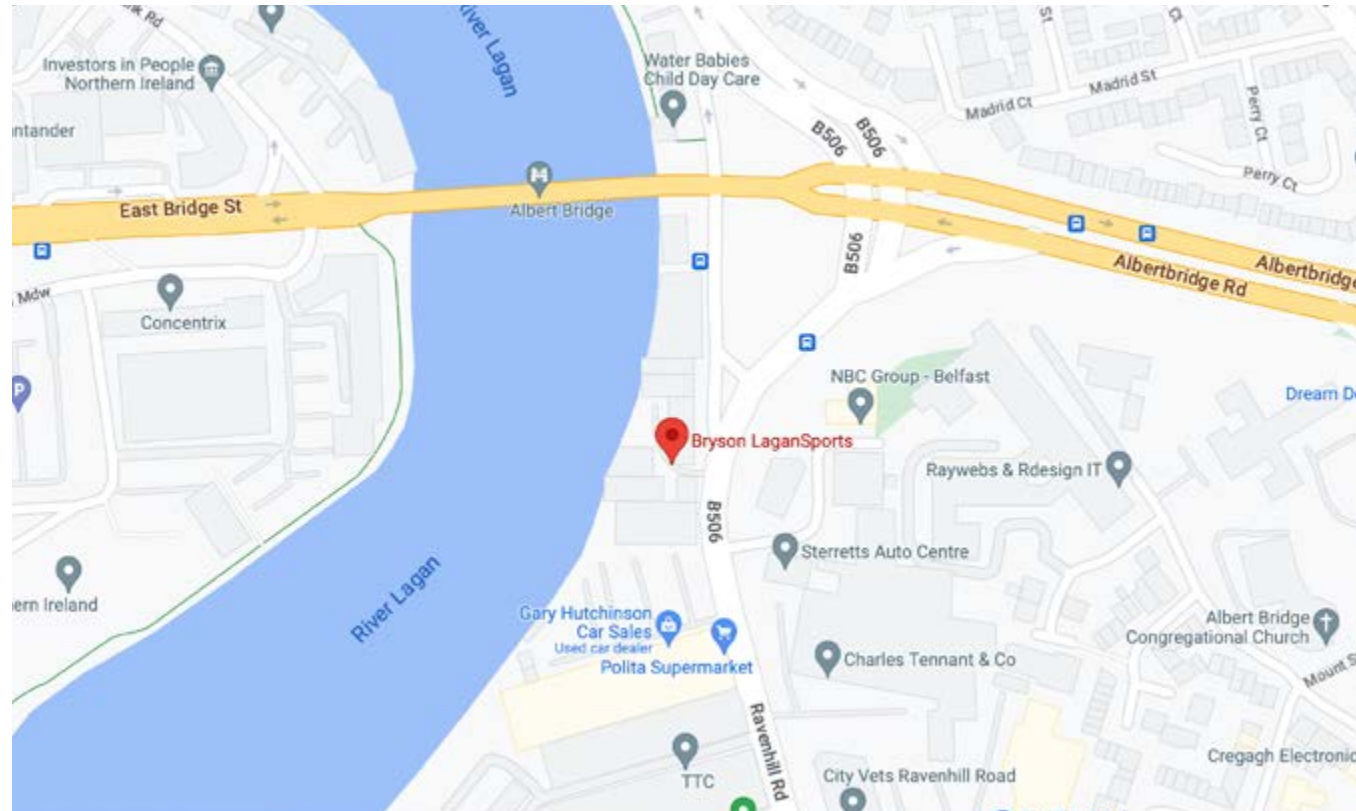
- Put the **8th September** in your calendar.
- Register your interest and get ready to have a great day's craic.
- Your dedicated fundraiser will contact you once you have registered your interest
- Start pulling together your team – you need a team of **20** people for a boat
- Each team member must raise a minimum of **£250** to take part or **£5,000 per boat**.
- A deposit of **£500** will secure your boat and will go towards your final fundraising total.

Once you've registered, your dedicated Corporate Fundraiser will be in touch to support you and your team all the way to victory!



All you need to know to plan your Dragon Boat Race:

- Your team will be sent health declaration forms that should be completed and returned to NI Hospice before the event.
- Prior to 8th September your team will be allocated a start time – start times are staggered throughout the day.
- The event is taking place at Bryson LaganSports just off the Ravenhill Road



- If your team is starting in the morning, we will provide you with a free breakfast to get your energy levels up – Lunch will be provided for all teams!
- Before taking part in any activities your team will receive a full health and safety briefing on the day
- Teams will be competing in heat races before progressing through quarterfinals and semi-finals before the grand final takes place at the end of the day!
- There are spot prizes up for grabs!! Stick on your silliest fancy dress because there is a best dressed prize! We'll also have prizes for high fundraising total and for mini dragon challenges throughout the day!
- Make sure you have your game face on because there will be amazing photo opportunities for you to share with your team!



WHAT'S IN IT FOR YOU?

It's fun. It's exciting. It's the most unusual and unique team-building event to take place in NI this year! Our Dragon Boat Race is shaping up to be a smashing event. Aside from the great time you'll have, there are some more serious added benefits for your organisation...

1. **Team-building** – Taking part in our Dragon Boat Race event with colleagues outside of work is a fantastic way to bring different people and departments together, to connect and share a unique experience.
2. **Commitment to the local community** – Was there ever a more fun and interactive way to commit to your Corporate Social Responsibility plans? You'll be demonstrating a real commitment to your CSR activities, by supporting local people in your community who depend on our specialist palliative care services.
3. **Employee engagement and morale** – Partnering with a charity often provides employees with a sense of purpose and connection, as they often prefer to work at a firm that shares their own personal values. Participating helps to increase engagement among your team, which can result in increased productivity, morale, and retention.
4. **Brand Awareness** – We will promote your company's involvement in the event to raise your company's profile, strengthening your brand and corporate identity. Aligning your brand with one of Northern Ireland's leading and much-loved local charities will also enhance your company's reputation and goodwill with the local community.



SPREAD THE WORD

It's time to get that social media channel lined up with content that's going to spread the word! The more people that know about your Dragon Boat Race, the better. There's lots of ways to get the message out there – see below for some useful tips!

Social Media Tips

Not only is social media a great tool to maximise your fundraising efforts, it's also a brilliant way to enhance your brand image, increase your online following and boost engagement. With the consent of your staff, you can share promotional clips, interviews with team members – the possibilities are endless! Remember that LinkedIn is particularly important in the world of business.

Press release

Write a press release about your company's participation and submit it to the news desk of your local paper or radio station. Everyone loves a good news story!

Use online fundraising platforms

We encourage our supporters to set up online fundraising pages with JustGiving or Facebook Fundraising to make it as convenient as possible for donations to

be made. These platforms also enable you to share photos and updates of your company's fundraising.

Regular updates

Share regular updates with photos and videos across your social channels to capture your company's fundraising journey – don't forget to include a link to your online fundraising page.

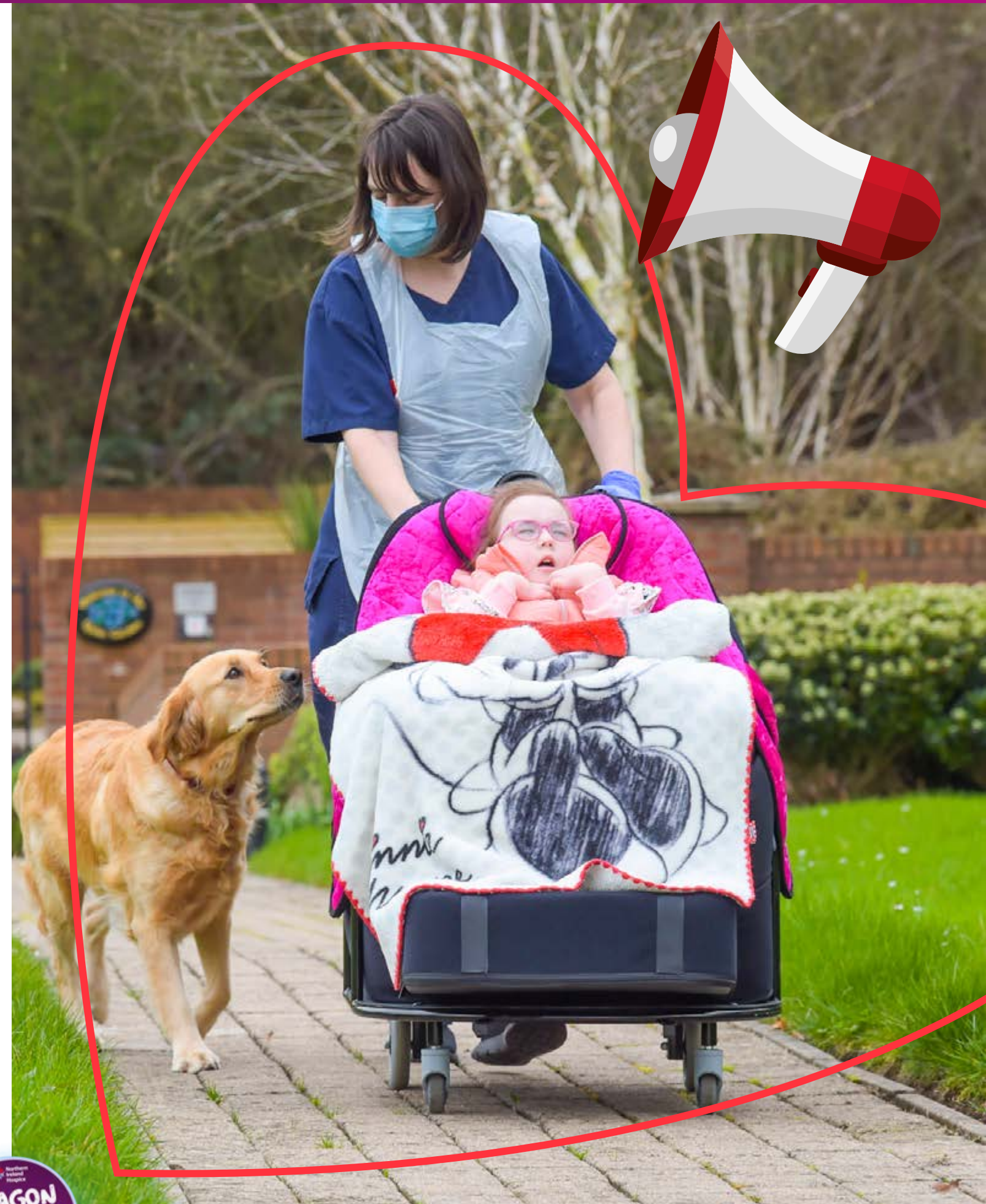
Employee engagement

Encourage your employees to spread the word about your company's fundraising by sharing it on their social media networks. This will encourage more followers, engagement, and donations from their networks.

Tagging

Be sure to include **@nihospice** in your Facebook, Instagram and TikTok posts and **#TeamHospice** along with a link to your online fundraising page.

Don't forget that you are fundraising for NI Hospice so if you're not sure of any key information, then call us on **02890 777 123** to make sure it's accurate, or email or email communications@nihospice.org



FUNDRAISING IDEAS

Ideas for your Dragon Boat FUNDRAISING

We're delighted you'll be taking part in this year's Dragon Boat Race for Hospice!

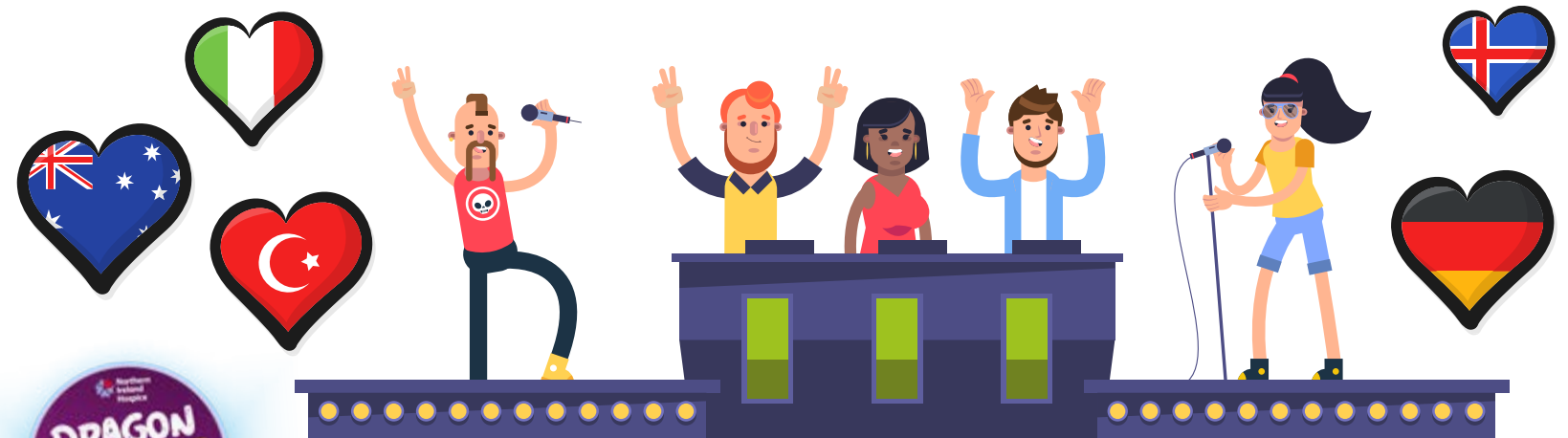
Each member of your Dragon Boat team must raise a minimum of £250 to take part (or £5,000 per boat), so to help you on the way to reaching your fundraising total, here are a few simple ideas. Pick your preferred fundraising event or two and you'll have reached your target in so time! Good luck!

- **Dress down Friday** – get your office buddies to take part in a sponsored day of more relaxed attire, where colleagues pay to wear their favourite casual clothes to work
- **Head shave** – shave all your hair off for some sponsorship money. Don't worry – it will grow back!



- **Coffee morning** – gather a group of friends, family and colleagues and enjoy a cuppa while raising money for Hospice. It couldn't be easier!
- **Bake sale** – get your local community baking to sell some delicious treats. Yummy!

- **Hospice's Got Talent** – if you know any local DJs or would-be musical stars, ask them to do a benefit gig for your fundraising. We're jamming!
- **Karaoke** – arrange a musical evening in a local venue or even with friends at home. You can charge for entry and for requests, then just play the songs and sing until your heart's content, or until you get paid extra to stop! An alternative option is a comedy improv night or a joke-a-thon – it should definitely be a good laugh either way!
- **Eurovision party** – charge for entry and everyone can represent a different country at this party. You could also approach local businesses to donate a prize, which would be awarded to the person representing the winning nation, as an added attraction encouraging more people to take part on the night.
- **Pub quiz night** – organise and charge an entry fee for teams to take part in a quiz and test their knowledge with a picture round and a 'name that tune' music round, or whatever you fancy! You can research the questions online yourself with several themed rounds, or get an experienced quizmaster who may organise the event for free.



ONLINE FUNDRAISING

Fundraise with **JustGiving**

JustGiving is easy to use, safe, and saves admin costs for the charity by transferring funds instantly.

1. If you haven't already head to www.justgiving.com/nihc or www.justgiving.com/nichildrenshospice and set up your own page to gather donations online.
2. **Set yourself a target.** Pages with a target raise on average **46% more**.
3. **Tell your story.** Sharing why you want to make a difference will help people understand your mission.
4. Add that personal touch by including photos of your loved one who you are fundraising for, or of yourself. Pages with photos raise **14% more**.
5. **Share your page** on social media, email friends and family.
Let everyone know you're taking part.

Fundraise as a Group

If you and your team prefer to use the same page to fundraise, JustGiving gives you the option to create a standard fundraising page where you can list your team names in the story section. You can also personalise the page using our corporate colours and company logo!

To set up your page for Northern Ireland Hospice, visit:

www.justgiving.com/nihc or if you wish to fundraise for Northern Ireland Children's Hospice, visit: www.justgiving.com/nichildrenshospice

Boost your team fundraising online!

Setting up a team online fundraising page for your **Dragon Boat Race** is a great way to spread the word about your fundraising. The money will also go straight to us, so you don't have to worry about collecting and paying it in yourself!

Fundraise Individually

Alternatively, if your staff would prefer to fundraise individually, you can avail of the Team Pages option in JustGiving.

Team Pages enables you and your colleagues to join your individual fundraising pages together to contribute to an overall total. Whether it's a shared group effort, or you want to introduce some friendly competition between team members, it's never been easier to fundraise together!

How to create a team

1. To create a Team Page, visit: www.justgiving.com/nihc if you wish to fundraise for Northern Ireland Hospice or visit: www.justgiving.com/nichildrenshospice if you wish to fundraise for Northern Ireland Children's Hospice.
2. From your fundraising page select 'Create a Team'
3. Personalise your Team Page with your story and an eye-catching photo
4. Set a team target and launch your page!

Top Fundraising Tips!

1. **Say 'cheese!'** - Personalise your page by uploading a team photo!
2. **Set a target** - Pick a realistic target and then ask everyone to help you reach it!
3. **Tell your story** - You might have a personal story as to why you have chosen to support Northern Ireland Hospice. Perhaps a colleague had a loved one who was cared for by Hospice, or you simply want to give back to our local community! Sharing why you want to support Hospice and make a difference will encourage and motivate people to donate.
4. **Post updates** - Share your fundraising page on your company LinkedIn profile or personal profiles and let people know how you're getting on!
5. **Remind people about Gift Aid** - Gift Aid allows charities to claim tax back on donations, so make sure you remind everyone who donates to check if they are eligible (they must be paying tax in the UK)



HOW TO DONATE

With **online fundraising pages**, you don't have to worry but these are extra ways to give us your fundraising money.

If you want to donate through our website, simply visit nihospice.org/donate and you can pay us directly. Please make sure you write 'Dragon Boat Race 2023' in the box marked 'In memory/celebration of' so we know how to label your donation correctly.

You can call our **Supporter Care Team** and they can take payments **over the phone** or get **bank details for a transfer**, just call **02890 777 123**. Our lines are open 9am to 5pm Monday to Friday. Or you can leave a message out of hours and we will call you back as soon as possible.

To donate via a **cheque**, **postal order** or **charity voucher** simply make payable to **Northern Ireland Hospice** or **Northern Ireland Children's Hospice** and send to our Head Office address:

NI Hospice
Head Office
Horizon House
18 O'Neill Road
Newtownabbey
BT36 6WB

Please let us know if your donation has been made in memory of a colleague or loved one.



FAQS



Do I need a letter of authorisation from NI Hospice for my fundraising?

Yes, your fundraiser will supply this for you but if you don't have a fundraiser yet. Call 02890 777 123 and our Fundraising Team will get this sorted.

Can I use the Hospice logo for my fundraising?

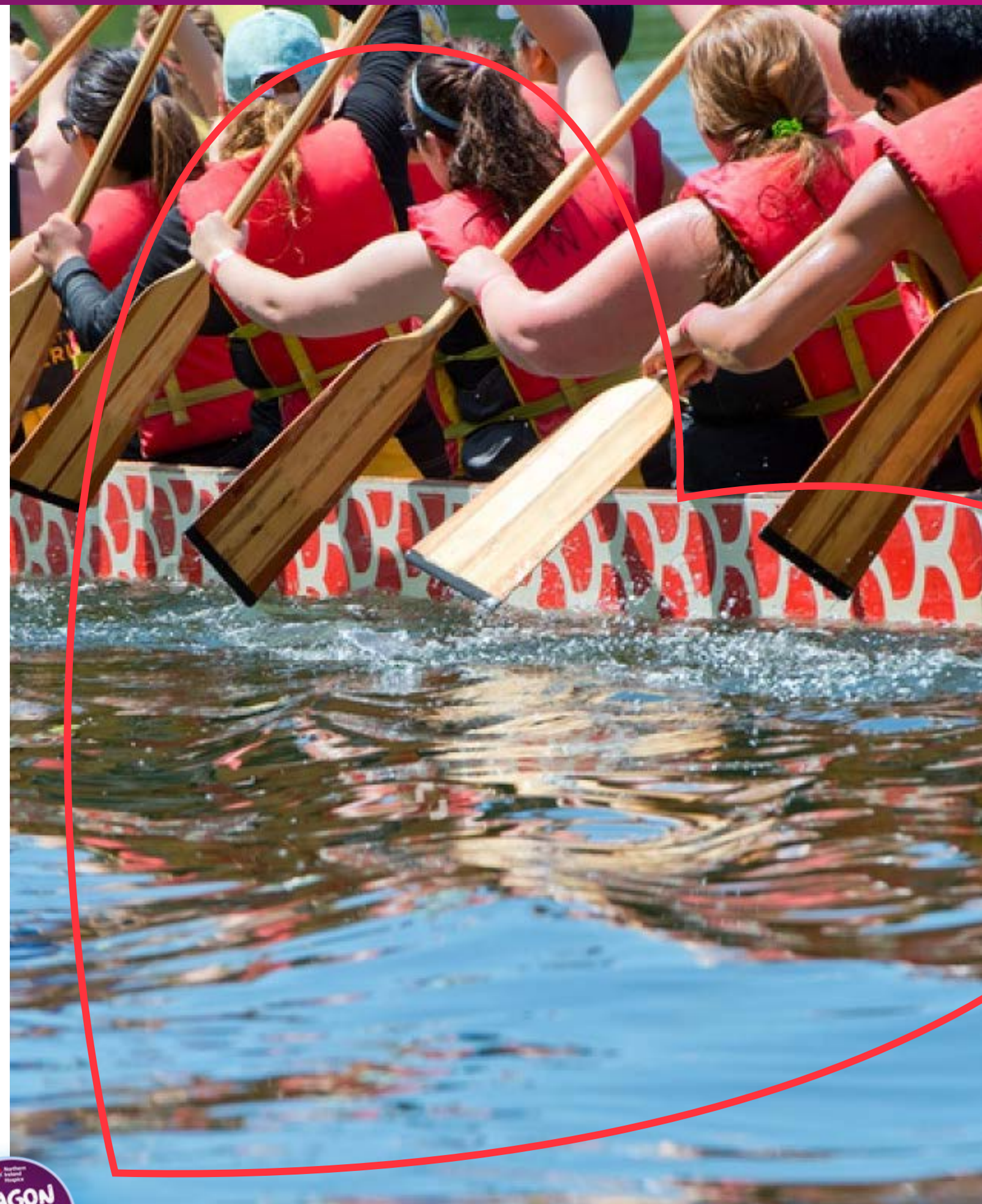
You can use our 'In aid of' logo so that everyone knows you are supporting NI Hospice. You can download these logos as well as the brand guidelines in our [Fundraising Resources](#) on the website.

Are there any materials I can get to help me, like collection buckets posters or t-shirts?

We have a lot of materials that you can download in our [Fundraising Resources section](#) but for anything else simply call our Fundraising Team on 02890 777123 and they will help you out.

I want to organise a photograph with my grand fundraising total, how do I do that?

Simply let your Fundraiser know and they will organise the photo for you or call the Fundraising Team on 02890 777 123 and we'll get it sorted.





THANK you!



**Northern
Ireland
Hospice**



**Northern
Ireland
Children's
Hospice**

nihospice.org



Head Office, 18 O'Neill Road, Newtownabbey, BT36 6WB



Registered with
**FUNDRAISING
REGULATOR**

Northern Ireland Hospice is a Company Limited by guarantee incorporated in Northern Ireland and is a charity recognised by the Inland Revenue.
Company Registration No: NI 14817 Charity No: NIC102337