

Challenge Accepted

Your Fundraising Guide



Registered with
**FUNDRAISING
REGULATOR**

Keech Hospice, Great Bramingham Lane,
Streatley, Luton, LU3 3NT.

**KEECH
HOSPICE** 

Registered Charity Number 1035089

Thank you

for supporting Keech Hospice

Your decision to fundraise means the world to us. Together, we can ensure adults and children with life-limiting conditions receive the specialist care they deserve.



What's inside

About Keech Hospice	2
Getting started	3
Five things to remember when fundraising	4
Fundraising top tips	5
Using our Logo	5
Paying in your fundraising	6
The legal bit	6
Other ways you can help	6

Keech Hospice provides free specialist palliative and end-of-life care for people of all ages. We support adults in Bedfordshire. Children and their families in Bedfordshire, Hertfordshire, and Milton Keynes. At home, in hospice, or wherever we're needed.

We rely on our local community and supporters for around **70%** of our funding. This means we need to raise around **£8 million every year to continue providing our care services.**

What your money does



£50

could buy a specially adapted sensory toy for a child patient we support



£500

could buy a series of rehab sessions in our hydrotherapy pool with our Aquatic Therapist.



£1,300

could pay for one day of nursing care in one of our in-patient units

Getting started



“ Keech helped us create peace and comfort during the darkest time imaginable. I honestly don't know how we would have got through it without them. ”

Meet Tom

In 2024, after a few difficult years, Tom's wife Hannah was diagnosed with terminal breast cancer and before she died in 2025, spent the last month of her life in and out of hospital and at Keech Hospice.

Tom was so grateful for the support that Keech gave Hannah, and his family, he decided to take on the iconic London Marathon in memory of Hannah, and in aid of Keech raising £4,800 to support families like theirs.

If there's anything else you need then let us know
events@keech.org.uk

Resource and materials

We have everything you need to get started,

- Empty belly posters
- Sponsorship forms
- Fundraising ideas
- Collection boxes
- Banners and balloons

Five things to remember when fundraising

1. Give Something Back

People are more likely to donate when they get something in return. Think quiz nights, bake sales, sweepstakes, dress-down days, or a sponsored dinner party. A fun way to support your fundraising.

2. Tell Your Story

Share why Keech matters to you. Whether it's personal experience, in memory of a loved one, or simply a passion for the cause, your story is your most powerful fundraising tool.

3. Celebrate the Challenge

Use social media and your fundraising page to share your journey and show how far you're stepping outside your comfort zone. Be proud. Signing up and crossing the finish line is a huge achievement.

4. Ask Early and Often

People are busy and often forget to donate, so friendly reminders really help. Share your page widely with friends, family, colleagues, and on social media.

5. Keep Supporters Updated

Take your supporters along on the journey by sharing training updates, big-day nerves, and your experience afterwards. Most importantly, always say thank you. Your supporters are your biggest cheerleaders.



Fundraising Top Tips

Set up an online giving page (we recommend Enthuse or JustGiving). Set yourself a target and personalise your page - tell your story, add a photo or two, and share what you're taking part in and why.

Spread the word. Share your fundraising page with family, friends and colleagues, and post on your social media platforms to get your story out there. Use #teamkeech in your posts to stand out.

You can also raise money the old-fashioned way - pass round a sponsorship form. We also have collection pots available, so get in touch if you'd like one

Remind your supporters that if they're a UK taxpayer, they can boost their donation by 25% through Gift Aid - at no extra cost to them or you.

Ask your employer whether they offer a matched giving scheme. They may match your fundraising total or make a contribution towards your target.

Keep your supporters in the loop. Regularly update them on your training progress and share when you hit milestones along the way - it keeps the momentum and excitement going.

In aid of

**KEECH
HOSPICE**

Registered Charity No. 1035089

Using our logo

Please make sure your fundraising materials (things like posters, leaflets and signs) include the line:

In aid of Keech Hospice, Registered Charity Number 1035089.

If you'd like to use the Keech Hospice in aid of logo for fundraising materials, just let us know so we can send you a high-res image and a few guidelines for using it.

Remember to get in touch with us about anything you're unsure of or just want more information at events@keech.org.uk

Paying in your fundraising

Pay online

Pay online via: keech.org.uk/donate

Bank transfer

Email us at letmehelp@keech.org.uk or call 01582 707940 for our bank details

Cheques

Cheques made payable to Keech Hospice Great Bramingham Lane, Luton LU3 3NT. Please include a note with your name, address, and the event you are taking part in.

Legal bits

Raffles and Lotteries

There are strict rules about running raffles, tombolas, sweepstakes and other lotteries. If you'd like to hold a raffle/tombola/sweepstake to support your fundraising, please check all the rules and regulations.

England and Wales: www.gamblingcommission.gov.uk/public-and-players/guide/page/types-of-lottery-you-can-run-without-a-licence Northern Ireland: www.nicva.org

If you need support or advice please get in touch with us.

Other ways you can help

Support our shops

39 charity shops are available for you to visit to drop off any unwanted goods or pick up a bargain.

Find your nearest shop: keech.org.uk/shop

Volunteering

Want to use your skills and volunteer your time for Keech? We're always looking for more volunteers.

Find out how to apply: keech.org.uk/volunteer

Nominate us

If your workplace has a charity of the year, consider nominating Keech Hospice as it's chosen charity for next year.



**Thank you for supporting Keech.
Together we can continue to
make the difference when it
matters most.**

If you would like this information in
another language, please visit
[keech.org.uk](https://www.keech.org.uk)



01582 492339



If you have any questions or would
like to find out more about getting
involved, email us at:
letmehelp@keech.org.uk



Visit our website
[keech.org.uk](https://www.keech.org.uk)



KeechHospice



Registered with
**FUNDRAISING
REGULATOR**

Registered Charity No. 1035089