

Small Acts Big Impact

Your Community Fundraising Guide



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.



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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

Fundraising ideas

Ideas for raising £100 to £5,000

From sponsored head shaves at home to afternoon teas in the office – and everything in between – there’s a fundraising activity to suit everyone. Here are a few of our tried and tested favourites.



Meet Jordan, a local paramedic who decided to walk 500,000 miles in February 2026 in aid of Keech Hospice.

Jordan said,

“My motivation for taking on this challenge came from learning just how much Keech relies on charitable funding to keep the hospice running and to continue delivering the exceptional care you provide.

As a paramedic working in primary care, I see firsthand how vital end of life and palliative support is. Ensuring that patients and their families feel cared for throughout such a heartbreaking journey is incredibly important.”

Resource and materials

We have everything you need to get started,

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

£100 **Get baking**, and invite your friends and family over for a natter and a slice in exchange for a donation at your cake sale or coffee morning.

£250 **Ditch the shirt and tie for jeans** – or a tutu – for a dress down or fancy dress day and ask your colleagues to make a small donation.

£500 **Challenge yourself** for a month or year and ask your family, friends and colleagues to sponsor you. Give up your favourite tippie or treat, go selfie-free or take the stairs and not the lift.

£1,000 **If you like to stay active**, organise a tennis, golf or dodgeball sports tournament. Ask people to pay to play or get sponsored.

£5,000 **If a masquerade ball or retro disco** is more your thing, organise your own themed party. Ask local businesses to donate prizes for a raffle or auction and incorporate a quiz into the event to raise even more.

For more ideas visit

keech.org.uk/fundraisingresources

Five things to remember when fundraising

There are a few simple things you can do to make sure your event runs smoothly.

Set a date

Whether it's a specific month for giving something up or a day for an event, give yourself plenty of time to get your fundraising organised.

Research

Make sure you have a plan of action. It might involve visiting your venue, calculating hire costs and finding out who will be able to lend a hand. Remember your local Community Fundraiser is there to help with tips, advice and support.

Have something to aim for

Set yourself a fundraising target and work backwards from that. It'll keep your plans on track and give you an idea of how many tickets you need to sell or how much promotion you'll have to do to achieve it.

Spread the word

Contact local press and use social media to promote your fundraising, explain why you're organising it and share your online giving page. Use the poster in this pack to publicise your fundraising.

Congratulate yourself

Once you've collected and sent in your hard-earned fundraising, say a huge thank you to everyone who helped make your event possible. Together, you've helped us wrap families in care when they need it most.

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-andplayers/guide/page/types-of-lottery-you-can-run-without-a-licence Northern Ireland: www.nicva.org

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

Liability

It's up to you to protect the health and safety of everyone taking part in or attending your fundraising activity. We have lots of information on how you can do this so please get in touch so we can support you with this.

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 its chosen charity for next year.

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 communityfundraising@keech.org.uk



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 707940



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
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REGULATOR

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