KEECH HOSPICE

Registered Charity Number 1035089

Registered with FUNDRAISING REGULATOR

Christmas

Fundraising Pack 2026



Planning a Christmas fundraiser?

Register today and we'll help make it a festive success

keech.org.uk/christmasfundraiser

Welcome (and thank you)

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. The care never stops.

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Set up your fundraising page

keech.org.uk/christmasfundraiser

Gary's Story



As Gary approaches Christmas without Ellie, he reflects on the care and support they received from Keech when they needed it most.

When Gary's wife Ellie became seriously unwell, life changed quickly. As her symptoms became harder to manage, they were referred to Keech for specialist care. What followed was not what they expected.

After Ellie's assessment, Gary remembers the moment everything changed: "After the assessment, the doctor turned to me and said, Gary, we can help your wife. I felt so relieved."

Before coming to Keech, Gary didn't know what to expect. What he and Ellie experienced was very different to what many people might imagine.

Ellie quickly made Keech her own. She continued to get up, get dressed and spend time with her family, making the most of each day. One of the places she felt happiest was in the gardens. "She loved her garden at home, and she loved the garden here," Gary says. "It gave her peace."

Even as the seasons changed, the gardens offered them both somewhere to step outside, take a breath and spend quiet time together.

Over the following weeks, Keech helped bring Ellie's symptoms under control, giving them precious time to focus on what mattered most, being together as a family. When Ellie left the hospice, she was comfortable and ready to make the most of the time she had left

Reflecting on their experience, Gary says:

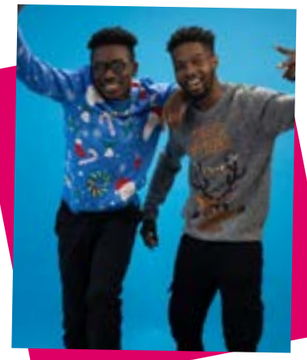
> **"It's not a place of doom and gloom. It's a place of hope, joy, love, laughter, kindness and dignity.**

> **"Keech bestowed upon us a very precious gift…the gift of time.**

£55

Could fund **one hour of expert care** in one of the in-patient units.

Fundraisng ideas



At work

- Christmas Jumper Day
- Secret Santa
- Festive Bake Sale
- Christmas Quiz
- Bake off competition

“

Last year, we hosted a Big Christmas Quiz and it was a brilliant success. Everyone brought along friends and family, making it a fantastic way to kick off the festive season. Knowing we were raising money for Keech while having such a great time made it even more special.



At school

- Christmas Craft Sale
- Santa Run
- Christmas Concert
- Collection
- Paper Chain Challenge

“

My mummy works at Keech, and I wanted to help too. I asked my teacher if we could hold a Christmas Jumper Day, and she said yes. We raised enough money to fund a whole day of care, and the best part was getting to swap my uniform for a festive jumper!



In your community

- Carol Singing
- Christmas Coffee Morning
- Winter Market Stall
- Community Raffle

“

After losing my friend, I wanted to do something positive in her memory. Holding a coffee and cake fundraiser gave us the chance to come together, remember the happy moments, and raise money for Keech. It turned out that cake, conversation and a good cause are a pretty perfect combination.

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keech.org.uk/christmasfundraiser

£100

could help a family create special memories together through a meaningful activity or by creating a personalised memory box.



£250

could help someone explore and understand their emotions through music therapy, giving them a safe space to process difficult feelings.



£700

£700 could fund a full week of essential clinical supplies, helping our teams care safely and comfortably for every patient.



Wrap a family in care

Meet Sarah

When Sarah noticed how many colleagues were leaving their Christmas shopping until the last minute, she had a simple idea: why not offer a gift-wrapping service at work and raise money for Keech at the same time?

She set up a festive wrapping station in the office reception area, stocked with colourful paper, ribbons and gift tags. In return for a donation, staff could drop off their presents and collect them beautifully wrapped later that day.

The service quickly became a hit. Colleagues loved saving time during the busy festive season, and Sarah's wrapping team enjoyed spreading Christmas cheer throughout the workplace. By the end of December, they had wrapped hundreds of gifts and raised over £500 for Keech Hospice.

A little festive creativity, a few rolls of wrapping paper, and some generous supporters helped make a real difference for local families this Christmas.



"It was such a simple idea. People were going to wrap those presents anyway. We just turned it into an opportunity to support a brilliant cause.

It's simple

- Add festive paper, ribbon and tags
- Help shoppers tick gifts off their Christmas to-do list
- Spread Christmas cheer throughout the festive season
- Support local families cared for by Keech Hospice

Resource and materials

We have everything you need to get started,

- Poster templates
- Social media graphics
- Email template
- Paper chain template
- Cake flags
- Bunting
- Fundraising certificate
- Thank you poster

The Christmas Paper Chain Challenge

When nine-year-old Ella from Hertfordshire heard her teacher talking about Christmas fundraising, she wanted everyone in her school to be able to take part.

Not everyone could bake cakes or run a fun run, she thought, but everyone could spare £1. So Ella created the **Keech Christmas Paper Chain Challenge**.

Each child received a paper chain link, wrote their name on it and, with a £1 donation, added it to a growing chain. Parents donated via QR code, and before long colourful links were appearing across the school hall.

What began as a single display soon stretched beyond the hall and down the corridors. Every morning, pupils rushed in to see how much longer it had grown and to spot their names among hundreds of others.

By the final day of term, the paper chain wrapped around the hall and into the entrance foyer. Every link represented someone choosing to support local families and patients through Keech Hospice.

What started as one paper strip became a powerful reminder of what can happen when lots of people do something small together.
The idea was so simple and affordable that local businesses joined in too, creating their own paper chains in offices, shops and reception areas, with staff donating £1 per link.

One simple idea. One pound. One name.
Thousands of links connecting a community and making the difference this Christmas.



How long can your chain grow this Christmas?

- Donate £1 per link
- Write your name on the strip
- Add it to your school's or workplace's chain
- Watch it grow throughout December
- Help support local families who need us

Things to remember when fundraising

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

Get a date in ASAP
Everyone is busy at Christmas, so whatever you're planning, whether it's a quiz night, Christmas jumper day or festive bake sale, make sure it's in the diary early.

Take your fundraising to the max
From match funding to extra games and activities, there are lots of ways to maximise your fundraising. Email letmehelp@keech.org.uk for ideas and support.

Have something to aim for
Set yourself a fundraising target and work backwards from that goal.
Don't forget to set up your fundraising page keech.org.uk/justgiving

Spread the word
Whether it's local press, social media, school message boards, your workplace intranet or good old-fashioned posters, make sure everyone knows how to get involved this Christmas.

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 this Christmas.

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.

In aid of KEECH HOSPICE
Registered Charity No. 1035089

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/fundraising-prize-draws-raffles-and-lotteries

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.

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.

Remember to get in touch with us about anything you're unsure of or if you just want more information

letmehelp@keech.org.uk

KEECH HOSPICE

However you choose to fundraise this Christmas, thank you for helping Keech continue to provide specialist care when it's needed most.

Other ways you can help

Support our shops

38 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.

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**

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