



# Your Coffee, Cake and Care fundraising guide



# Thanks so much for deciding to take part in **Coffee, Cake and Care** this September



In this guide you will find everything you need to help you organise your very own **Coffee, Cake and Care** event this September – in whatever way you feel most comfortable, whether that is virtually or socially distant.

You might be organising something in your school, workplace, community – or just with friends and family. The important thing is that you eat cake, have fun, and help us raise vital funds which are needed now, more than ever, as we overcome the impact of coronavirus on our fundraising income.

The great thing about taking part in **Coffee, Cake and Care** is that your event can be as simple or as elaborate as you like and whether you raise £20 or £200, every pound counts.

Once again, thanks for choosing to host a **Coffee, Cake and Care** fundraising event for us this September and we look forward to hearing all about it!

## The St Clare Fundraising Team

“I wouldn't be here today if it wasn't for St Clare and the support I've had from the team – including the counselling I also had from them. – Barbara



# Three ways to host a Coffee, Cake and Care event

Keep up to  
date with  
Government  
guidelines...

Make sure you  
always follow the  
most current advice  
from the  
Government to  
keep safe -  
[gov.uk/coronavirus](https://www.gov.uk/coronavirus)

## Virtual Tea Party

You can keep your **Coffee, Cake and Care** event online and organise a virtual meet up with family, friends or colleagues.

Set a date and time, choose your preferred video call method, and make sure everyone has their own cup of coffee or tea (and of course cake) at the ready! Encourage everyone to make a donation to St Clare Hospice on our website, or you could set up your own Just Giving page for the event (for details on how to set up your fundraising page see page 4)

## Bake Sale

If you really fancy getting your bake-on, then why not hold a bake sale for your neighbours, colleagues or school mates? Get in the kitchen, bake up a storm (and perhaps ask others to bring cakes to sell) and set a date for your socially-distant, contact-free bake sale!

You can advertise your **Coffee, cake and care** event with our Poster Template (download on our website). Set your stall out in your front garden, driveway, school or office, and remember to keep everyone following current Government guidelines on preventing the spread of coronavirus (and be careful when handling cash donations). Sell your cakes and goodies for a donation to St Clare and then cash in your earnings (see page 7 for how to send your fundraising donations in to us).

## Host a socially-distant coffee morning

Go all-out and host a socially-distant coffee morning! Remember to stick with current Government guidelines at all times. This will affect who can attend, how many people, and whether you can be inside or must stay outdoors. Make sure there is plenty of space so you can keep your distance and ensure regular handwashing to keep everyone safe!

You could serve your guests afternoon tea in return for a suggested donation to St Clare Hospice, or you could sell tea, coffee, cakes and treats in return for a donation.

# Planning your Coffee, Cake and Care event

Ask your employer about matched giving...

Find out whether your company has a matched giving scheme to match the total you raise.

## Decide what to do

Decide what type of **Coffee, Cake and Care** event you want to hold – making sure it is safe and complying with current government guidelines around coronavirus. It could be a virtual meet-up via video call, a socially-distanced tea party in your garden, or a contact-free bake sale in your school, office or community.

## Set a date and location

Decide what date in September and where your **Coffee, cake and care** event is going to take place. Remember to consider the weather if you are planning an outside event and have a plan B just in case. If you want to involve people who are unable to leave their home, consider how you could still invite them and keep them involved using a video call or similar.

## Set yourself a fundraising target

Let everyone know how much you want to raise and how the donated money will help people with life-limiting illnesses.

## Set up a Just Giving page

It only takes a moment to set up a **Just Giving** Page that is quick and easy to share with friends and family. Plus the money comes directly to St Clare. Just visit [justgiving.com/stclarehospice](https://justgiving.com/stclarehospice) to get started!

## Spread the word...

Let everyone know when and where your **Coffee, cake and care** event is taking place. Send round an email to your friends with your **Just Giving link**, update your status on Facebook, and use our template to **create your own poster**.

## Here's how your money will help...

**£10** could provide art and craft materials for one week of our creative therapy workshops

**£70** could fund our 24-hour advice line for a whole day

**£90** could pay for a Clinical Nurse Specialist to visit a patient at home

**£200** could run our entire Inpatient Unit for one hour, caring for eight local families

# Event organising guidance



There are laws governing all kinds of charity fundraising. Here are some things to consider that may be relevant at your **Coffee, cake and care** event. If you have any questions please contact the St Clare Fundraising team.

## Collections

If you are planning to have a collection at your event on Private property, such as a pub or shopping centre, you need to gain permission from the owner or manager. If you want to have a street party you must get a permit from the local authority for the area you wish to host it in.

## Raffles

Depending on the type of raffle, you may need a licence. Contact our **Fundraising Team** if you have any questions.

## Other things to think about

Let us know if you are planning to host a **Coffee, cake and Care** event so that we can make sure you're properly supported. If you're having entertainment or selling alcohol you may need a licence – check this out before the event. If you would like to use the St Clare Hospice logo on your promotional materials please contact the **Fundraising Team** as we need to approve all uses of our logo.

## Contact us...

Get in touch with the St Clare **Fundraising Team** at:

**Phone:** 01279 773750

**Email:** [fund@stclarehospice.org.uk](mailto:fund@stclarehospice.org.uk)

## Health and Safety...

Making sure everyone has fun and stays safe at your event is a priority. Safety advice varies depending on the type of event you are hosting.

For more information about keeping your event safe and legal, contact our **Fundraising Team**.

St Clare Hospice does not accept responsibility for any loss, damage or injury which occurs as a result of your fundraising event or activity. It's essential you make sure your event is safe for all concerned.

# Pay in your Coffee, cake and care donations



The most cost effective and straightforward way for you to send in your donations is online.

## Online Payments

Please pay in at [stclarehospice.org.uk](https://stclarehospice.org.uk)

Please click the 'make a donation' button and complete the payment form citing 'Coffee Cake and Care' in the box asking what inspired your donation. Alternatively set up a page on [Just Giving](#). The money will come straight to us.

---

## Paying in Cheques

Forward your cheque made payable to **St Clare Hospice** with a cover letter telling us your name, and all about your event. Please give us as much detail as you can so that we can thank you for your donation. Please post to the following address:

### Fundraising Department

St Clare Hospice  
Hastingwood Road  
Essex  
CM17 9JX

---

## Paying in Cash

Please call ahead before coming into the Hospice in person with your cash donations. We will ask you for your details in order to be able to send you a thank you for all your hard work.

---

Thank you so much for raising money for St Clare Hospice through **Coffee, cake and care**. Every penny helps us to continue to provide vital services for those in our community of West Essex and East Hertfordshire with a life limiting illness.

**Thank you.**

---

