Hospice Care Week
10 – 14 October 2022
How your organisation can get involved
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Dear supporter,

Thank you for taking part in Hospice Care Week 2022!

I know that, like me, you believe that everyone deserves quality end of life care – whoever and wherever they are when they die.

More than 200 hospices across the UK work tirelessly every year to provide brilliant, compassionate care for people at the end of their life, and their loved ones.

Hospice Care Week is our chance to shine a light on the incredible work of hospices across the UK.

And the COVID-19 pandemic hasn’t changed this. In fact, hospice services quickly adapted during the pandemic, and continue to extend their care and support well beyond the hospice walls. Although it’s been a really challenging few years, hospices now offer a more diverse and accessible range of services than ever for their communities. Remarkably, hospices across the UK cared for more than 300,000 people last year, which included almost a million ‘hospice at home’ visits.

But, together with hospices, we still need to do more. It is estimated that 100,000 people don’t get the care they need at the end of life. And some groups miss out more than others. People from LGBT+ communities, people of colour, people experiencing poverty, people experiencing homelessness and people in prison are just some of the groups who are more likely to miss out on good end of life care.

We’re working together with hospices to ensure that everyone, no matter who they are, where they are, and why they are ill, gets the quality end of life care they deserve.

That’s why, this Hospice Care Week, we’ll be highlighting the brilliant work that’s going on across the country to ensure that quality end of life care is open to all.

It’s our chance to celebrate hospice care nationwide, and the amazing work that is being done to make sure everyone can benefit from brilliant end of life care.

So whether with your hospice, with your organisation or just with friends and family, join us from 10-14 October and show your support for hospice care.

With best wishes,

Sarah West,
Director of Communications and Campaigns,
Hospice UK
How your organisation can get involved

During Hospice Care Week 2022, we’re asking you to:

**Go yellow for the day**
Show your support for #HospiceCareWeek by turning you, your colleagues or your office, yellow! Every penny you raise helps us to be there for anybody who needs us. So together, let’s #GoYellow!

**Fundraise for hospice care**
Each year we ask our corporate supporters to fundraise for Hospice Care Week. Whether virtual or in person, there are lots of creative ways to get your colleagues involved – see page six for more ideas and inspiration.

**Spread the word**
Hospice Care Week is all about making some noise – raising our voices to show how important hospice and end of life care is for people around the country. We’ll be sharing stories in the run up to and during the week, and you can share them too. Keep an eye on our Facebook, Twitter and Instagram channels and join the conversation using #HospiceCareWeek and tagging @HospiceUK.
Go Yellow!

Each year, we ask our supporters to ‘Go Yellow’ for Hospice Care Week to show how important hospice and end of life care is for people around the country.

Here are some of our favourite yellow-themed fundraising ideas. You can also come up with your own!

**Yellow Party**
Host an all yellow lunch or bake sale! Attendees can bring their own refreshments along and donate what they would normally spend.

**Yellow Quiz**
Plan an in person or virtual quiz. Participants can donate to enter and prizes can be won by individuals or teams with the most points. We have created our own Hospice UK Yellow Quiz, so all you need to do is find a quiz master and start recruiting teams!

**Yellow Dress Down Day**
Encourage colleagues to dress in yellow for the day and donate £2. Add a bit of competition by awarding the best dressed at the end of the day!

Don’t forget to share your yellow pictures on Facebook, Twitter and Instagram channels using #GoYellow #HospiceCareWeek and tagging @HospiceUK.
Fundraising ideas

Other fundraising ideas:

**Grand Prix Accumulator**
Get involved in all four Grand Prix races this October. Set up an accumulator sweepstake with a suggested donation of £4 (£1 per race), and invite colleagues to guess the winner of each race. Anyone who guesses all four results wins a prize!

**Rugby League World Cup Sweepstake**
Host a sweepstake for this year’s men’s, women’s and wheelchair Rugby League World Cup tournaments. Invite colleagues to donate £2 per entry to guess the winners, if they guess correctly they get a share of the money or a prize and the rest is donated to Hospice UK!

**London Marathon 2022 ‘Guess the fastest time’**
Encourage colleagues to guess the fastest time for the men’s and women’s London Marathon races, inviting them to donate £1 per guess, with no limit on number of entries. The winner gets a share of the prize money and the rest is donated to Hospice UK!

Want to host a sweepstake but don’t know where to start? Follow this link to create your own sweepstake in seconds.
Social media graphics and assets

Download our social media graphics and posters to help you promote your Hospice Care Week activity here.

Social media images

Social media graphics

Social media headers

Posters
SAVE THE DATE! Get your diaries out and save the date for @HospiceUK’s #HospiceCareWeek – running from 10 – 14 October 2022. #HospiceCareWeek is a chance for us to share why hospice care matters for every community. So whether with your local hospice, your organisation or with friends and family, join us and show your support this #HospiceCareWeek.

We believe that everyone, no matter who they are, where they are, and why they are ill, gets the quality end of life care they deserve. That’s why we’re taking part in #HospiceCareWeek from 10 – 14 October. It’s a chance to celebrate the value of support, of care and of what matters to us at the end of life when we need it most. Get involved today!

#HospiceCareWeek is back! Running from 10 – 14 October 2022, it’s a perfect chance for us to celebrate opening up hospice care for all. Get involved!

SAVE THE DATE! We’re supporting @HospiceUK’s #HospiceCareWeek from 10 – 14 October 2022. It’s a chance to celebrate the value of support, of care & of what matters to us at the end of life when we need it most. Get involved!
Promoting equality at the end of life

This Hospice Care Week we want to shine a light on the incredible work hospices are doing to open up end of life care for all.

Like St Luke’s Hospice in Winsford, Hospice of the Good Shepherd in Chester and East Cheshire Hospice in Macclesfield who are working with their local LGBT+ communities to help improve their experiences of palliative and end of life care.

This work was funded through Hospice UK’s partnership with the Masonic Charitable Foundation. With this funding, they hired an LGBT+ Facilitator, Ellen Coleman, to help them.

Working with their local communities, Ellen and the three hospices developed resources and training to support their staff, including a session called: LGBTQ+ Awareness Training: Concepts & Conversations.

The session aims to build attendees’ knowledge and increase confidence in discussing sexual orientation and gender identity. The training introduces teams to key terms, definitions and helps staff to understand best practice, reflect and explore situations in which these terms may be used.

They hope this training will be a positive first step in building a confident culture of inclusivity and openness across teams – and with LGBT+ patients and visitors alike.

“Our long term goals are to make sure that people don’t perceive hospices to be something they can’t access. We want to remove any barriers for anybody accessing end of life care.”

Ellen Coleman

Read more about this story

#HospiceCareWeek
10 – 14 October 2022
hospiceuk.org
Did you know?

Unbelievably, only a third of hospice care is government-funded. Hospices rely on the kindness and support of their local communities for the majority of their annual income. For this reason, it is vital that Hospice UK work to support the sector to ensure that everyone who needs care at the end of their life is able to access it.
Here are our top tips for keeping your fundraising safe and legal:

**RISK ASSESSMENT:** We’d advise you to complete a risk assessment early on in your planning to ensure that you have proper plans in place to keep people safe.

**INSURANCE:** Whilst we appreciate your support, Hospice UK cannot accept liability for any fundraising activity or event you undertake on our behalf. As an event organiser, you’re responsible for ensuring that your fundraising event complies with the law. If your event is open to members of the public you may need to consider arranging public liability insurance.

**COVID-19 SAFETY:** If you are holding an event, we advise you to encourage participants to be considerate of others and to wash their hands before handling food or drink.

**COLLECTIONS:** You’ll need a license issued by your local authority if you intend to collect funds in any public place. If you want to collect on private property, you should get written permission from the owner of the premises.

**RAFFLES, LOTTERIES AND PRIZE DRAWS:** There are strict legal requirements about the organisation of raffles, lotteries and prize draws. It’s perfectly legal to hold a raffle at your place of work or for a group of friends, and you can also sell raffle tickets at a fundraising event, providing the raffle will be drawn the same day. However, if you’ve got another type of raffle, lottery or prize draw, we’d advise that you seek further advice.

**How to Pay in Your Money**

**If you’ve been raising funds online:**
If you set up an online giving page, Hospice UK will already have received the money you have raised through your online giving provider. Your page is likely to remain active for 2-3 months after your event, to extend this simply log in to your account and edit your preferences - this will give you a little more time to do a final fundraising push!

**If you’ve collected money in cash:**
If you’ve raised money for Hospice UK in cash, you can transfer your sponsorship money directly into our bank account. Please be sure to use the payment reference [YOUR COMPANY NAME] – HCW so that we know that the money is from you!

**Our account details are:**
- **Account name:** Hospice UK
- **Account number:** 02792524
- **Sort code:** 18-00-02

For any other questions about how to return your money to Hospice UK please email corporatepartnerships@hospiceuk.org

Many companies support their employees by offering matched funding, have you asked? If your employer would like to make a donation to support your fundraising efforts please get in touch: corporatepartnerships@hospiceuk.org.
We’re here to help
Need more information or support? Get in touch

Hospice UK Corporate Partnerships Team
020 7520 8200
corporatepartnerships@hospiceuk.org

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