



FUNDRAISE FOR US

Everything you need to make
your fundraising a success



Welcome to Horsfall House

Thank you for supporting Horsfall House.

We believe that every individual's later years should be defined by dignity, comfort, and joy. Through our range of services across our communities, we strive to enhance the lives of the elderly in our care, providing them with the support they need to thrive during this chapter of their lives.

Incredible moments happen when we truly prioritise the wellbeing and happiness of our residents, and each day, within the walls of Horsfall House, we witness their remarkable resilience, wisdom, and potential.

We are committed to bringing out the very best in every resident, whether they are facing health challenges, loneliness, or other difficulties associated with aging. Your support enables us to support those who most need our assistance. Every contribution, big or small, can make a meaningful impact.

Whether it's organising events, volunteering your time, or simply spreading the word, there are countless ways to get involved. We encourage you to explore these ideas, have fun, and share your experiences with us!

David Monument

Head of Marketing and Fundraising

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What we do?



Nursing Home

Our 44 bed nursing home, spread over two floors offers nurse led care, with our ground floor 'Cotswold Unit' providing specialised dementia care. Each unit has a full programme of weekly activities and a supporting services. We also offer respite care, palliative and end of life care.

Day Centre

The Dr Booth Day Centre is a warm, safe and welcoming environment. The staff are highly qualified with specialist knowledge and provide an enjoyable day for visitors with care also provided by the team.



The Dr Booth Day Centre is open Monday to Friday, year round.



Home Care

The Horsfall House Home Care Service was created to care for those living in their own homes but in need of support. For many in the area it is a friendly and proactive lifeline that enables them to stay in their homes for as long as possible.

What funds do?

One of the 6%

We are proud to be among the 6% of care centres in the UK that put **people before profits**.

Instead of funds going to shareholders or owners, **every penny** raised through fundraising goes directly to supporting our residents and those whom we care for.

It costs **£7.60 a minute** to run Horsfall House and your fundraising efforts enable us to keep our services affordable to those in community who require it.

£250

Will cover the costs of getting our service users to and from the Day Centre for a whole week.



£900

Would fund a new specialist bed, allowing us to upgrade our existing beds and improve the wellbeing of our residents.



£5000

Funds a new mobile hoist, essential to manouvering our residents and allowing them to access all of our services throughout the home.





Fundraising Top Tips



There are so many ways you can help support the work of Horsfall House. We have included some ideas and tools to support your fundraising activities.

Be inspired by our
Fundraising Top Tips





Decide on your fundraising event

The money you raise makes a serious difference, but you can still keep the 'fun' in fundraising!

Finding the theme or idea for your fundraising activity can sometimes feel daunting; but we've collected some tried and tested favourites to get the ball rolling! You could use them as they are, or adapt them to suit the interests of your friends, family or colleagues.

Our top five - in no particular order!

1. Sponsored Silence

Not just one for the school playground, a sponsored silence is great in the office too! Combine it with a 'No Email Day', and you can bring order to your to-do list while raising money.



2. Come Dine With Me

Are you part of a group of budding (and just a little bit competitive) chefs? Take it in turns to host the perfect dinner, ask your guests to donate, and vote in secret for the winner... For a special twist, why not have a 'childhood favourites' theme?



3. Office Olympics

You don't have to be an elite athlete to win a gold medal! Whether you take a walk down memory lane with an egg and spoon race, or challenge colleagues to a 5k each day for a month, you can have plenty of fun and raise money by running your very own Office Olympics.



4. Dress Down Day

The Non-Uniform Day for grownups! Arrange for colleagues to come to work in jeans and trainers in exchange for their donations. Or, why not encourage the whole team to "dress-up" for that Friday videocall? Make sure you think of a prize for the best dressed!



5. The Talent Show

Children and adults alike will enjoy showcasing their hidden skills if you arrange a Talent Show. It's time for magicians, musicians and comedians to shine!



If none of these take your fancy, there are plenty more you can try including:

6. Coffee and Cake Sale

7. Walk to Work Week

8. Give It Up

9. Sweepstake

10. Run Your Own Raffle

11. Walk the Coals

12. Quiz Night

13. Auction of Promises

14. A Long Run or Walk

15. Sponsored Swim

16. Donate a Day's Wage

17. Sell Handmade Gifts

18. 24 Hour Zumba Class

19. Donate Your Birthday

20. Wear Blue for Horsfall

21. Carol Singing

22. Bingo Night

23. Organise a Charity Ball

24. Do a Big Swim

25. Charity Headshave

26. Car Wash

27. Sell Items on Vinted

28. Facebook Fundraising

29. Host a Jumble Sale

30. Why not add your own fundraising idea to the list? Don't forget to let us know what you get up to!



Set a date!

Remember to give yourself plenty of time to plan your fundraising and invite people to take part alongside you.



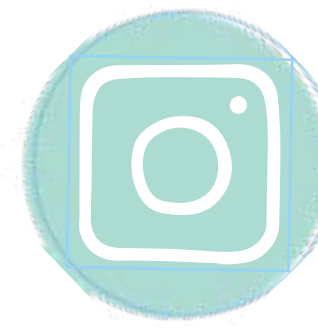
Register your activity with us

We can provide you with merchandise and resources once you register your event with us. If you haven't done so already you can register your event on our website by contacting us.



Set your target and budget

Setting a fundraising target will help to shape your fundraising activity. Aim high and push yourself. We're here to help your heroic fundraising efforts! Keep in mind that you may need to set a budget to buy everything you need for your event.



Spread the word!

Tell as many people as you can about your plans and invite them to take part, using as many channels as possible.

Social media can be your best friend during your fundraising, but it can also be hard to stand out. Try to make your posts as interesting as possible.

- Post photos of you preparing! Whether it be training, planning or preparing.
- Post engaging images or posters to entice people to your event or contribute to your fundraising target.
- Share pictures and stories on the day.
- Thank people afterwards, including those who have not contributed yet... it's never too late! And remember to update your supporters with your progress.



Celebrate your successes

Remember, the money you raise helps support our vital work in caring for the elderly in our communities.

Every penny makes a difference!



Just Giving

Just Giving is the #1 online platform for giving!

Set up a **JustGiving** page so friends and family can sponsor you. The earlier you start the better. We've got some top tips to help give your page a push in the right direction; consider things like adding a profile picture, a page summary and your fundraising target to your page. Also think about keeping everyone in the loop with text/WhatsApp updates and links to your page.

Don't forget to share
your page on Facebook!



Keep in touch

Give us a call on **01453 731227** or email **fundraising@horsfallhouse.co.uk** if you need a chat, merchandise, advice or simply some inspiration.

Here are some links that you may find useful.

Facebook: @horsfallhousefb

Instagram: @horsfallhouse

X (Twitter): @horsfallhouse

LinkedIn: @horsfallhouse

Web: horsfallhouse.co.uk

JustGiving: justgiving.com/horsfallhouse

Fundraising Stories



"Supporting Horsfall House has
been one of my greatest joys
and pleasures."

Cherry, member of the
Horsfall House Fundraising Committee
and charity shop manager.





Javier, ran the **London Marathon** for his father-in-law, a resident at Horsfall House living with early onset dementia. By doing so he raised a significant sum of money for Horsfall House.



Minchinhampton Baptist Church recently hosted a **Quiz Night** for Horsfall House, organising the all important snacks, questions and invites.

Local choir group Capella Singers have put on a number of **Concert Evenings** for Horsfall House with the money raised from ticket sales directly benefiting our residents and service users.



Keep it legal and safe!

We want you to have a great time fundraising. Most importantly, we want you to be safe and keep your fundraising on the right side of the law. The small print here is a big deal to us. So make yourself comfortable and read our guide to fundraising safely.

Venue

- Ensure the venue is suitable for your event. Make sure there is adequate lighting, sanitary facilities and it is accessible for all.
- Do not exceed the safety capacity of the venue.
- All exits must be free from obstructions at all times, in case an evacuation is necessary.
- Check if there is adequate parking and if there is a need for stewards.
- Ensure your event is adequately supervised or marshalled and provide information and instructions for new or inexperienced helpers.

Equipment

- Ensure all portable electrical equipment has been tested and is safe to use.
- Use equipment safely to avoid trailing cables.
- Ensure all equipment is in good repair and is operated by people who are competent to use it.
- Check the stability and strength of trestle tables before piling them on.
- Avoid lifting heavy loads – provide trolleys where appropriate.

First Aid and emergency measures

- Ensure you have adequate emergency and first aid procedures for your type of event (eg: what will you do in the event of a fire?). Do notify the emergency services in case of any emergencies.
- You may need a first aider present or at least a well-stocked first aid box.
- Make sure there is a telephone available.
- Make sure you know where turn-off valves and fire extinguishers are located.

Food and refreshments

- It is the legal responsibility of anyone selling or processing food to do so safely and hygienically, so ensure that at least one helper has a foundation level food hygiene certificate. Ensure all food handlers have read the guide to 'Providing food at Community & Charity Events'.
- If there is BBQ food, follow the guidance provided by the Food Standards Agency.
- Label food which contains nuts or other allergens.
- Keep children and animals out of food preparation areas.
- Provide appropriate protective clothing (plastic gloves, aprons, etc).

Children

- Do not allow children under 16 to collect money from the public without an adult.
- Ensure children are adequately supervised.
- Make provision for lost children at your event, if applicable.

Money matters

- Keep money and fundraising equipment in a lockable box.
- Take care of your personal security when carrying money. If possible, don't go alone. Make sure that no one puts their personal safety in jeopardy by tackling a thief.
- Only collect sponsorship in a safe environment.

Waste

- Do dispose of any rubbish or waste materials safely!
- Avoid use of hazardous cleaning chemicals. Provide protective clothing where appropriate.

Health and Safety at Work Act

- The Health and Safety at Work Act 1974 applies to volunteers as well as paid workers.
- You will need to consider whether and how your event could be harmful to organisers, guests, volunteers and the public. Think of how you can minimise risks.

Insurance

- We strongly recommend checking you have adequate insurance (e.g. public and/or employers liability insurance) and that you take all reasonable steps to ensure the safety of all concerned.

- It is the responsibility of those joining in with any activities to ensure that they are fit enough to take part.
- Horsfall House cannot accept responsibility for accident, injury, loss or damage as a result of your event.

Legal guidelines

- The advice given in this section is clearly intended to provide general guidance only and to that extent the information conveyed is accurate.
- Any fundraising materials you use should say: In aid of Horsfall House. Horsfall House Registered Charity No. 287479.

Raffles and Sweepstakes

- The Gambling Commission requires us to meet certain criteria so there are different guidelines you need to follow, however big or small your raffle is. Just get in touch if you're thinking of holding a raffle and we can talk you through what you need.
- Sweepstakes are another way of raising money and we've got sweepstake grids all ready for you! Let us know if you'd like to hold one and we'll be happy to help.

Licenses

- You need a license for the following:
 - Music and dancing
 - Sale of alcohol
 - Extended hours
 - Provision of food and drink
 - Copyright and royalties for drama or film shows
 - Collecting money or selling goods in public places.

Banking your fundraising!

Now that you've done all the hard work, you can pay in the money you've raised in lots of different ways.



By phone

Call us on 01453 731227 to make a donation by credit or debit card.



By post

Please contact us prior to sending any cheques or CAF vouchers in the post.

Cheques are payable to Horsfall House, to the following address:

**Horsfall House
Windmill Road
Minchinhampton
Gloucestershire
GL6 9EY**

Please **do not** send cash in the post.



Online

You pay the money directly into our bank using online banking:

**Horsfall House
Lloyds Bank
309829
00904480**

Please quote your surname when you make the payment and let us know that you have done this.



Residential Care

Day Centre

Home Care

Windmill Road
Minchinhampton
Gloucestershire
GL6 9EY
Horsfallhouse.co.uk

01453 731227

Horsfall House is a not-for-profit organisation committed to providing the highest quality care, by delivering a suite of specialist services, tailored to the individual needs of the elderly in our communities.

Patron: HRH The Princess Royal

Minchinhampton Centre for the Elderly (MCE) & Minchinhampton Centre for the Elderly Ltd (MCEL)
Registered Charity formed for the purpose of providing care and treatment for the frail and elderly.
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Registered Office as above. Registered in England and Wales.