

**WHEN TIME IS  
SHORT, EVERY  
CUDDLE  
MATTERS**



**CUDDLE  
APPEAL**  
14 FEB - 31 MAR

# FUNDRAISING PACK

North Devon Hospice is raising funds for a special Cuddle Bed, so our patients can hold their loved ones close, when it matters most. We also want to fund more care in people's homes across North Devon, so they can stay close to their family when facing a life-limiting illness. In this pack is everything you need to get involved...

**"IN THOSE FINAL DAYS, IT  
WOULD'VE BEEN BEAUTIFUL TO  
PROPERLY LIE NEXT TO MUM AND  
CUDDLE UP WITH HER. CUDDLING  
YOUR MUM IS SOMETHING EVERY  
SON OR DAUGHTER LONGS FOR, NO  
MATTER HOW OLD WE GET."**

Siobhan

## WHY IT MATTERS...

Siobhan Tindall's mum, Christine, spent her final weeks at North Devon Hospice, receiving round-the-clock care on the Bedded Unit.

She said, "In those weeks we made some unforgettable memories. The staff treated me and Mum to a pamper session, we had movie nights, dinners, everything we could want. The care was incredible. But I look back now at the time I spent in the chair next to Mum's bed. I would give anything to have spent those hours cuddling in a bed with her, and that's why this appeal is so important."

A specialist cuddle bed will allow the space for families to be closer, when it matters most, while still giving the patient all the comfort and support they need. Please help give the gift of a cuddle, by supporting this appeal.



# WAYS YOU CAN SUPPORT OUR CUDDLE APPEAL...

Picking your perfect fundraising idea is so important, because you'll have more fun, engage more people and raise more money! Here's some you might enjoy...



## ♥ PYJAMA DAY

Host a Pyjama Day at school or at work, anytime throughout February and March. In return for a donation, everyone can wear their favourite PJs or slippers, and spend the day in total comfort!

## ♥ VALENTINES CAKE SALE

Nothing says 'I love you' like a heart-shaped mixture of sugar and flour. Take donations for your creations, or perhaps make it into a competition?

## ♥ MOVIE NIGHT

Start popping the popcorn because it's time to host a movie night fundraiser! This is a fantastic way to raise money at school, at work or at home. You simply choose a movie to show, get the word out, and sell tickets to your event. You'll raise money by selling tickets and refreshments and collecting donations during the event itself.

## ♥ CUDDLE A CUP

A hot cuppa can be hugely comforting. Bring friends, colleagues or school parents together for a coffee morning and a chance to socialise, in return for a small donation.

## ♥ HOLD A CUDDLE-THEMED RAFFLE

Ask local businesses to donate items like flowers, chocolates, a meal for two, a bottle of bubbly or maybe even a romantic getaway! Let everyone know when your raffle will be taking place and where they can buy tickets. Make sure to visit the Gambling Commission website for info on running a lottery or raffle.

## ♥ COINS FOR CUDDLES

It couldn't be easier to raise funds for North Devon Hospice, than setting up a coin collection point at work, at school or even at home. You can request one of our collection boxes and display this somewhere prominent so people can put in their loose change. Alternatively, why not get creative and design your own Cuddle Appeal donation station!

Another easy-peasy one: Ask pupils, parents or colleagues to bring in any spare coins/loose change they have, then organise a coin trail around the school or office on a chosen date - see how far the coins will stretch around the school, then bag up and bank!



**“ALLOWING PEOPLE TO REMAIN IN THE COMFORT OF THEIR HOME IS A PRIVILEGE. BEING CLOSE TO THEIR FAMILY AND FRIENDS MAKES SUCH A DIFFERENCE.”**

Lin, Community Team Lead,  
North Devon Hospice



### **CUDDLE CAM**

Get ready to capture your cuddles on camera. Whether it's a mass hug in the playground, a selfie with a friend, or a giant office embrace, grab a selfie or a group photo and then share it on social with a link for others to donate. Tag @northdevonhospice and use #CuddleAppeal

### **TEDDY BEARS' PICNIC**

A great one for schools. Have children bring in their favourite teddy and a packed lunch for a lovely picnic on the school field or in the school hall. Charge per teddy. Cakes and other treats could be sold to raise further funds.

### **THE GIANT SLEEPOVER**

Whether at home, at school or even at work, this fundraising idea might not equal much sleep! But it's guaranteed to cause excitement and keenness to get involved! Set a charge for staying, then have further fundraisers with snacks and hot chocolate sales throughout the evening, and a breakfast buffet the next day!

### **PANCAKE DAY RACE**

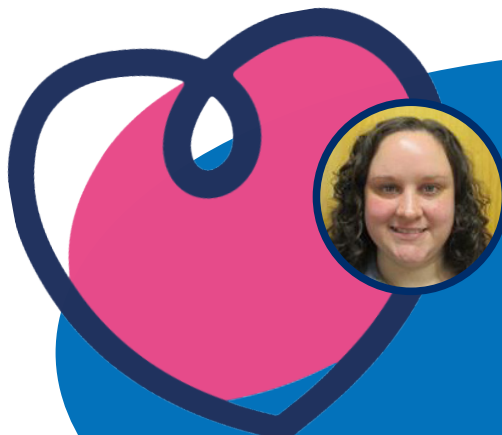
Pancake Day is on Tuesday 4th March. You could hold a pancake sale, inviting people to choose their own toppings, or why not host a pancake race at school or at work? Participants donate to race and spectators make donations to have a guess at who will be the winner, or the number of times the pancakes will be dropped!

### **SET UP A FUNDRAISING PAGE**

As part of your fundraising activities, you may wish to set up a Justgiving page. Whatever fundraising you're planning, having a Justgiving page makes it super quick and easy for people to donate and support your fundraising online. Any funds you raise will be automatically transferred to us and, once received, we'll send you an official thank you. You can set up your Cuddle Appeal fundraising page at [www.justgiving.com/northdevon](http://www.justgiving.com/northdevon)



**Every pound you raise will help buy a special Cuddle Bed for our Bedded Unit, and fund more care at home so patients can remain close to their loved ones.**



**“THE COMFORT OF A CUDDLE FROM A LOVED ONE CAN BE MORE POWERFUL THAN ANY MEDICATION WE CAN GIVE.”**

Hannah, Bedded Unit Team Lead,  
North Devon Hospice

## MATERIALS

We have an array of handy fundraising and awareness materials available for you to use including posters, invitations, leaflets and sweepstakes. We also have branded items such as t-shirts, banners, collection buckets and bunting available upon request. These can be collected from the hospice at Deer Park, Barnstaple on an agreed date and time. If you're unable to collect, then we may be able to post or deliver these to you depending on notice given, locality and availability.

## VOLUNTEER SUPPORT

Our community fundraisers and volunteers are out and about at events throughout the year and would love to be involved in your Cuddle Appeal fundraising activities. Should you wish to have a hospice volunteer at your event, either to lend a helping hand or to help raise awareness, please contact us in plenty of time and we'll do our best.

## PAYING IN YOUR FUNDRAISING

### ONLINE



You can pay in any fundraising via the donation page on our website - [northdevonhospice.org.uk](http://northdevonhospice.org.uk).

### CASH



The safest way to pay in cash donations is to drop this into our reception here at the hospice (Deer Park Road, Barnstaple). Or, you can take any cash donations into any of our local North Devon Hospice charity shops (check out our website for your nearest one).

### OVER THE PHONE



You can make a donation over the phone using your debit or credit card. Call us on 01271 347232 during office hours.

### CHEQUES



Please make cheques payable to 'North Devon Hospice' and send to us at: **FAO Fundraising Team, North Devon Hospice, Deer Park, Barnstaple, EX32 0HU**. Please include a letter detailing who the cheque is from and stating that it's for the 'Cuddle Appeal'. Please include any sponsorship forms etc.

### TEXT TO DONATE



The quickest and easiest way to give to our Cuddle Appeal. Text **CUDDLE followed by your donation amount** (i.e. CUDDLE10 to give £10) to **70085**. Texts will cost the donation amount plus one standard network rate message.

## THANK YOU!

Contact our Fundraising team:

Call 01272 347232

Email [fundraising@northdevonhospice.org.uk](mailto:fundraising@northdevonhospice.org.uk).

