

Hospice **HERO** Challenge

FUNDRAISING TOOLKIT



WELCOME

Thank you for signing up to be a Hospice Hero!

At Waipuna Hospice, we are committed to providing the highest level of compassionate palliative care for our patients and their whanau. We strongly believe that these services should always be free of charge, but did you know we only receive funding for 46% of our operating costs? That's why we rely so much on the generosity of our incredible community, people like you.

Last year alone, thanks to this support, we made 27,389 connections through phone calls, telehealth, and in-person visits. Our dedicated nurses cared for 845 patients, completing an incredible 8,109 visits—that's 22 visits every single day! These numbers represent real people in our community who are navigating some of life's toughest moments.

The 2025 Hospice Hero Challenge is your chance to not only push your limits but to also be a hero for those who need it most. Every dollar you raise and effort you make helps someone in our community during their most challenging times. We're here to cheer you on every step of the way.

We'd love to see you taking on your challenge! Please take some photos of and share them with us at fundraising@waipunahospice.org.nz.

If you have any questions or need support along the way, please don't hesitate to reach out. We're here for you, just like you're here for us and we can't wait to celebrate your achievement with you in April.

Thank you from the bottom of our hearts for supporting Waipuna Hospice!

Kind regards,

The Fundraising Team

HOW IT WORKS

Sign up: Register online as an individual or with friends and create your fundraising page.

Choose your challenge: Go big, go creative, or just go! Here are some ideas:

- **Run/Walk:** Lace up those shoes and hit the pavement for 50, 80 or 100km over the month or complete a daily distance goal.
- **Step to it:** Hit 10,000 steps everyday of
- **Get your hike on:** Walk up the Mount or Papamoa Hills three times a week, reach for a total ascent goal over the month.
- **Ride Your Bike:** Cycle a set number of kilometres throughout the month or pledge to cycle to work every day.
- **Fancy a Dip:** Go for a cold-water sea dip every day or swim a set number of laps in your local pool.
- **Fitness Streak:** Complete a fitness class every day or do a squat/press up challenge.
- **Dance It Out:** Boogie down for 30 minutes every day.

Get going: Start your challenge on 1st March and aim to reach your goal by 31st March.

Spread the word: Share your journey with family and friends. Snap photos, post videos, and invite them to cheer you on with donations.

Track your progress: Use an app or fitness tracker to celebrate milestones.

Celebrate your achievement: Gather with fellow Hospice Heroes at Waipuna Hospice on Tuesday 10th April from 6:30pm to celebrate your awesomeness!

HOW TO FUNDRAISE

Set up your online fundraising page

The easiest way to start fundraising as a Hero is to register yourself on our Hospice Hero's Challenge 2025 Raisely page- ***INSERT LINK***

You will then receive your personalised online fundraising page link that you can send to your family and friends. We will be able to see everyone's awesome progress.



Collecting sponsorship

We want this challenge to be as inclusive as possible and would love to see people of all ages and abilities get involved. We understand that it is not always appropriate for kids to have access to the internet, and some people don't like to use online platforms. Therefore, we have also included a paper sponsor form to take around your community as an alternative to an online fundraising page. The form makes it easy to keep a record of every donation and pledge you receive. Simply return your form to us with your collected sponsorship money at the end of the challenge.



Start off with a bang

Although we are appreciative of any amount that is donated to Waipuna Hospice, starting off with a bang can really help your fundraising journey. Your first donation has the ability to set the bench mark and then future sponsors will follow. If your first sponsor gives a higher value donation, others often want to match or even increase their own donation.



Get a team together

We are all for teams signing up to be Hospice Hero's. If you have a group of friends, or are part of a gym/sports group that would like to register together, go for it!! You can collectively decide on a team challenge, have fun completing it together and have multiple networks to reach out to to support your fundraising goals!



SPREAD THE WORD

Share your story



Waipuna Hospice touches so many people within our community each year and from that people are able to build a story. Whether you know someone who has been through our care, or it's your passion to help those going through tough times, use your story as a means to get people involved. People love to know why you are doing something, especially when it is for such a good cause.

Use as many platforms as you can

Shout it from the roof tops! We want as many people to get involved with as possible, whether it's donating or taking part, and the best way to do that is to spread the word. Social media is a massive tool for communicating and there are numerous platforms that can be used. Sharing on your Facebook can reach so many of your family and friends, tell everyone that you work with, your book clubs, and even kids sporting teams, the opportunity to connect with people is endless! Feel free to use the social media tile we have provided to use on your own social media platforms.



Get local news involved

Many communities around Bay of Plenty have their own local newspapers and they love to hear good news stories. Why not reach out to them, tell them what you are doing and be proud of challenging yourself. Who knows it may even inspire others in your community to take on the challenge.

Keep everyone updated

People want to follow you on your journey and see how you are progressing. Those who donate and invest in your your challenge want to see you push yourself and celebrate when you hit milestones and achieve your goal. Share photos and tag us **@waipunahospice** with the hashtag **#hospiceherochallenge** so everyone can see your progress and cheer you on.



HOT TIPS

Writing a post for Social media

You want your social media post to be short and to the point, no one wants to read an essay but they still want to know what you are up to. For help with what to post, you can use this example to help get you started. Try to use a photo that is related to your chosen monthly challenge so people can easily understand what you are doing.



This March, I'm taking on the Hospice Hero Challenge to raise funds for Waipuna Hospice! 🙌 My goal is to raise \$[YOUR GOAL] to support free palliative care for our community. I'll be [INSERT YOUR CHALLENGE] from March 1–31st. Please sponsor me to keep me motivated, and help make a difference: [INSERT LINK] ❤️ Every little bit counts to help people at their most difficult time. Thank you!
#HospiceHeroChallenge #WaipunaHospice #Makingadifference

Thank those who support you

If you have people who have already donated to you before you post on social media then thank those people in your post. This will show your audience how appreciative you are when you receive support.

Tag us on all your posts @waipunahospice

Not only do we want to see updates of how you are tracking with your challenge, but we also want to share how awesome everyone is doing out in our community. Tag us so we can share your awesomeness around our hospice networks.

We can support you

We want to provide you with as much support as you need. We can provide you with

- Collections buckets and high vis vest if you would like to collect cash donations at an event you are attending (always ask permission from the organiser first).
- We can provide an official letter to endorse you, this can help with getting sponsorship from your local business contacts.
- We can help to craft a media release to help you get some great coverage in the local news.
- If you have any questions, or need support with anything else, please reach out to us at fundraising@waipunahospice.org.nz

GETTING TO YOUR GOAL

Here is a way that you can hit an easy fundraising goal of \$250 throughout the month of March

Start of strong by donating \$10 to yourself

\$10

Round up the troops. Reach out to five people that are close to you and ask them to donate \$20 in support of you conquering your challenge. If you have more than five people in mind that are close to you, reach out to them too.

\$100

Post on social media. Share your fundraising goal with everyone e.g "My goal is to raise \$200, and I need just 10 amazing people to donate \$20 each to help me get there. Can you help me to support Waipuna Hospice?". People want to help you to achieve your goal and will donate, especially if you are only asking for a small portion of your overall goal.

\$200

Colleague support. Tell 4 people you work or study with about your challenge and ask them to donate \$10 to help.

\$40

**Fundraise \$250 and
receive a free
Waipuna Hospice
water bottle !!**



PAYING IN MONEY

The easiest way to send Waipuna Hospice your sponsor money is through the Raisley online fundraising page, as there is no need to handle cash and the money is automatically banked directly into the hospice's account

If you have sponsorship in cash then please donate through one of the following ways -

- **Internet Banking**

Account Name: Waipuna Hospice Inc
Account Number: 03 0435 0469107 02
Code: [your phone number]
Reference: hospicehero



After you have made your deposit, please email supporter@waipunahospice.org.nz and let us know you have paid. This ensures we can tag the donation to you and we can send you a thank you.

- **Online**

Head to our website www.waipunahospice.org.nz and click 'Donate' to make a payment via debit/credit card. Please write a note in the comments box to let us know it's from your Hospice Hero Challenge.

- **Call us**

Call us on 07 553 4370 ext 211 with your debit or credit card details handy and we can process the donation over the phone. This way we also get to chat about your amazing fundraising efforts and how your challenge went.

- **Return cash to us**

You can also return your cash to us in an envelope, along with your sponsorship form if used, anytime Mon-Fri between 9am-4pm. Or bring it when you attend the Hospice Hero celebration on the 10th of April. Address: Waipuna Hospice, 43 Te Puna Station Road, Te Puna 3176

THANK YOU FOR HELPING US PROVIDE FOR OUR COMMUNITY

We could not continue to do the work that we do without the support from people like you so we want to thank you again for signing up to the Hospice Hero Challenge

“What you do is beyond words and I cant thank you all enough. Not only did Dad get such amazing care but I did too. Incredible. It made me feel like I wasn't trying to do it all on my own”

Jan Wagtendonk, Daughter of Waipuna Hospice Patient

46% of our funding comes from people like you



On average we have 204 people in our care at any one time

