

/ The State of Hospice Fundraising

2020 - 2021 Report

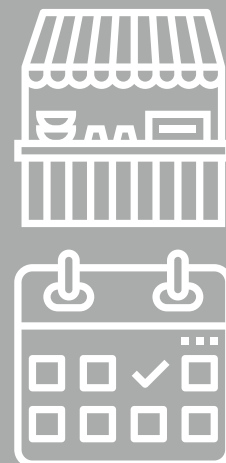
Hospice staff across the UK have shared their views on the impact of COVID-19 and the new fundraising best practices.

BEFORE THE PANDEMIC

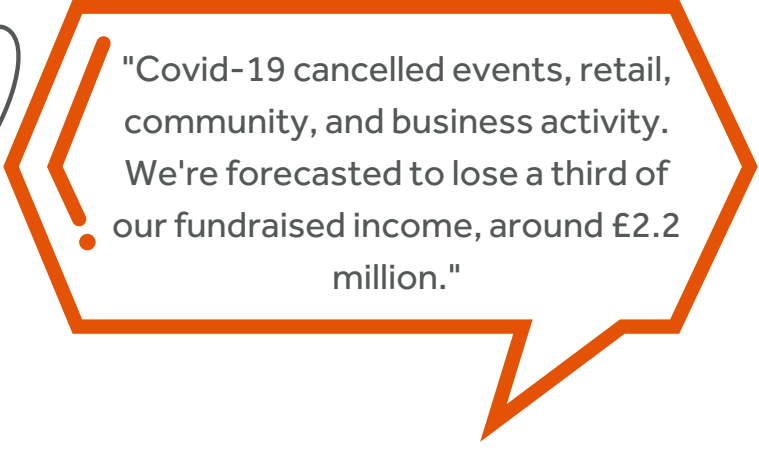
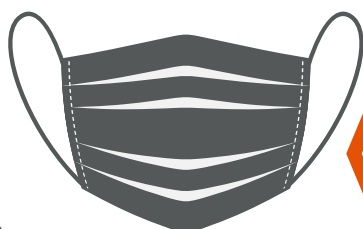


90%

of hospices said charity-run events and hospice charity shops were their most successful method of fundraising pre-2020.



IMPACT OF LOCKDOWNS



"Covid-19 cancelled events, retail, community, and business activity. We're forecasted to lose a third of our fundraised income, around £2.2 million."

CHALLENGES FOR FUTURE PLANNING



48%

were looking to run more than 10 events in 2021 to raise the funding they need.

With restrictions continuing into June 2021, this may prove challenging for a second year.

/ How Will Fundraising Look in 2021?

THE CURRENT CLIMATE



We feel that 2021 could also be a challenging year for fundraising with the continued impact of COVID-19 on the economy and people's free money to support fundraising. Plus, the additional challenge of Brexit and its impact.

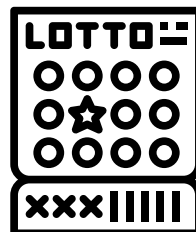


GOING DIGITAL

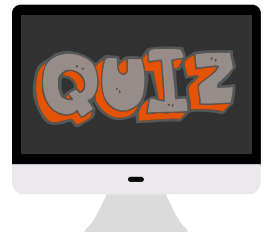
Many hospices turned to digital fundraising. These methods have proved most effective:



Social Media Campaigns



Online Lotteries & Quizzes



HOW CAN UK BUSINESSES HELP?

78%

said:

Sharing fundraising posts



65%

said:

Arranging their own charity events



68%

said:

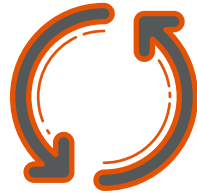
Connecting hospices with charitable trusts



/ How Can Hospices & Supporters Innovate?

There are understandable concerns about how best to change and adapt. Here are some tried and tested methods hospices have used to raise and save funds:

"We are doing everything we can to innovate, but despite all our best efforts we are going to see a drastic drop in income in 20/21."



Skill, product & service swaps



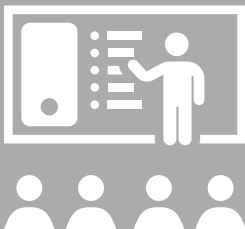
Employer-supported volunteering days



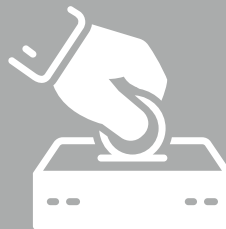
Matched funding campaigns

OUR NEW 2021 COMMITMENTS

Arranging fundraising seminars



Continuing payment plans to spread the cost of projects



Promoting fundraising posts on social media



GET IN TOUCH

For support sourcing equipment to suit your budget, finding charitable trusts in your area, or anything else...

CONTACT US

T: Tel +44 (0)345 034 1450

W: innovacareconcepts.com

E: enquiries@innova.uk.com

