Cynthia Spencer's

BIG 50 handbook

This is your guide to raising
£2,000 for 50 years of hospice care.

Cynthia Spencer
1976 - 2026

Celebrating the BIG 50

www.cynthiaspencer.org.uk
01604 973340

Welcome to the BIG 50

Hello,

Thank you so much for signing up to be one of our BIG 50 Fundraisers as we celebrate a truly remarkable milestone - 50 years of Cynthia Spencer Hospice

By joining this special group, you are doing far more than raising funds. You are becoming part of a select group of just **50 people** who will help us mark our anniversary year and shape the next chapter of hospice care for our community.

Since 1976, Cynthia Spencer Hospice has supported thousands of patients and their families through some of life's most difficult moments. This legacy of compassion, dignity and care has only been possible because of people like you — people who choose to stand alongside us when it matters most.

As one of our BIG 50 Fundraisers, you will each aim to raise £2,000 or more during 2026. That amount alone **could support a patient and their family for a week,** providing comfort, reassurance and expert support to patients and families when they need it most. If our big 50 fundraisers each raise £2,000, that will be a total of £100,000 added to our fundraising total this year. **That's support for 50 weeks of care for patients and families in Northamptonshire.**

There is no right or wrong way to fundraise. Whether you take on a personal challenge, bring people together for an event, or create something entirely your own, you will have our full support every step of the way.

We are so grateful that you have chosen to mark our 50th anniversary in such a meaningful way. Together, we can ensure that our care continues not just for today, but for generations to come.

We cannot wait to see what you achieve.

With heartfelt thanks,

The Cynthia Spencer Hospice Fundraising Team

BIG 50 fundraisers

Celebrating 50 Years of Care

In 2026, Cynthia Spencer Hospice is celebrating 50 years of caring for our community. To mark this milestone, we are inviting 50 incredible supporters to become our BIG 50 Fundraisers.

What is the BIG 50?

The BIG 50 is a special anniversary fundraising initiative. Each BIG 50 Fundraiser commits to raising £2,000 or more during 2026, helping to ensure hospice care continues for future generations.

Why £2,000?

£2,000 could support one week of care for a patient and their family, providing comfort, dignity and reassurance when they need it most. If our BIG 50 fundraisers all hit their £2,000 target, that's an amazing £100,000 towards the total we have to raise every year to keep the hospice open. That's 50 weeks of care for people who need it.

Why only 50?

The BIG 50 Fundraisers initiative is something that will be unique to our anniversary year, making this a standalone opportunity to be part of a small, passionate group helping to shape the hospice's future.

What support will you receive?

- Dedicated fundraising support
- Practical tools, templates and ideas
- Regular encouragement and updates
- Recognition as part of our 50th anniversary celebrations

One year. One goal. A lasting impact.

However you choose to fundraise, you will be helping us continue 50 years of care, compassion and community.

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Finding the right

BIG 50 challenge

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Not sure where to begin with your BIG 50 fundraising challenge? Don't worry - the most successful fundraisers aren't always the biggest or boldest ideas, but the ones that feel personal and achievable.

We've included a wide range of ideas to spark inspiration.

Ask yourself: What do I enjoy? What am I good at? Who could I involve?

Many BIG 50 fundraisers reach £2,000 by breaking it down. For example, £40 from 50 people, £20 from 100 people, or a mix of sponsorship and events. Small steps really do add up.

Get active

1. Take on a marathon, half marathon, 50 park runs?
2. Charity football match or tournament
3. Wild swimming challenge
4. Dance marathon
5. Climb a mountain (or three). The three peaks is a popular one!
6. 24-hour fitness challenge
7. Yoga-thon
8. Could you organise your own Cynthia Spencer Golf Day?
9. Coast to Coast cycle ride
10. Abseil down the famous lift tower

Get creative

11. Art exhibition and sale
12. Photography competition
13. Craft fair
14. Open mic night
15. Talent show
16. Film screening evening
17. Murder mystery night
18. Quiz night
19. Karaoke marathon
20. Stand-up comedy night

Get cooking

21. Bake sale (the classic for a reason)
22. Come dine with me competition
23. Afternoon tea event
24. BBQ and music afternoon
25. Dinner party with a twist
26. Charity cook-off
27. Cake decorating competition
28. Street food festival
29. Cheese and wine night
30. Bingo and burgers

Get silly

31. Sponsored silence
32. Head shave or beard shave
33. Dress up day at work
34. Office Olympics
35. Karaoke in full costume
36. 24-hour gaming marathon
37. Sleep out under the stars
38. Wear the same outfit for a week
39. Give up chocolate/coffee/wine for a month
40. Cold water swimming daily

Get your workplace involved

41. Office bake-off
42. Team sporting challenge
43. Night at the races
44. Workplace raffle
45. Coffee & cake networking event
46. Office bingo
47. Take on a sky dive
48. Lunch and learn
49. Charity auction
50. Look into matched giving

Remember, these are just ideas. The best fundraisers are the ones that mean something to you. What are you good at? What makes you, you? Start there.



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Setting up your fundraising page

Step 1
Create your page

Go to justgiving.com

- Search for “Big 50 Fundraisers”
- Click “Start fundraising”
- Your fundraising target will be set to £2,000
- Choose your fundraising deadline

Step 2
Tell your story

This is where you explain why you’re taking on this challenge. Pages with a personal story can feel more authentic and inspire people to donate. For example:

“I’m taking on this challenge to celebrate 50 years of care at Cynthia Spencer Hospice. A charity that means a great deal to me because...”

A few paragraphs is plenty, here’s a couple of questions to get you started:
• Why does our charity matter to you?
• What are you doing and why is it a challenge?

Step 3
Add a photo

People give to people, not just causes, so make it personal.

A picture of you doing something related to your challenge, or just a lovely photo that means something special to you.

Step 4
Share, share, share

You can share your fundraising page on social media, whatsapp or email. People often need a reminder or two before donating.

Top tip

Update your page regularly with your training, prep, or progress. People love following the journey, not just donating at the start and end.

Don’t forget we’re here to help.Drop us an email at **fundraising@cynthiaspencer.co.uk** or give us a call on **01604 973340**

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How to ask for sponsorship

(and feel comfortable doing it)

Asking for donations can feel a little uncomfortable, and that's completely natural. But most people genuinely want to support a good cause, especially when it's something that means a great deal to you.

By reaching out, you're giving people the chance to make a real difference.

Top tips for reaching your goal

- **Ask early - people like to be part of the journey**
- **Be specific about your target and why it matters**
- **Share updates and say thank you often**
- **Most supporters are delighted to help when they understand the impact they're making.**

WhatsApp/text message template

Hello! I hope you're well. I wanted to let you know that I'm one of Cynthia Spencer Hospice's BIG 50 Fundraisers this year. I'm taking on **[your challenge]** and aiming to raise £2,000.
Cynthia Spencer Hospice has been caring for local people for 50 years. With £2,000 they could support a patient and their family for a week. If you're able to contribute anything towards my total, I'd be so grateful.
Here's my fundraising link: **[LINK]**
Thank you so much.

Social media post template

[A picture of you doing something related to your challenge, or just a lovely photo that means something special to you.]

I'm delighted to share that I've signed up to be one of the BIG 50 Fundraisers for @cynthiaspencerhospicecharity as they celebrate 50 years of caring for our community..

My challenge: **[what you're doing]**
My target: £2,000
Why I'm doing it: **[your reason – short and heartfelt]**

Cynthia Spencer Hospice provides specialist care for people in West Northamptonshire when they need it most. Their services are free for patients, but it costs over £2.2 million a year to keep the hospice running. £2,000 could support a patient and their family for a week. If you're able to support me, I'd be incredibly grateful.

Link in bio/here: **[LINK]**. And if you can't donate, a share would mean a great deal. Thank you.

How to ask for sponsorship

(and feel comfortable doing it)

Email template

Subject: *I'm one of this year's BIG 50 fundraisers for Cynthia Spencer Hospice*

Aptos 12

Hi **[Name],**

I wanted to share something special I'm taking part in this year. I've signed up to be one of Cynthia Spencer Hospice's BIG 50 Fundraisers as they celebrate their 50th anniversary, taking on **[your challenge].**

Cynthia Spencer Hospice has been caring for people in West Northamptonshire for half a century, offering specialist palliative care, supporting families, and helping people spend their final days with dignity, comfort, and peace. Their care is provided free of charge, but it costs over £2 million every year to keep these vital services running.

My goal is to raise £2,000, which could support a patient and their family for a week.

[Optional: Add a personal line about why CSH matters to you]

If you feel able to sponsor me, any amount, large or small, would be truly appreciated. Your donation will help make sure this type of care continues to be available for families in the future.

Here's my fundraising page: **[LINK]**

Thank you so much for taking the time to read this. Even if you're not able to donate, sharing my page would massively help.

[Your name]

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Your progress tracker

A little something to keep you inspired as you make an extraordinary difference.

Pop this somewhere you'll see it often. Every tick is a reminder of the care, comfort and dignity you're helping to provide for local people and their families.

£2000

You've reached your target, thank you so much. Your fundraising could pay for one week of support for a patient and their family. What an incredible gift.

£1750

You're nearly there. Your fundraising at this stage could fund 38 Hospice at Home nurse visits, bringing expert care and reassurance directly to someone's home.

£1500

A wonderful milestone. Congratulations! This amount could buy the resources for 50 memory boxes, which helps children remember the person they love and miss.

£1250

Your kindness is making a real difference!

£1000

Halfway! Well done! This amount could provide up to 20 counselling sessions for a patient or their loved one, offering vital support during an incredibly challenging time.

£750

Your fundraising could now cover 30 hours of specialist palliative care at home, helping someone stay comfortable where they feel safest.

£500

Quarter of the way there! Share an update with your supporters.

£250

A brilliant start. £250 could provide breathlessness and anxiety management sessions for several patients and carers.

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We're here to support you

Thank you for choosing to fundraise for Cynthia Spencer Hospice. You're amazing! Every step you take helps us continue providing specialist care, comfort, and dignity to local people and their families, something we've been honoured to do for 50 years.

Your efforts truly matter

Here are some stats that you could share with your followers, friends, and family to help them understand how their donations and your fundraising are helping.

- £15 could pay for an hour of nursing care in our inpatient unit
- £25 could fund a patient & carer to be taught how to manage breathlessness & anxiety
- £30 could buy the resources for a memory box, which helps children remember the person they love and miss
- £50 could fund two hours of specialist palliative care at home

Your fundraising helps make moments of peace, comfort, and reassurance possible.

If you need anything, we're always here to help with anything you might need during your fundraising journey.

Questions or support

Email us: **fundraising@cynthiaspencer.co.uk**
Call us: **01604 973340**

CynthiaSpencerCharity **Cynthia Spencer Hospice**

You're very welcome to tag us in photos or messages, and we'll share them on our channels to help spread the word. **Don't forget to use #CSHBig50**

We can't thank you enough for giving your time, energy, and heart to support your local hospice. Your fundraising will help make sure that patients and families continue to receive the care they need, today and in the years ahead.

The Cynthia Spencer Hospice Fundraising Team











Scan the QR code for more

Fundraising Office:
Cynthia Spencer Hospice Charity,
Pondwood House, Pondwood Close,
Moulton Park, Northampton NN3 6RT

Registered Charity Number: 1174402 | Company Number: 10934348

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