

St Giles
LIGHT
the **NIGHT**

Event Guide

Welcome!



Thank you so much for signing up to Light the Night!

Whether you're taking part solo or alongside friends, family, or colleagues, this event pack is here to guide you every step of the way.

By signing up, you've already played a part in making Light the Night happen, but it's the sponsorship you raise that truly shines. Every single pound goes towards caring for local people and their loved ones, living with a terminal illness.

Just picture that fantastic feeling when you cross the finish line, knowing the difference you've made. It's an achievement you can truly be proud of!

Your support helps fund vital care for local people, like Neil, during the most difficult time of their lives. His stepdaughter, Isabella, has shared her story below.

Isabella's story

Isabella's stepdad, Neil, spent just over two weeks on our Inpatient Unit in October 2024, before returning home for his final days, where he died peacefully, with his wife by his side.

Isabella remembers how the team at St Giles made him feel safe, calm and cared for.

"Nothing was ever too much to ask. Every member of staff was kind, helpful and reassuring. We knew he was in good hands," said Isabella.

"For me and my mum, St Giles helped us honour Dad's final wishes and that meant everything. We're so thankful to St Giles and all the support they provided us, not just for Dad, but for me and Mum as well."



Isabella and her stepdad, Neil

Please don't hesitate to contact us if you'd like any support or advice to help with your fundraising.

Email: fundraising@stgileshospice.com

| Tel: **01543 434751**

#TeamStGiles



On the night...

7pm Welcome party at Lichfield Sports Club

Start the evening with our welcome party - a chance for you to get in the party spirit before we start the 8k walk!

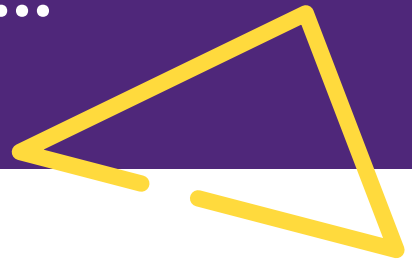
- Collect your free Light the Night T-shirt
- Street food
- Licensed bar
- Pre-walk warm up
- Live music
- Light-up merchandise
- Entertainers
- Glitter station

9pm 8k Light the Night walk!

Following the excitement, embark on a picturesque 8k walk around the historical sites of Lichfield, with refreshment points, live entertainment and lots more!

11pm Finish line!

Once you complete the walk, you'll cross the finish line and celebrate alongside your fellow walkers! Soak up the achievement, enjoy a final refreshment, and head home with a big smile.





1

1k - Off to a great start!

4

Refuel at the half way mark!

7

7k - Almost there!

2

2k - Cheer station!

5

Party with singer Becca G!

8

8k - Finish line!

3

3k - Light tunnel in Beacon Park!

6

Cheer station at the 6k mark!



How you can help us

Did you know...?

We spend close to £10 million a year providing our specialist services and, with less than a quarter of this funded by the Government, we rely heavily on donations and income generation from the local community. During 2024-25, £2,697,292 was raised through donations and fundraising, to fund care for local people, which is truly amazing!

How your kind donations could help:

£30 could help fund **an hour of specialist care** on our Inpatient Unit

£60 could help fund a **specialist nurse visit** to a patient at home

£128 could help fund the cost of **a nurse for the day**

Fundraising top tips



Keep in touch - Sam from our Fundraising team is on hand to provide you with all the fundraising support you need.



Get online - create an online fundraising page (more on page 5).



Set a target - if every walker raised **£100**, collectively we'd reach our fundraising target of £80,000!



Track your fundraising journey - share training updates with your supporters, friends, and family.



Get in the press - contact your local media, councillors or even a local celebrity to help spread the word about your fundraising.



Get social - social media is an effective way to easily promote your fundraising. Remember to tag us in your posts using **#LightTheNight**



Gift Aid it - if you're a UK taxpayer, the value of your donation can be increased by 25% at no cost to you! Ask sponsors to simply tick 'YES' to Gift Aid when donating.



Match funding - many employers offer a match funding scheme where they will top up or match your fundraising total. Ask if your workplace takes part in this scheme!



Fundraising rewards



We're so grateful for your support of Light the Night. To celebrate your amazing efforts and dedication, we've put together a range of special rewards to recognise your fundraising achievements:

£150

Kick off your fundraising journey in style! Reach £150 and you'll receive a Light the Night branded pen and pin badge, perfect for showing your support, along with a personalised thank you certificate!

£300

Double your impact and enjoy even more rewards! Along with your branded Light the Night pen, keyring and certificate, you'll also receive a St Giles branded keyring and tote bag!

£500

Raise over £500 and in addition to all previous rewards including your tote bag and stationary, you'll receive an exclusive St Giles branded t-shirt!

£750

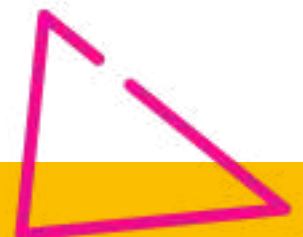
Go above and beyond and raise over £750, alongside your branded pen, badge, tote bag and T-shirt, you'll receive a cosy St Giles branded hoodie!

£1,000

Become one of our top fundraisers and enjoy the ultimate Light the Night experience! You'll receive all previous rewards, plus exclusive access to our VIP tent on the night and a complimentary drink - our way of saying an extra special thank you for your fundraising.

To be in with the chance to win these amazing prizes make sure to set up your JustGiving page and share with family and friends.

Ts&Cs apply. Please see website for details.



Fundraising online

JustGiving™

JustGiving is completely free, easy to set up, and allows you to share your journey with your friends and family - please see the set-up instructions below.

1. Visit: www.justgiving.com/campaign/lightthenight26
2. Click the orange button 'Start Fundraising'
3. If you haven't used JustGiving before, sign up
4. Follow the prompts to set up your page
5. Personalise your page by adding your story and images
6. Share your page with your friends and family.

Social media

Shout about your fundraising across your social media channels and don't forget to thank your supporters as it might inspire others to support you too! In addition to JustGiving, you can set up social media fundraisers to help raise funds.

Setting up a Facebook fundraiser:

1. On your computer, log in to Facebook
2. In the top right, select **Fundraisers** option from the menu (if you can't see **Fundraisers**, then click **See more**)
3. Select 'St Giles Hospice' as the **Charity**
4. On the left, enter:
 - the fundraising goal
 - the currency you want the funds in
 - the date the fundraiser will end
 - the details of the fundraising event
5. Click **Create**

Setting up an Instagram fundraiser:

1. Head over to our Instagram account @stgiles_hospice
2. In our bio, click **Support**
3. Then click on **Create Fundraiser**
4. Fill in the details about your fundraiser
5. Share your fundraiser with your following



"It's a privilege to be able to support patients at home, and it's only possible thanks to the incredible support we receive from our community."

- Jemma, Clinical Nurse Specialist

Part of the St Giles Hospice at Home team



St Giles
LIGHT
the **NIGHT**



Can you guess my steps?

I'm taking part in St Giles Hospice's 8k Light the Night walk!

How many steps do you think I'm going to walk?

For a suggested £ donation, make a guess.

If you're the closest to my number of steps, you'll win

<p>Number of steps: _____</p> <p>Gessed by:</p> <p>_____</p>	<p>Number of steps: _____</p> <p>Gessed by:</p> <p>_____</p>	<p>Number of steps: _____</p> <p>Gessed by:</p> <p>_____</p>	<p>Number of steps: _____</p> <p>Gessed by:</p> <p>_____</p>
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Customisable 'back sign'

Write the name(s) of people you'd like to dedicate your Light the Night walk to. You can use as much colour as you like, or stick/draw images or photos on it.

Once you're done, cut along the black line and safely pin it to your T-shirt for your walk, or place it somewhere you can see it regularly as a motivational reminder.

I'm walking for...



The logo for St Giles Hospice features the text 'St Giles' in a white, sans-serif font, with a vertical line separating it from the word 'Hospice' below. The background is a solid purple color with large, faint, white geometric shapes resembling stylized chevrons or zig-zags.

St Giles | Hospice

St Giles Hospice, Fisherwick Road, Whittington, Lichfield, WS14 9LH
Registered Charity No. 509014

 Registered with
FUNDRAISING
REGULATOR

