

Fundraising Guide

Come together with friends
and family to remember and
celebrate the lives of our
loved ones.

ST GEMMA'S HOSPICE

Sunset WALK



SATURDAY 19 SEPTEMBER 2026

ROUNDHAY PARK, LEEDS

Welcome to Team St Gemma's!



Thank you for signing up to the Sunset Walk. We are so grateful for your support and can't wait to see you there!

For almost 50 years, St Gemma's Hospice has provided expert care and compassionate support to people across Leeds living with cancer and other life-limiting illnesses. We care for patients in the Hospice and in their own homes, helping them and their loved ones through some of life's most challenging times.

While our services are free to those who need them, they are not free to provide. Around 30% of our income comes from NHS budgets. This means we still need to raise £25,000 every day to run all St Gemma's services and activities.

By taking part in the Sunset Walk, you're helping us continue to be there for local patients and families when they need us most. Since 2023, St Gemma's Sunset Walk has brought the Leeds community together to remember loved ones, celebrate their lives, and support hospice care across Leeds.

Every step you take and every pound you raise will help make a real difference to local patients and their families.



Katie's Story

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“They took her out in the garden so granny could feel the sun for one last time.”

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Katie Eshelby is taking part in the Sunset Walk in memory of her beloved granny, Margaret, who we had the privilege of caring for at St Gemma's Hospice.

“My wonderful granny was unfortunately diagnosed with terminal cancer in September 2023.

Through all the struggles of her treatment, she still lived life to the full. She managed to go on some holidays and continue to make memories that we'll cherish forever. Granny's main aim in her journey was to see me and my wife get married, and in October 2025 she was well enough to come to our wedding. It was a day full of so much love and emotion.

When granny was admitted to St Gemma's, we expected to have days left but she fought on and ended up spending her final 5 weeks in St Gemma's. The staff were nothing short of incredible. They became an emotional support system for us as a family, and went above and beyond to make sure granny was comfortable and peaceful right up until she passed.

They made us smile and laugh on the hardest days. They arranged massages for granny and a cuddle bed so we could stay over with her. They took her out in the garden so granny could feel the sun for one last time and see the first signs of spring. We will be forever grateful to everyone at St Gemma's, from the domestic staff to the nursing team, complementary therapists, and everyone in between. We truly can't fault anyone.”



Why do you need to fundraise?

Your fundraising couldn't be more important to St Gemma's Hospice.

Your registration fee helps cover the essential costs of running the Sunset Walk, from event safety and signage to the support services that make the evening possible.

What's included?

- » Sunset Walk t-shirt
- » Finisher's medal
- » Light-up item

We encourage everyone taking part to aim for £100 in sponsorship.

If 700 walkers each raised £100, together we could raise an incredible £70,000 for St Gemma's Hospice!



Making the most of your fundraising Set up your fundraising page

We're delighted to be partnering with **Enthuse** to make fundraising simple and easy. When you register for the Sunset Walk, your fundraising page will be created automatically. You'll receive an email with a link to your page, ready to personalise.

If you have any questions or concerns, please email fundraising@st-gemma.co.uk and our team will be happy to help.

Make your fundraising page stand out

- Add a photo
- Share your story
- Set a fundraising target
- Post regular updates
- Share your page widely
- Thank your supporters

Remember, people are inspired to donate because of the person taking part...**you!** By personalising your page, you'll help supporters understand why you're walking and the difference their donation will make.



The difference your support makes

£500

pays for a patient or their carer to benefit from a visit to St Gemma's Out-Patients, to have a consultation with a doctor, enjoy a therapy session, or take part in a group activity

£250

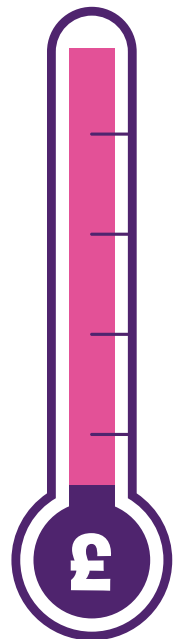
pays for a St Gemma's community nurse or doctor to visit a patient in their own home and provide clinical advice and support

£100

could provide a specialist bereavement support session for someone struggling to cope with the loss of a loved one

£50

pays for an hour of expert end-of-life care



Maximise your fundraising

Gift Aid

If a donor is a UK taxpayer, Gift Aid allows us to claim an extra 25p for every £1 donated at no extra cost to them.

To make this possible, donors need to tick the Gift Aid box and provide their name and address when making their donation. It's an easy way to make every donation go even further in supporting St Gemma's Hospice.

Match Funding

Many employers have schemes that will match the amount you raise for charity, effectively doubling your impact.

Ask your HR or Finance team if they offer a match funding scheme.

Spread the word!

You're doing something amazing, so don't be shy about sharing it! Share your fundraising page on social media and tell people why you're taking part.

Post updates, share your progress and include a link to your fundraising page to make donating as easy as possible.



Scan to visit the
Sunset Walk
Fundraising Hub



To find out more, visit our Sunset Walk Fundraising Hub at
www.st-gemma.co.uk/sunset-walk-fundraising-hub

What to expect on the evening

The evening begins at 4.30pm in the event village at Roundhay Park. The event village will be by the bandstand at the smaller top lake of the park. Here you can enjoy food, refreshments, and family-friendly activities including face painting and glitter tattoos.

At 6.00pm, we'll set off together for a 6K walk along Street Lane towards St Gemma's Hospice. Along the way, you'll be cheered on by local businesses and supporters, with a few special surprises to look forward to.

As you arrive at the Hospice, you'll receive an LED candle and be invited to take part in a moment of reflection and remembrance, celebrating the lives of our loved ones.

You'll then make your way back to Roundhay Park, crossing the finish line alongside hundreds of fellow walkers, knowing that every step has helped support local patients and families cared for by St Gemma's Hospice.

We can't wait to welcome you for a memorable evening in support of the Hospice.



St Gemma's Hospice Sponsor Form

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The easy way to raise even more money for St Gemma's Hospice

Gift Aid means that St Gemma's Hospice can claim an additional 25p from the HMRC for every £1 donated by a UK Tax Payer. We need only the sponsor's name, full private address and postcode plus a tick in the Gift Aid Box by the sponsor. We can do the rest. There is no extra cost to the sponsor and their tax status is not affected. By ticking the Gift Aid box your sponsors are confirming that they are a UK Income or Capital Gains taxpayer and they agree with the following information.

I have read this statement and want St Gemma's Hospice to reclaim tax on the donation on this sponsorship form, given on the date shown. I understand that if I pay less Income Tax or Capital Gains Tax in the current tax year than the amount of Gift Aid claimed on all of my donations it is my responsibility to pay any difference. I understand the charity will reclaim 25p of tax on every £1 that I have given.

e.g. you give £10 – HMRC gives £2.50 – St Gemma's Hospice gets £12.50

☐ Please encourage your sponsors to tick the Gift Aid Box.

Our team is here to support you. If you have any questions about the event or your fundraising, call us on **0113 218 5555** or email **fundraising@st-gemma.co.uk**.

Visit us at our Supporter Hub:

St Gemma's Hospice, 329 Harrogate Road,
Moortown, Leeds, LS17 6QD

For frequently asked questions and terms and conditions, please visit www.st-gemma.co.uk/events/sunset-walk

