

Volunteering for the Great Daffodil Appeal



A pocket guide



“Seeing the care they’ve provided to my family inspires me to raise as much money as possible. Collecting makes me feel like I’m giving back to the world and Marie Curie is such an important cause to raise money for!”

Ron has collected in West Yorkshire for 17 years and has had family and friends receive Marie Curie care.



Welcome to the Great Daffodil Appeal!

Thank you for signing up to collect for the Great Daffodil Appeal. Your collection means we can continue to support people living with a terminal illness. An average two-hour shift raises enough to fund over three hours of expert nursing care or four calls to our Support Line. We hope you’re excited to get your yellow on!

Marie Curie is here for anyone with an illness they’re likely to die from, and those close to them. Whatever the illness, wherever you are, we’re with you to the end. We bring 75 years of experience and leading research to the care we give you at home, in our hospices and over the phone. And we push for a better end of life for all by campaigning and sharing research to change the system.

The safety of our collectors is extremely important to us. This pocket guide will help prepare you for your collection, so you know what to expect on the day and where to find further information. It’s also packed with top tips to help you make the most of your fundraising.

Preparing for your collection

You may be collecting indoors at a supermarket or your collection may be outside. We recommend you prepare for all weathers. Bring layers, waterproofs and, if needed, a hat and gloves. And don't forget to wear warm socks!

Before your collection, make sure you're familiar with the services and support Marie Curie provides, so you can talk with confidence if people ask you about how their donation will help. We've included some questions people might ask at the end of this guide, so please take some time to read through them.

Find out more

mariecurie.org.uk/daffodil

0800 304 7025*

*Calls are free from landlines and mobile phones.
Your call may be recorded for quality and training purposes.

Volunteering with friends and family

It may not be possible to volunteer with someone else at all of our collection sites, but please contact your Community Fundraiser if you'd like to volunteer with a friend or a family member – you'll be able to find their number in your confirmation email or letter. They'll be able to advise whether this will be allowed at the collection you've signed up to.

While under 16s aren't legally allowed to collect (so can't hold a bucket or tin), they're still welcome to come along but please do let your Community Fundraiser know in advance.

If you find that you're no longer able to collect for us for any reason, please contact your Community Fundraiser as soon as you can to cancel your booking. If you have a friend or family member who is able to take your place, your Community Fundraiser will be able to process their booking and ensure they have all the information they need. As well as your Community Fundraiser, you can also contact our Supporter Relations team on **0800 716 146*** (open Monday to Friday, 9am to 5pm).



What to expect on the day

Your local Community Fundraiser or Collection Organiser will be in touch with more details about your collection and what to expect on the day.

We aim to have a Collection Organiser at as many of our collection sites as possible to meet you and provide you with all the support and materials you need. If this isn't going to be possible at the collection you've signed up to, your Community Fundraiser will be in touch to arrange delivery of your collection kit and will ensure you have all the support and information you need before and after your collection shift.

We hope, where possible, to have a table at collections to allow you to rest your tin/bucket, which your Community Fundraiser or Collection Organiser will arrange. If a table isn't available we suggest standing somewhere visible that won't restrict customer access to exits or walkways. You can always ask a member of staff for their guidance on where to stand if you are unsure.

When you arrive at the collection, make sure you complete the Event Volunteer Information Card which will be provided on the day, with details of someone who can be contacted in the event of an emergency. Carry the card with you at all times while volunteering.

Top tips for a successful collection

Stand out from the crowd

You can never wear too much yellow! You'll be given a yellow Marie Curie tabard to wear while collecting, and the iconic Great Daffodil Appeal hat (optional, but highly recommended) to help you really stand out.

If it's your sort of thing, you could also wear fancy dress! Don't forget to send us your photos, we'd love to see you out collecting. Share your pictures on social media tagging [@mariecurieuk](https://twitter.com/mariecurieuk) or email us at social.media@mariecurie.org.uk

Smile!

Smile and make eye contact – people are more likely to donate if you look friendly and are having fun. Allow members of the public to approach you. Don't directly ask for donations or shake the tin or bucket.

Remember why you're volunteering

To boost your energy and put a spring in your step, remind yourself that every penny you collect will help people who are at the end of life, and the people who care about them, right across the UK.

Boost your total with matched funding

Some employers or local businesses will match your final fundraising total so don't forget to ask. Speak to your Community Fundraiser if you want any advice on match funding and how it works.

Talk to people about their experiences

One of the lovely things about collecting is hearing people's stories. Often, members of the public will talk about their loved ones and personal connections to Marie Curie, which can be a great reminder of the impact the money you collect will make.

However, we know these conversations can sometimes bring up difficult feelings for all involved. If you need to, please do chat to your Community Fundraiser about anything that's come up after your collection. It's worth bearing in mind that people may be experiencing anxiety or financial hardship. Be respectful of personal space and responsive to any signs that someone does not want to continue a conversation.

Cash donations

Make sure that all cash donations go straight into your collection tin or bucket. Where possible, allow members of the public to insert their cash donation directly into the collection tin or bucket themselves. Handling the money yourself or putting it into your bag or pocket might concern people.

Contactless donations

We're aiming to have a contactless donation option at our collections, so you may have a contactless unit or laminated QR code on your table. Your Community Fundraiser or Collection Organiser will explain how the contactless machines and QR codes work.

“Shoppers are now used to paying for things by card and seem to expect to be able to donate by card as well as cash at collections within supermarkets.”

Val Sawdy, volunteer with Poole Fundraising Group



Keeping money safe

If you need the toilet, leave your tin with your Collection Organiser or allocated member of staff. In the unlikely event that someone tries to steal your tin, put your safety first and give up the tin. If this does happen, please contact your Community Fundraiser or Collection Organiser.

If you need to bank the money you collected yourself, your Community Fundraiser will provide all the information you need to do this safely.

Keeping yourself and others safe

Marie Curie is committed to safeguarding adults and children and protecting all our people from harm. We want to protect you and keep you safe. We also expect you to protect others you come into contact with. If you have any concerns about an adult or child being abused or neglected, then please tell someone. You can tell your Community Fundraiser, or you can contact our Supporter Relations team on **0800 716 146*** (open Monday to Friday, 9am to 5pm). In an emergency or if someone is in danger, call 999. If you experience any abuse yourself, then please tell someone. This could be verbal, physical, or discriminatory abuse. Again, please tell your Community Fundraiser or contact the Supporter Relations team so we can best support you.

*Calls are free from landlines and mobile phones. Your call may be recorded for quality and training purposes.

Who to contact on the day

Your confirmation email or letter will include contact details for your collection and your Community Fundraiser or collection host should also be in touch ahead of your shift to confirm arrangements. If your collection is during the week, you can also contact our Supporter Relations team on **0800 716 146*** (open Monday to Friday, 9am to 5pm).



Frequently asked questions

One of the most rewarding things about volunteering for Marie Curie is getting the chance to meet the people in your community. It's also a brilliant opportunity to spread the word about our vital work. To help you talk about Marie Curie, we've put together a list of the questions our volunteers are most often asked by the public. Keep it handy and you'll have the answers at your fingertips.

What does Marie Curie do?

Marie Curie is there for anyone with an illness they're likely to die from, and those close to them.

- Marie Curie Nurses and healthcare professionals provide expert hospice care, whatever the illness, in the comfort of home or in one of our hospices.
- Anyone can contact our Support Line or visit our website for practical and clinical information and emotional support on living with a terminal illness, caring for a loved one, or coping with bereavement.
- We also do vital research and campaigning work to improve the end of life experience for everyone across the UK.

How does each donation help?

Every penny collected goes towards helping people at the end of their lives, and their loved ones, make the most of the time they have left together. Even the smallest of donations can mean the world.

- **£5** could help fund heating in a hospice for an hour.
- **£17** could help fund a Support Line call or webchat.
- **£23** could help fund an hour of nursing care.

How can I get support from Marie Curie?

If you're living with a terminal illness, or a family member or friend is, you can request support from a Marie Curie Nurse or Hospice through a GP, district nurse, hospital nurse or consultant. You can also call our free Support Line on **0800 090 2309***. We provide practical information and emotional support if you're living with or caring for someone who has a terminal illness, whatever your situation.

How much care and support do you provide?

Last year, our nursing teams supported more than 44,000 people and more than 18,500 people used our Support Line and web services.

*The Marie Curie Support Line is open 8am-6pm Monday to Friday and 11am-5pm on Saturday. Calls are free from landlines and mobile phones. Your call may be recorded for quality and training purposes.

How much should I give for a daffodil?

Every penny counts. Please give anything you can. Most people give between £1 and £5.

How much do the daffodils cost to make?

About 9p each.

What is the difference between a Marie Curie Nurse and a Macmillan Nurse?

Marie Curie Nurses give practical, hands-on care to help people with **any** terminal illness remain at home. They will often spend a whole nine-hour shift, usually at night, with one patient and their family. Macmillan Nurses are community-based and offer free advice and support to people with cancer, usually for an hour at a time.



“I did my first collection in 2006. I only did a few hours, but I was totally committed. It’s wonderful, the friendships one makes. I feel privileged that people share their experiences with us. How grateful they are – like myself – for the Marie Curie Nurses and Healthcare Assistants.”

Mair has collected in Wales for almost 20 years. Her husband had Marie Curie care.



Get snap happy

We love seeing you out volunteering! So don't forget to share your pictures with us on social media:



mariecurieuk

social.media@mariecurie.org.uk



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