ACHIEVING THE PROMISE:
UNIVERSAL ACCESS
TO PALLIATIVE CARE

11 OCTOBER 2025

WORLD HOSPICE AND
PALLIATIVE CARE DAY

<Insert your logo>

World Hospice and Palliative Care Day Fundraising Toolkit 2025

Theme: Achieving the Promise: Universal Access to Palliative Care

How to use World Hospice and Palliative Care Day - on 11 October - to raise funds for your hospice and palliative care services.

World Hospice and Palliative Care Day is a Global Day of Action to promote hospice and palliative care worldwide. It is an excellent opportunity to launch your fundraising efforts, capturing the energy and interest around this worldwide event, and using the free-to-download graphics, branding, and messaging to make your campaign stand out.

World Hospice and Palliative Care Day fundraising events involve getting people together for face-to-face events to raise much-needed money for your organisation and raise awareness of what you do.

These days, we have flexible working conditions, which provide a good opportunity for online fundraising as people spend more time on social media and digital platforms.

Here are some tips to consider for making your fundraising efforts successful.

They were compiled from this page, which has over 30 ideas to choose from. **32 Online Fundraising Ideas Perfect for Any Cause**

Here are more suggestions and ideas for fundraising.

1. Virtual walk, run or climb
2. Set up a Facebook fundraiser
3. Online auction
4. Hold a non-uniform school day, or dress down day for work
5. Use your crafting or hobby skills
6. Use our birthday or celebration date (see Facebook Fundraiser link above)
7. Sweepstake
8. Bake
9. Quizzing
10. Make a virtual wish-list on a platform like Amazon
11. Sign your organisation up to Amazon Smile

Crowdfunding: You may like to look at this as part of your fundraising activity. Look at various platforms – each with the potential to reach out, engage, and replicate successful crowd funding projects. We expect a huge shift in NGOs using Crowdfunding platforms to plug the donor grant funding gap after the UK has reduced aid and the USA has diminished overseas aid, and pivot out from small charity support.

Two Examples:

Crowdfunding platform India: GiveIndia Fundraisers - India's largest & most trusted Donation Platform

Global giving crowd funding live fundraising list of projects: Search - GlobalGiving

And finally… Don't forget to register your event on our Global World Day Map. Share your fundraising ideas and successes on social media. Remember to tag us in so we can share them with our wider network. Tag us on Facebook at @whpca and on Twitter @whpca using the campaign hashtags: **#WHPCDay25 #PalliativeCare**