



BULLS IN THE CITY 2025

FUNDRAISING GUIDE

*Everything you need to fundraise
for Birmingham Hospice.*

Brought to you by:



www.bullsinthecity.co.uk



Thank you

FOR JOINING THE HERD!

At Birmingham Hospice, our mission is to ensure everyone has access to the care of their choice at the end of life, wherever and whenever it's needed.

Our teams are committed to improving quality of life for people living with life-limiting illnesses, as well as supporting their families and loved ones during one of the most challenging periods they will face.

Our aim is to help people live well and spend the time they have left how they want to, and to be there for families, carers and loved ones. We are there every step of the way – listening, offering advice, planning and easing pain – helping people to focus on living and spending time with the people who matter most to them.

By taking part in Bulls in the City, you're joining a herd of Brummies harnessing the power of the bull to help provide essential care and support for people and families living with a terminal diagnosis. Thank you!

IN THIS GUIDE, YOU'LL FIND...

- Information about Bulls in the City
- How your fundraising helps local people
- Ideas for fundraising
- Useful information
- Sponsorship form
- And more!



ABOUT BULLS IN THE CITY

Bulls in the City is charging into Birmingham during the Summer of 2025!

Picture this: a thrilling parade of larger-than-life sculptures, each one a unique masterpiece of artistry, depicting the legendary Birmingham Bullring Bull. But wait, there's more! These majestic sculptures aren't just static displays; they're part of an exhilarating, free-for-all adventure trail designed to thrill families and tourists alike!

Bulls in the City isn't just about awe-inspiring art – every penny raised will make a real difference for local people living with a terminal diagnosis.



WHY THE BULL?

The bull holds a special place in the heart of Birmingham and its people, symbolising strength, resilience, and the city's industrious spirit.

Standing proudly at the entrance of the iconic Bullring shopping centre, the bull has become an enduring emblem of Birmingham's identity.

By bringing a herd of uniquely designed bulls to Birmingham's streets, Birmingham Hospice aims to unite the community in a shared appreciation of art,

culture, and philanthropy, all while raising crucial funds to provide compassionate care for those at the end of life.

We would like to thank Hammerson for allowing Birmingham Hospice to use its iconic Bullring bull design for the Bulls in the City trail.

JULY-SEP 2025

Trail live across Birmingham

OCT 2025

Farewell weekend

OCT 2025

Auction

DATES FOR YOUR DIARY



HOW YOUR FUNDRAISING HELPS

£11 could pay for a delicious **home-cooked meal** for people in our Inpatient Units.



£95 could pay for a **specialist bereavement support session** to help those who have lost a loved one.



£21 could pay for a teddy bear with the **recording of a loved one's voice** for children to treasure forever.



£166 could pay for an **Occupational Therapist to visit a patient at home**, helping them be as independent as possible during the time that remains.



£41 could fund one hour of our **Living Well Centre services** which help patients socialise and look after their wellbeing.



£356 could fund a **whole day of nursing in the community** to ensure we reach people who need us most.



£89 could pay for a **nurse to visit a patient in their home** so they can be cared for in the place of their choice.



£525 could pay for **24 hours of nursing support in our Inpatient Units**, offering specialist care from our team of medical experts.



TAKE ON THE TRAIL

For 8 weeks from July, you can find all the bulls around Birmingham city centre and local surrounding neighbourhoods. The trail will be made up of 40 bulls and 80 calves, each with a unique design to admire.

We're challenging you to get sponsored to visit **every single bull and calf!** You can walk, run, cycle, scoot or even rollerskate it. Why not make it even more challenging and attempt to visit them all in one weekend?!

**40
BULLS**

**80
CALVES**

THREE STEPS TO GET MOO-VING

- 1 Get the map.** Download the Bulls in the City app from the Apple or Android Store in July 2025. Or you can get a map from one of our stockists, or the Bulls in the City website.
- 2 Plan your route.** Map out what order you plan to visit the bulls in and what method of transport you'll be taking.
- 3 Get sponsored.** Ask your friends and family for donations. You can set up a JustGiving page at www.justgiving.com/campaign/bulls-in-the-city-2025 or use the sponsorship form included in this pack.

BECOME A "BULL BOSS"

After the trail, anyone who has raised £100 or more and checked off every bull on the trail will be awarded a coveted Bull Boss certificate! Plus, all Bull Bosses will be entered into a prize draw to win a Birmingham Hospice hoody.

BULL-RILLIANT FUNDRAISING IDEAS



BAKE SALE

Whether you sell cakes at school, a local club, or to friends and family – this good old-fashioned fundraising idea never fails! There are lots of bull-themed cupcake recipes online if you fancy giving them a go.

GET YOUR HERD TOGETHER

Host a coffee morning, an afternoon tea, pizza party or BBQ to raise money for Birmingham Hospice. Why not run a raffle to boost your fundraising?!



6



BE MORE BULL

Are you as strong or as fast as a bull? Set yourself a fitness challenge, like doing 100 squats a day for the month, or running a challenging distance for you. Believe it or not, bulls can swim, so how about trying a sponsored swim!

ORGANISE A QUIZ

There are some bull-themed questions you could use on page 11 of this guide!



HAVE A DRESS-DOWN DAY AT WORK

Ask people to donate £2 to dress down for the day. You could even make it cowboy themed or get yourselves some horns to wear!



CRAFT SALE

Are you the creative type? Check out our bull-inspired craft templates at www.bullsinthecity.co.uk or choose your own design and get selling to friends, family and colleagues. You can also buy an official 'paint your own' Bulls in the City bull from our website and our shop at Herd HQ.

SOUND THE HORN!



Whatever you decide to do, spread the word on social media, contact local newspapers and ask your family and friends to share your event too! We can also provide posters to help promote your event, just contact fundraise@birminghamhospice.org.uk.

We'd love to see your selfies – tag us at [@bullsinthecity](https://www.instagram.com/bullsinthecity) on Instagram or [Bullsinthecity](https://www.facebook.com/Bullsinthecity) on Facebook.



SET YOURSELF A TARGET... *Bullseye!*

This is a great motivator and tells your supporters how much you aim to raise.

Whether you set your target at £50 or £500, every penny will help people to live well with their illness.



7

YOU'RE HELPING TO MAKE EVERY MOMENT MATTER

When John reached the point where he needed end of life care, he and his wife Marie were determined that he would receive it at Birmingham Hospice.

Marie said: "When I was told there was nothing else that could be done for John, I knew I wanted him to have his final days being looked after at the hospice. He worked as a Community First Responder for West Midlands Ambulance Service and, as soon as there was a bed available, they sent a patient transport team to move him.

"Even within the first 10 minutes, the staff at the hospice did more for John

than others had done in weeks; I was told to just be with him, and it was not down to me to be his nurse. They looked after us both so well.

"All of our friends and our six children – Billie, Josh, Sophie, Ryan, Harry and Kairi – could spend as much time with John as they needed, day or night. We got married just before he took his final breath. Birmingham Hospice did so much for us to make our day so special."



BULLS IN THE CITY MERCHANDISE

Get your hands on some official merchandise – including plushies, paint your own bull and activity books – at Herd HQ or online at www.bullsinthecity.co.uk

Have you herd?

WE CAN PROVIDE MATERIALS!

No matter how you choose to support Birmingham Hospice, our dedicated team of fundraisers are on hand to support you every step of the way.

We can supply you with the tools and merchandise you need to ensure your Bulls in the City fundraising journey is as successful as it can be!

The fundraising tools we can provide you with include:

- COLLECTION BUCKETS
- COLLECTION TIN AND BOXES
- BUNTING
- BALLOONS
- BANNERS
- STICKERS
- AND MORE!

Email fundraise@birminghamhospice.org.uk or call 0121 465 2009 to request yours.



USEFUL INFORMATION FOR YOUR FUNDRAISING – *no bull here*

RAFFLES AND LOTTERIES

If you're selling raffle tickets ahead of the event date, you'll need a small society lottery licence. For more information visit www.gamblingcommission.gov.uk

INSURANCE

If you're organising your own event, our public liability insurance will not cover your event and/or be liable for any loss or injury. You may need to arrange your own insurance, unless you're covered by your own home insurance.

BUCKET COLLECTIONS

If you borrow any of our collection buckets it is your responsibility to ensure they are kept safely sealed. You may need a licence to collect in a public space – visit birmingham.gov.uk for more information.

PHOTOGRAPHS

You must have the written permission of parents/carers to take or use photos of children under 18.

RISK ASSESSMENT

Before holding any event, please carry out a risk assessment. We can provide a template on request.

OUR LOGO

If you'd like to use the Birmingham Hospice or Bulls in the City logos to help promote your event, please check with us.

FOOD SAFETY

If you are providing any food, including cakes, please read the Food Standards Agency's guidelines on food safety. These can be found on their website: www.food.gov.uk

GIFT AID

We can reclaim up to 25% of every £1 donated to us through Gift Aid. Please encourage your donors to complete a Gift Aid declaration when they donate – or use JustGiving.

HOW TO PAY IN YOUR MONEY

JUSTGIVING

You can set up a JustGiving page at www.justgiving.com/campaign/bulls-in-the-city-2025 and the donations will come directly to Birmingham Hospice.

ON OUR WEBSITE

Visit www.bullsinthecity.co.uk and click the donate button to pay donations by card. Make sure you add a comment about how you raised the money.

PHONE

Call our team on 0121 465 2009 to pay by donate over the phone with a credit or debit card.

POST (CHEQUES ONLY)

Make your cheque payable to 'Birmingham Hospice' and post to: Bulls in the City, 176 Raddlebarn Road, Selly Park, Birmingham, B29 7DA.

IN PERSON

You can drop off your donation at either of our hospices in Selly Park (176 Raddlebarn Road, B29 7DA) or Erdington (76 Grange Road, N24 0DF).

BANK TRANSFER

Email fundraise@birminghamhospice.org.uk to request our bank details.

BONUS TIP

Does your employer offer matched funding? Ask if they can double your donations!

TEST YOUR BULL KNOWLEDGE WITH OUR QUIZ

- Which breed of bull is known for its distinctive white face and is commonly used for beef production?
A) Hereford
B) Limousin
C) Charolais
D) Brahman
- What is the main purpose of the bull's horns in the wild?
A) Digging for food
B) Defence against predators
C) Marking territory
D) Cooling down
- In what country is the sport of "jallikattu," which involves taming a bull, traditionally practiced?
A) Mexico
B) Spain
C) India
D) Portugal
- What is a castrated male bull called?
A) Bullock
B) Steer
C) Ox
D) Heifer
- Which part of the bull is often used as a symbol of masculinity and fertility in ancient cultures?
A) Horns
B) Hooves
C) Tail
D) Eyes
- Bulls belong to which family of animals?
A) Canidae
B) Bovidae
C) Felidae
D) Equidae
- Which famous bull is a symbol on Wall Street, representing financial optimism?
A) The Charging Bull
B) The Running Bull
C) The Bull of Wall Street
D) The Wall Street Ox
- In the Spanish tradition of bullfighting, what is the term for the professional bullfighter?
A) Torero
B) Matador
C) Picador
D) Rejoneador
- Which sport, played primarily in southern France and the Camargue region, involves young men trying to snatch a rosette from a bull's horns?
A) Course Camarguaise
B) Corrida
C) Lucha Libre
D) Buzkashi
- Which genetic trait is particularly prominent in Brahman bulls, making them highly resistant to heat and insects?
A) Thick fur
B) Hump on their back
C) Short legs
D) Large ears



ANSWERS: 1. A) Hereford. 2. B) Defence against predators. 3. C) India. 4. B) Steer. 5. A) Horns. 6. B) Bovidae. 7. A) The Charging Bull. 8. B) Matador. 9. A) Course Camarguaise. 10. B) Hump on their back.



Thank you

**For being part of Bulls in the City and
supporting Birmingham Hospice.
By fundraising, you are supporting local
people living with a terminal diagnosis.**



@Bulls_inthecity



Bullsinthecity



Registered charity in England and Wales (No 1156964).

Registered with
**FUNDRAISING
REGULATOR**



Thank you to
our print partner
Central Mailing
Services

Birmingham Hospice is the new name for Birmingham St Mary's Hospice and John Taylor Hospice.