



# The Great Fundraising Toolkit

Great, ideas, tips and tools to help you reach your fundraising goals and put the FUN into FUNdraising



WORCESTERSHIRE  
ACUTE HOSPITALS  
CHARITY  
Putting patients first

Fundraisers  
Edition 2019

**NHS**  
Worcestershire  
Acute Hospitals  
NHS Trust

# Welcome



We want to make your fundraising as easy as possible with practical ideas and top hints and tips to help you along the way. This is a really exciting time to be raising funds with us, and we're so pleased you're getting involved.

Our aim is to support you and to give confidence to all our donors that their donations are being used openly, effectively and for the benefit of the patients and staff of the Trust and not to replace any existing NHS core services.

Fundraising is more than about getting together and having fun, it's more than coffee and cake, it's more than the challenge to give something up, it is about the impact you can make on the life of someone when they need help the most.

This toolkit will give you guidance to help, support and aims to inspire you to make the most of your fundraising activities. Don't forget that if you want help, you will have our support – so feel free to get in touch!

# Planning your event



Our first piece of advice would be to give yourself plenty of **time to plan** your activity and you'll have a great time **FUN**draising.

Consider how are you going to raise the most money? Will you hold a raffle or auction on the day? Will you be selling cakes, drinks and gifts? Will you charge for attendance? Set yourself ambitious but achievable targets. Think about how much you hope to raise, once you've covered all your costs and then tell everyone your goal.

Decide what you want to do and think about whom you know and what they would be interested in - a **black tie gala dinner, a five-a-side footie match, a pub quiz, bucket collection or cake bake?** You can cut costs by asking local businesses to donate prizes or food, borrowing equipment and asking for discounts. After all, you're fundraising for a great cause!

We are able to provide **collections boxes, buckets** and other fundraising materials. We also have running vests and cycling jerseys to purchase should your event require it.

You may want to hold your event in one of our hospitals, or in your community. Think carefully about **the space you'll need** - indoor or outdoor, big or small and what facilities you need.



Have a think about which date will be best for highest attendance - will you have your event at the weekend or during the week? Make sure you consider other events and special dates such as national holidays or sporting fixtures which may clash with your event and give yourself enough time to plan and prepare.



# Ways of fundraising



## Collections

Collections are a great way to raise money. If you're planning a collection that takes place in a publicly owned place (this includes Carol Singing) then this is governed by strict legal requirements and must be licensed by your local authority. Please let us know of your plans and wait for approval before approaching your local authority. Licences are not needed on privately owned land but you'll need the permission of the owner or business.

## Online Fundraising

Setting up an online fundraising page with Just Giving, or Virgin Money Giving makes raising money easy. Simply send everyone a link to your page, and then they can donate online and see how well your fundraising is going too. Online fundraising pages also take the hassle out of claiming Gift Aid – boosting your total with extra funds from the taxman! People tend to give more when they donate online. This can be set up through our website [www.wahcharity.org](http://www.wahcharity.org)



## Matched Giving

Did you know that lots of companies run a matched giving scheme, which could double your total raised?

If you are asking external people to volunteer, you could ask them to ask their employer if they do match giving, and if they don't, why not suggest it? It's tax-efficient for them!



# Ways of fundraising



## Sponsorship

Worcestershire has a large number of businesses that employ thousands of people in the county that are likely at some point to use the services of the Trust. Some may consider sponsoring your event.

Sometimes these businesses are closer than you might think. Ask your colleagues where their partner's friends and families places of work, use these easy relationships to find more about their employers, what they do and who the right decision makers are. Once you have the right information make sure you ask the right questions as many companies will consider what is the benefit to them is in donating you money.

There are numerous business sectors that may directly or indirectly have an affinity with your appeal. Each approach should be tailored to provide a win-win opportunity. Please contact the charity for advice before making the best type of approach so we can help with getting the best outcome.

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## Gift Aid

Any UK tax payer can include Gift Aid when they donate. The taxman adds 25% to their gift so that's an extra £1 for every £4 donated! This extra money can make a huge difference, so please make sure all UK taxpayers tick the Gift Aid box on your sponsorship form, and include their full name and home address postcode, so that we can claim the Gift Aid. If your sponsors donate via your Just Giving or Virgin Money fundraising we'll automatically receive the Gift Aid.

# Raffles lotteries & prize draws



Holding a raffle is a great way of raising money either on its own or as part of a bigger event. However, raffles, lotteries and prize draws are a highly regulated area. Please refer to the following guidelines.

Types of raffle that DO NOT require a license

### Small Raffle

The simplest raffle to organise, and one which does not need to be registered with the Gambling Commission/Local Authority is a small raffle.

- Tickets are only sold on the day of the draw, not before,
- Tickets should not cost more than £1.
- A maximum of £250 can be spent on prizes, but donated prizes can be accepted.
- No money prizes can be offered, although gift vouchers are OK.
- All proceeds must be donated to the charity.

### Private Raffle

Another type of raffle that does not need to be registered is a private raffle.

- Tickets for this can be sold to people living or working in the same premises, or
- who are members of an organisation or club.
- This raffle can only be advertised on the tickets, to members or on the premises.

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3 Kings Court, First Floor  
Charles Hastings Way Worcester WR5 1DD

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[www.wahcharity.org](http://www.wahcharity.org)

Charity No. 1054612

# Raffles lotteries & prize draws



Types of raffle that DO require a license

## Society Raffle

This kind of raffle needs to be registered with your local authority to obtain a license. It is important they comply with the Gambling Commission.

- Tickets to be sold over a period of time.
- Tickets can be sold to the general public.
- The maximum price you can charge for each ticket is £2.
- You must register with your local authority licensing department. You will have to purchase a license which costs around £30-£40 for a year.
- You must have a named promoter who is responsible for the raffle.
- You can register as “Mr. Smith raising money for Worcester Acute Hospitals Charity”, but you must not register as “Worcester Acute Hospitals Charity” as we may hold a license in this name.
- You must follow the authorities rules on how to administer the raffle and what must be printed on the tickets.
- Unfortunately, you cannot run a society raffle under the Worcester Acute Hospitals Charity license.
- Tickets must not be sold to people under the age of 16.
- If you are concerned about the licensing requirements contact your local licensing authority or go to [www.gamblingcommission.gov.uk](http://www.gamblingcommission.gov.uk)

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# ABC of fundraising ideas



Art Exhibition  
Auction of Promises  
Battle of the Bands  
BBQ  
Barn Dance  
Beat the Goalie  
Bingo  
Book Sale  
Cake Sale  
Carol Singing  
Carnival Float  
Craft Fair  
Car Washing  
Dress Down Days  
Dog Show  
Doughnut Sale  
Easter Egg Hunt  
Football Match  
Fancy Dress  
Film Fiesta



Guess Whose Baby Photo  
Guess the Weight  
Game Night  
Head Shave  
Hula Hoop Contest  
Sports Challenge  
It's A Knockout Contest  
Jazz Soiree  
Jewellery Making  
Jumble Sale  
Jenga Contest  
Karaoke  
Loud Tie Day  
Ladies' Lunch





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# ABC of fundraising ideas



Teddy Bear picnics

Tombola

Treasure hunts

University Challenge

Unicycle Racing

Valentine's Day Ball

Welly throwing contest

Wedding Favour

Workshop tournament

Xmas Jumper day

Yoga workshops

Zoo Quiz



Lawn Mowing

Matched Funding

Mile of Coins

Mini Olympics

Murder Mystery Evening

Nature Trails

Non-Uniform Day

Office Swear Jar

Open Garden

Paint balling

Pancake race

Party Pack

Poetry reading

Quiz night

Raffle Ramble

Swap shop – anything!

Sponsored silence

Student vs. Teacher

Talent Show

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# Raising awareness



Now you've decided what you want to do, you spread the word to your friends, family or colleagues. Make sure everyone knows about your event. You can get bespoke posters, sponsorship forms and leaflets from the charity.

Ask your **local shops, restaurants, pubs, gyms, hotels and leisure centres** to display your poster. Make sure you carry some with you and email them out where possible to save on printing costs.

**Facebook and Twitter** are perfect for inviting people, updating on your progress and asking for help. You may prefer to invite people by email or post – just give people as much notice as possible so they can get it in their diaries.

You could get excellent publicity in your local media including your local paper, radio or TV station. They want stories about what's going on in your area and could help you raise even more! A strong **press release** can make all the difference, speak with the Communication Team to help you with this.

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# Raising awareness



Telling people why you've chosen to fundraise for our charity, keeping them updated with your progress, and sharing successes are great ways to motivate people to support you.

Our fundraising team can also help advise you on the best ways to get publicity for your fundraising efforts. We'd love you to share your amazing fundraising achievements with us too, so make sure you connect with us at [info@wahcharity.org](mailto:info@wahcharity.org)



Finally don't forget our charity website, [www.wahcharity.org](http://www.wahcharity.org), we can create your very own Appeal page and the public can donate direct to your project

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# Making sure you are legal & safe

You need to be aware that there are certain procedures that must be followed when fundraising. These are laid down by central and local government in order to protect you – the fundraiser – and your donors. When planning your event, you need to consider health and safety and legal concerns. If you're unsure about something, just ask us.

## Charity Branding

By law, the WAH Charity's charity registration number must appear on all posters, advertisements and other fundraising materials. Please contact the fundraising team for permission for you or a third party to use the charity name or logo.

## Insurance

As your event or activity hasn't been organised by and isn't controlled by WAH Charity, it isn't covered by the WAH Charity insurance. Therefore, you may need to arrange your own insurance if appropriate, unless covered by your own home insurance for example. Also, for any contractors, sub-contractors or external facilities used - make sure they have the relevant experience and can demonstrate evidence of the relevant insurance cover.

WAH Charity won't be liable for any loss or injury arising out of the event or its organisation.



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# Making sure you are legal & safe

## Health & Safety

If you hold a fundraising event you will be responsible for the health and safety of all involved.

The [Institute of Fundraising](#) and Government websites have useful information on this.

Depending on your event you may need information from other sources as well. You may need an official first aider such as [St Johns Ambulance](#) or [Red Cross](#) – be aware that these organisations get booked well in advance.

All events should have a completed [Risk Assessment](#). Also, ensure there are at least two people involved carrying any money. Your personal safety is paramount.

## Food Hygiene & Alcohol

Please take great care when handling food and work to basic rules for safe preparation, storage, display and cooking. A licence is needed if you have alcohol at your event. You can avoid this issue by either holding your event on licensed premises or by asking a local pub to organise a bar at your venue.

Otherwise you'll need to submit a "Temporary Event Notice" to the local District Borough Council to apply for a temporary licence.

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# Making your donation



## Paying your donation to the charity

Please send us the total amount you've raised so we can put it straight towards your chosen appeal. If you've fundraised for us online through a platform like just giving, all the money is automatically sent to us so you can sit back and relax!

If you collected donations, you can send us a cheque by post, made payable to 'Worcestershire Acute Hospitals Charity to the address below, along with the paying-in form available through the charity.

If you used the sponsorship form, please send us this too. Or pay in online [www.wahcharity.org](http://www.wahcharity.org)

We really appreciate all the hard work and support you, your friends, family and colleagues have given us. You will receive a thank you from us within seven days of receiving your donation.

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# Thank you

The impact of your fundraising will support patients, families and staff, making a huge difference to their lives when they need it the most

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