

## **UCLH Charity fundraising pack**

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**Many thanks for your support. This fundraising pack provides you with information and materials which we hope will help you raise your target.**

### **Set up your own on-line sponsorship page**

So you've decided to fundraise for UCLH, what a generous decision that was. This is where the fun starts – setting up your fundraising account. This is fast and simple. Go to <https://fundraise.charitycheckout.co.uk/uclh-charity/profile> and choose one of our key campaigns to fundraise for. If you are unsure, choose the general UCLH Charity option.

### **A-Z of Fundraising Ideas**

You'll need to decide on your fundraising activity. Not feeling inspired? No worries, here is an A-Z list of fundraising activities:

- A. Art show, auction, abseiling
- B. Book sale, BBQ, bungee jump
- C. Cricket Match, cake sale, car boot sale, coffee morning
- D. Disco, dress down day, dinner party
- E. Eighties night, Easter egg hunt, Easter fair
- F. Fashion show, fete, football tournament
- G. Golf tournament, gig, garden party
- H. Head shave, Halloween party/fancy dress
- I. International night
- J. Jumble sale, jewellery sale, jazz night
- K. Karaoke, knitting party, knockout darts
- L. Ladies' lunch
- M. Marathon, mountain trek, masked ball
- N. Netball tournament, new year party
- O. Office party, office lunch, obstacle course
- P. Party, pamper day, plant sale
- Q. Quiz night
- R. Raffle, run, race night
- S. Swim, skydive,
- T. Tea party, trek, triathlon
- U. Unwanted present swap
- V. Variety Show, volleyball, Valentine's Day card sale
- W. Wine Tasting, walk
- X. Xmas fair or event
- Y. Yoga day
- Z. Zumba day

## **Paying in the money**

So, you've selected your event and set up your fundraising page. Share your fundraising link whenever you can – via work email, Facebook etc. If your donors do not have online access, ask them to fill in the sponsorship form at the end of this pack.

If donors wish to pay us directly, they can do this via online bank transfer or cheque. All cheques should be made payable to 'UCLH Charity' and sent to us at 5<sup>th</sup> Floor East, 250 Euston Road, London, NW1 2PG. For bank details please email [trustees@uclh.nhs.uk](mailto:trustees@uclh.nhs.uk) or call 020 344 79369.

Note: When paying separately, remind donors to let us know that it is part of your fundraising campaign. This way, we will ensure donations go to the correct fund.

If you are collecting cash on behalf of your donors, you can bank the money and transfer to us or you can drop donations off with us. Contact: 020 344 79369 for details.

## **Gift Aid**

This is a simple way for you to add to the money you raise. We can reclaim the tax on all donations through the Gift Aid scheme. This allows us to claim back the tax on every personal donation made with no added cost to the donor. Currently we can claim 25p in every £1 back.

The Gift Aid scheme is applicable to donations from individuals. The donor has to be an UK-tax payer and we MUST have their consent and full home address and postcode details – which can be given using the Gift Aid Declaration Form or the Sponsor Form (we do not need both). These forms are at the end of this pack, please photocopy as necessary. Sponsorship payments from the participant of an adventure fundraising event or persons connected to the participant cannot be Gift Aided unless the entire cost of taking part has been paid for, whether by the participant or any other person.

If you are sending a cheque in your name to cover several smaller cash donations we still need the donor's details for each donation that your cheque is made up of in order for us to claim back the tax relating to their donations.

## **Events**

Choose a date, time and venue for your event carefully. Make sure that the date and time will be convenient for the type of people who'll be attending – will it clash with a major sporting event?

Should it coincide with school holidays? Will it be too late for people to get home on public transport?

Make a list of the possible sources of income e.g. tickets, donations and collections on the day, raffles or auctions, stall hire or advertising in programmes, proceeds from refreshments. You then need to allow for your costs e.g. printing of invites, tickets, posters, programmes; refreshments; music; decorations; prizes; photocopying and postage. Try and get as many things as possible provided for free.

You should inform your local police and council or metropolitan borough of the date, time, route and purpose of any event that will be held in a public place.

There are other things you may need to take into account for your event:-

- Directions, route markers, stewards
- A safe place to keep any money received during the event
- Parking and access (including disabled access)
- Toilets, catering facilities and cloakrooms
- Shelter and wet weather plans
- First Aid (contact your local St Johns Ambulance or British Red Cross, they can usually help)
- Publicity – posters and press releases to local papers or radio (see publicity section)
- Public Liability Insurance – is your event covered?

### **Tips from a Successful Fundraiser**

‘Don’t be put off by the prospect of raising so much money. Set your sights high and go for as much as possible

**TRY TO BE PROFESSIONAL IN ALL YOUR FUNDRAISING REQUESTS AND LETTERS.**

1. Think about where you work. Is there a staff magazine, newsletter or intranet? If so, get an article put into it to encourage others to help you. If you are part of a national organisation, spread the word and see what your colleagues across the country can do. Write to the Chairman/General Manager and ask for their support.
2. Draft an email and send to those who you think may be willing to help you.
3. List all the organisations or people with which you have had contact over the last year or so. Write to them sending them copies of charities leaflets so they know what you are doing with the money. Ask them to make cheques out to UCLH Charity directly, not to you personally.
4. Consider writing to suppliers of the company you work for, explaining what you are planning to do.
5. Try to get the money immediately from people who say they will sponsor you. If they go away, you’ll have to try even harder to secure the funds.
6. Consider contacting organisations that you may be involved with – banks, building societies, credit card companies etc.

7. If you have had any bad experiences with companies, suppliers or organisations and you have not been satisfied with their response, ask, as a gesture of goodwill, that they sponsor you in aid of a very good cause.
8. Local newspapers are often keen to fill the paper with information about events within their immediate community. If you are organising a fundraising event with a difference, for example, this may help persuade the editor to publicise your activity. Don't forget local 'What's on' websites too.
9. Contact your local radio to gain publicity.
10. Create a Facebook event about the fundraising activities.

## **Legalities**

### Alcohol

If you want to sell alcoholic drinks at an unlicensed venue, or have alcoholic raffle prizes, you need to apply for Occasional Permission from the local police. It is however legal to sell tickets which can be exchanged for drinks.

### Lotteries and raffles

You need a Lotteries Licence from your local council. You will be the Promoter of the lottery and therefore personally liable for its organisation.

There are regulations on what must be printed on the tickets and you can find this out from your local authority.

*Small Lottery:* There is however an exception to this rule if you hold a raffle at a one-off event like a dinner or dance. This is known as a Small Lottery. You can only sell tickets for these type of raffles during the event and you cannot have money prizes (except for store vouchers), or spend more than £250 on prizes (not including donated prizes).

The result of the raffle must be drawn at the event.

*Private Lottery:* This is where tickets are only sold to members of a club or company.

Tickets must be printed in accordance with the Lotteries Act, but no registration is required.

*Society Lottery:* This is when tickets are sold to a wide audience over a period of time. If the value of the tickets to be sold exceeds £20,000, you must register with the Gaming Board. For tickets with a value below this you must register with your Local Authority.

Remember – lottery tickets must not be sold to under 16s.

For information on The Lotteries and Amusements Act 1976 please contact the Gaming Board –020 7306 6200 – or your local library should hold a copy.

If you're unsure about the legalities of any event you're thinking of holding, please check with your Local Authority.

## **Companies**

Local companies and branches are often willing to give support. This might be as gifts in kind, which you can use for fundraising, or a donation of money.

If you plan to approach a Head Office, please contact Nick Gilbert, Head of Charitable Giving at UCLH on [n.gilbert1@nhs.net](mailto:n.gilbert1@nhs.net) first, as the company may already be supporting UCLH Charity and further requests may cause irritation.

If the company is giving a money donation ask them to include their tax, as they can claim tax relief for it when calculating their profits for corporation tax.

Don't forget to ask your own company (Personnel Dept or Community Dept) about their 'matched giving' scheme, since many companies match whatever an employee manages to raise.

Always make sure you find out the correct name and title of the person to write to as a 'Dear Sir/Madam' letter rarely sees a result. For local shops, you may be able to visit them and speak to the Manager as a more personal approach is likely to have a more positive outcome.

Most of all, remember to thank the company for their donation.

## **Publicity**

The more people you can tell about your challenge the more potential sponsors you have. In all cases below please contact Catherine Bates, Communications Officer on [Catherine.bates@uclh.nhs.uk](mailto:Catherine.bates@uclh.nhs.uk) for agreement to use our name prior to the publicity drive.

### **Local papers**

Contact your local paper to see if they'd be interested in running an article on your challenge/fundraising event. Call the editorial section of the paper and ask if you can send them a press release (we can help you draft this). Then follow it up with a call to check they have received it and to ask if they will use it. It could be worth asking the paper to send a photographer if you're planning a particular fundraising event.

### **Local radio**

You can also contact your local radio in the same way, with a call and a press release. They may only mention your plans or they may be interested in interviewing you.

### **Local websites**

Again, contact your local websites to see if they'd be interested in featuring your fundraising efforts on their pages.

### **Posters**

Making posters is a very cheap and effective way of publicising your event. If you need to use our logo for any artwork you're creating for publicity material then we can supply that too. Don't forget to quote the charity number on all publicity.





### Gift Aid Declaration

**Donor details**

**Contact:**

Title: \_\_\_\_\_ Forename: \_\_\_\_\_  
Surname: \_\_\_\_\_  
Home address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
Postcode: \_\_\_\_\_

UCLH Charity  
5th Floor East  
250 Euston Road  
London NW1 2PG  
  
Tel: 020 3447 9369  
Fax: 020 3447 9544  
email: trustees@uclh.nhs.uk  
  
[www.uclhcharity.org.uk](http://www.uclhcharity.org.uk)

**Please treat:**

- The enclosed gift of £ \_\_\_\_\_ as a Gift Aid donation, **OR**
- All gifts of money that I make today and in the future as Gift Aid donations, **OR**
- All gifts of money that I have made in the past 4 years and all future gifts of money that I make from the date of this declaration as Gift Aid donations

Please tick the appropriate box.

**You must pay an amount of Income Tax and/or Capital Gains Tax for each tax year (6 April one year to 5 April the next) that is at least equal to the amount of tax that the charity will reclaim on your gifts for that tax year.**

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

**Please notify the Charity if you:**

- 1. Want to cancel this declaration.
- 2. Change your name or home address.
- 3. No longer pay sufficient tax on your income and/or capital gains.

**Tax claimed by the Charity:**

The Charity will reclaim 25p of tax on every £1 you give on or after 6 April 2008.

**If you pay income tax at the higher rate**, you must include all your Gift Aid donations on your Self Assessment tax return if you want to receive the additional tax relief due to you.

**To be completed by the Charity:**

Fund reference \_\_\_\_\_ Fund name \_\_\_\_\_  
Receipt reference \_\_\_\_\_ Processed by \_\_\_\_\_  
File reference \_\_\_\_\_ Date \_\_\_\_\_