



uclhcharity.org.uk

Making a difference
for patients at UCLH

Together
we can
do more



Everything you need
to know to raise funds
to support UCLH

Fund-
raising
pack



Contents

Welcome

A-Z of fundraising ideas
— get inspired!

How to organise your
own event

Spread the word!

Asking your local
community for support

How to set up a
JustGiving page

Top tips

Getting money to us
and Gift Aid

Legalities

How you make a
difference

FAQs

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University College London
Hospitals (UCLH) Charity
3rd Floor East
250 Euston Road
London NW1 2PG

Charity number 1165398

Welcome

Thank you for supporting UCLH Charity. We are the main charity supporting University College London Hospitals (UCLH) NHS Foundation Trust.

Everything we do aims to improve the experience of being a patient at UCLH. We fund services, environmental improvements, specialist equipment and pioneering research. We also support UCLH staff, as we recognise that fulfilled, happy staff provide better patient care.

UCLH treats over one million patients every year and provides a broad range of services to people who live both locally and all over the UK. With the support of passionate and enthusiastic fundraisers and generous donors we can continue to ensure that UCLH provides world class care that can transform lives.

This fundraising pack is full of top tips and all the information you need in order to hold a successful fundraising event and reach your goal.

Please do get in touch with us if you have any questions along the way.

We look forward to hearing all about your fundraising activities. Please remember to take photos that you can send to us and share them on your social media channels remembering to tag us at @UCLHCharity on Twitter, @TheUCLHCharity on Facebook.

Thank you once again for your support. Together we can do more!

The Fundraising Team
UCLH Charity

Visit www.uclhcharity.org.uk

A-Z of fundraising ideas — get inspired!

Feeling inspired to raise money for UCLH Charity and want to organise your own event? Try some of these for size. We can provide bunting, balloons, charity t-shirts and more to make your event stand out.

Art show, auction,
abseiling, afternoon tea,
arm wrestle, aerobics

Book sale, BBQ, bungee jump,
bake off, bingo, beard shaving,
bonfire night, baked bean bath,
bag packing, busking

Cricket Match, cake sale,
car boot sale, coffee morning,
curry night, cocktail night, cycling
challenge, car wash, comedy night

Disco, dress down day, dinner
party, desk based fundraising (at
work), dance challenge, darts
tournament, dog walking

Eighties night, Easter egg hunt,
Easter fair, eating contest

Fashion show, fête, football
tournament, face painting, fancy
dress day, film night

Golf tournament, gig, garden party,
games evening, give something up,
girls' night in

Head shave, Halloween party,
hour of pay donation

International night, It's a knockout
obstacle course, In memoriam

Jumble sale, jewellery sale, jazz
night, jeans at work day, joke-a-
thon, JustGiving page

Karaoke, knitting party, knockout
darts, keep fit challenge

Litter picking, lunch time team
exercise, line of coins, legacy
giving

Marathon, mountain trek, masquerade
ball, murder mystery night, mad
hatters tea party, music festival,
monopoly marathon

Netball tournament, new year's party,
non-uniform day, no smoking day,
name the teddy

Office party, office lunch,
obstacle course, odd outfit day,
open mic night, open garden,
olympic sports day

Party, pamper day, plant sale, pancake
day party, ping pong competition,
penalty shootout, press up challenge,
preloved sale, paintballing

Quiz night

Raffle, run, race night,
read-a-thon, rugby match,
rounders tournament

Swimathon, skydive, sweepstakes,
sponsored silence, swear box,
street party, spelling bee



Tea party, trek, triathlon, tug
of war, tuck shop, treasure
hunt, tombola, talent contest,
tribute fund, teddy bears picnic

Unwanted present swap,
university challenge

Variety Show, volleyball,
Valentine's Day card sale,
vehicle rally, vegetarian night

Wine tasting, walk, wax off,
walk to work week, world record
attempt

Xmas fair or event, X-factor
competition, Xbox (or
Playstation) night

Yoga day, yes day, year-long
challenge

Zumba day, zip wire

How to organise your own event

Where do I start? Here are some hints and tips for organising your own event:

1. Choose a date
2. Select a venue for your event - you will need to consider the size, facilities available, transport and disabled access
3. Set yourself a realistic fundraising target
4. Set yourself a budget that you can stick to - always ask for charity discounts or gifts in kind to help with your event
5. Ask your family and friends to help out at the event
6. Register your event with us and we will send you a letter of authority and any fundraising materials that you need

If you would prefer to take part in one of our events or sign up to a challenge, please contact us for our calendar of events.

Spread the word!

Use our template leaflets or posters for your event and display them in the local community.

Promote your event through social media, Twitter, Facebook, Instagram and LinkedIn. Make sure that you tag us @UCLHCharity on Twitter, @TheUCLHCharity on Facebook, in any social media posts.

Local press

Spread the word as far and wide as possible! The more people that know about your event or challenge, the more potential attendees or donors. You can contact your local paper to see if they would be interested in running an article on your event/challenge. We can help you to draft a press release to send to the editor of your local paper, but please make sure to send any final copy to us beforehand. If you are holding a big local event, it could be worth asking if the newspaper wishes to send a photographer along on the day.

Local radio stations

If you're holding an event big enough to promote on air, you can also contact your local radio station. To do this, you'd contact them in the same way as above, call and send a press release. They may mention your plans on air or they may be interested in interviewing you. It's important to remember that if you are opening your event up for the local community using a channel that covers a large area, make sure you can accommodate larger numbers.

Local websites

To promote your event on local social media pages and local websites, just contact them with some approved information or the press release as mentioned above and this should help you to capture a wider audience.

Creating posters

Creating posters to promote your event or challenge is a cheap and effective way of publicising your event to a targeted audience. Should you wish to create a poster, please contact us as we may have a template to make it easier for you. Our charity number must be included on all public promotion.



Follow us on



@UCLHCharity



@TheUCLHCharity



Asking your community for support

Applying for sponsorship

In some cases, big companies are happy to help fundraisers by donating goods for a charity event. Fundraisers can make reasonable asks for anything from refreshments for an event, to a prize for a raffle.

If you plan to approach a head office, before doing so, please contact the fundraising team at UCLH on uclh.enquiry.charity@nhs.net to check, as the company may already be supporting UCLH Charity.

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, don't forget to thank the company for their donation.

How to set up a JustGiving™ page

Our step-by-step instructions

Setting up a JustGiving page not only allows your friends and family to easily sponsor your fundraising online, but it also gives you another excellent way to share and promote your event or fundraising challenge.

It is really easy to set up a fundraising page, just follow these simple steps:

1. Go to www.justgiving.com
2. Create a JustGiving account - follow on screen instructions
3. Click 'Start Fundraising'
4. When asked 'Are you fundraising for a registered charity?', select 'Yes, continue'
5. Search for UCLH Charity if you are choosing to donate to general funds. If you are choosing to donate to specific fund, please search for the name of the fund which you will find under campaigns. You will notice that each campaign has the UCLH Charity logo and registered charity number too. If a campaign is not listed for an area you wish to support, please contact us on uclh.enquiry.charity@nhs.net
6. Choose what type of fundraising event you are taking part in
7. Fill in the information about your event
8. Choose the web address for your JustGiving page link
9. Answer the three questions regarding your fundraising
10. Opt in or opt out of communications from UCLH Charity
11. Your page is set up so...
SHARE
SHARE
SHARE!

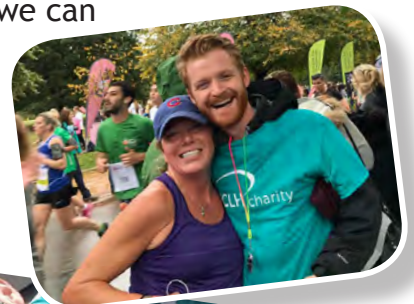
It's always good to have an option to donate offline too, some people prefer to donate this way - that's why we've included a sponsorship form in this pack for you.

UCLH Charity's top tips



Here are our top fundraising tips

1. We are here to help you - contact us on 020 3447 9361 or email us at enquiry.charity@nhs.net. We can provide you with advice along with UCLH Charity fundraising materials to really help get your event noticed
2. Decide what you're going to do - you can organise your own event, or take part in one of our events - to find out what we've got going on, please contact us
3. Set up a JustGiving Page - the easiest way to raise sponsorship is through an online platform. You can personalise your page and e-mail out the link to family, friends and colleagues. Our JustGiving home page is at: www.justgiving.com/uclhcharity
4. Let everyone know what you are doing. Your employer might be able to offer matched funding, your friends might be able to help out at the event or local businesses might be able to offer their support. Read the Spread the Word section for more ideas
5. If someone says they will sponsor you try to get the money upfront as it is much harder to secure the funds afterwards. If you are collecting funds offline make sure you use a sponsorship form so you can track those who have said they will sponsor you
6. Have fun! It is so important to make sure that you enjoy your day. This will mean everyone else is also more likely to have fun
7. Let us know how it went - please let us know how your event goes, we would love for you to share your stories and photos with us so that we can share your events on our social media channels



Follow us on



@UCLHCharity



@TheUCLHCharity



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Getting money to us and Gift Aid

Processing offline donations

If you have offline donations, for example, donations that have been collected at an event, collection tin or sponsorship money that has been collected using our sponsorship form, this will need to be paid in separately to us. There are a number of ways to pay us directly:

- To make an online bank transfer, please email patience.arinaitwe@nhs.net
- To send us a cheque, please make it payable to UCLH Charity and send it by post to 5th Floor East, 250 Euston Road, London NW1 2PG - please pop a note in with your details, fundraising event and which area you are supporting so we know who to thank.

If your friends and family are paying us directly as part of your fundraising, please remind them to let us know that it is part of your fundraising event. 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 it to us, or you can drop donations off at the

cashiers' office on the ground floor of University College Hospital - you will need to let them know the name of the fund/area of UCLH you are supporting so that the money goes to the right place.

Don't forget to Gift Aid it

This is a simple and easy way for you to add 'free' money to the sum you raise. We can reclaim the tax on every donation through the Gift Aid scheme at no extra cost to the donor. Currently we can claim 25p in every £1 back.

To be qualified to claim Gift Aid the donor must be a UK tax payer and must give us their consent, full home address and postcode details.

If you are sending us a cheque in your name, to cover several small cash donations, please include each donation's donor details to allow us to claim Gift Aid.

If you have online donations, for example on your JustGiving page, Gift Aid is processed by them. However if you are sending the money directly to us, by bank transfer or cheque, please complete a Gift Aid form (either in this pack or download from www.uclhcharity.org) and send or scan it to us at uclh.charity@nhs.net

Legalities - what you need to know

UCLH Charity cannot be held responsible for events organised by our supporters - please ensure you do everything you can to make your event safe and legal.

Visit the Institute of Fundraising's website www.institute-of-fundraising.org.uk for helpful advice about health and safety, food hygiene and more.

For information about alcohol at your event, go to: www.gov.uk/guidance/alcohol-at-charity-meetings-and-events

There are rules and regulations about lotteries and raffles - please go to the Gambling Commission's website for detailed guidance www.gamblingcommission.gov.uk

How you make a difference

Money you raise goes to support and enhance care for patients being treated at UCLH. Here are just a few examples of how you've made a difference:

- New equipment, like the new state-of-the-art ultrasound machine which assists specialist nurses to insert intravenous lines with enhanced precision
- New furniture and art installations, to help make time spent in hospital more comfortable and less intimidating
- Staff education grants so that our staff can provide the best possible care
- Complementary therapy service for patients receiving ongoing treatment



It is only with the generosity of donors and fundraisers that we are able to continue our great work at UCLH. Our fundraisers come from all walks of life, with different reasons for wanting to support us - sometimes it's to remember a loved one, sometimes to say thank you or it could be to advance a specific cause, like a research project. Meet a couple of our supporters....



Peter

Peter received the devastating news that he had late stage cancer in 2015. He is being cared for by dedicated nurses and consultants and has made the decision to do something for the team looking after him: "I've received fantastic care and expert treatment from the nurses and consultants who all say, 'we are here for you'. By leaving a legacy in your will for UCLH you can be assured that it will be put to a good cause, and it's a way of thanking everyone for their support, care and vast expertise. Please remember those words 'we are here for you', when you are writing out that will. Help them to always be there for all those who need care now and in the future."

Zoe and family

Zoe is one of our super staff fundraisers - she works at UCLH, has been treated at UCLH and now fundraises for UCLH Charity. Zoe has run a half marathon, cycled from Amsterdam to London and cycled the Pyrenees. Zoe said, "I was an outpatient at UCLH for many years and had my babies here. I now work at UCLH and it has been really great to get involved in fundraising for the charity helping the hospital do even more for patients".



Follow us on



@UCLHCharity



@TheUCLHCharity

FAQs

Answers to your most frequently asked questions

Can a representative from the charity attend my event?

We will try our best to send a charity representative to attend your event but we are a small team so cannot always guarantee on-the-day support. Send us details about your event in a timely manner so that we can consider your request - email us at [uclh.enquiry.charity@nhs.net](mailto:enquiry.charity@nhs.net)

Where will the money go?

The money you raise will help to fund and support University College London Hospitals (UCLH) NHS Foundation Trust. The funds will contribute to improving the patient care at UCLH. Your donations support patients, staff, equipment and research - find out more at www.uclhcharity.org.uk

I need something to show that I am fundraising for UCLH Charity?

We can provide you with a letter of authority which you will be able to take into local businesses to ask for support for your event. You will be able to request raffle prizes, gifts in kind and any other support they may have to offer.

Can I bring people in to look around the hospitals to see where the money goes?

It will depend - UCLH is a very busy hospital treating thousands of patients each year so visit requests are considered on a case-by-case basis. There are hospital events, like the research open day in the summer and festive event each December that give a behind the scenes look at what's going on in our hospitals. Keep an eye out for details on www.uclh.nhs.uk

Can I have a t-shirt for each member of my team?

We can provide t-shirts for up to a maximum of 10 people in a team. If you require any additional t-shirts (more than 10) we will ask for a small donation per t-shirt.

What is the address for sending money to?

Our address is: UCLH Charity, 5th Floor East, 250 Euston Road, London, NW1 2PG

Who do I make cheques payable to?

All cheques should be made payable to UCLH Charity.

Can I bring my cheque in or can I have a cheque presentation?

Yes, we can organise a cheque presentation. If you would like to formally present your cheque to the charity please contact the fundraising team on 020 3447 9361 or if you are in contact with someone in our fundraising team, you can ask them directly.

What do I do when my collection tin is full?

Please refer to the 'Getting money to us and Gift Aid' section. Please make sure that you include a note with your funds so that we know who is paying them in, which fund you have been raising money for and how much has been raised.

Can I get my event mentioned on Twitter and/or Facebook?

Yes, if you tweet us or tag us in your posts we will be able to retweet and share your posts with our followers. Please do send us any photos you have from your fundraising events that you are happy for us to share on our communications channels. Photos can be e-mailed to us at: uclh.enquiry.charity@nhs.net





TOGETHER WE CAN DO MORE

And finally ...



a big
THANK YOU
for supporting

UCLH charity