



King George &  
Queen's Hospitals  
Charity

*Making our hospitals  
even better*

# Fundraising Toolkit

for our amazing fundraisers



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

Charity No: 1059455

# Hello amazing fundraisers!

## Thank you for choosing to fundraise for us!

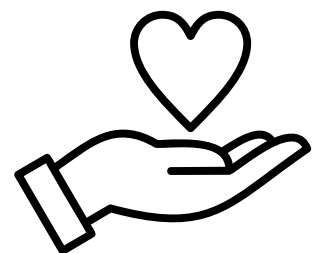


**Whether you're running a marathon, hosting a bake sale or taking part in a challenge event, this pack is designed to help you with your fundraising.**

This pack contains everything you need to know about how to get started with your fundraising, including fundraising ideas, helpful tips and what to do when you're ready to donate your money. We hope that you find it inspirational and useful!

Your support will mean we can continue to help provide the very best medical equipment, research and facilities for patients across our hospitals.

We hope that this fundraising pack will give you enough information to answer any questions that you may have but we are always here to help, so please feel free to get in touch.



Many of our fundraisers have a close personal connection with a specific ward in our hospitals, and as a result, typically request that their donations be allocated to that particular area. While this is great, it is equally amazing when donors allow the charity to use the funds in the areas where the need is greatest.



## TAKING PART IN AN ORGANISED EVENT

If you are interested in raising money by participating in an organised event, there are a few key things to keep in mind. First and foremost, be sure to secure your spot in the event before you start fundraising. Popular events often sell out quickly, and some require entry through a ballot system.

Once you are confirmed for the event, you can start reaching out to friends, family, and colleagues for their support. You can do this by collecting sponsorship money using our Sponsorship Form, or by encouraging them to donate to King George and Queen's Hospitals Charity via JustGiving.

**Don't forget to check our suggested list of events on our website – [www.supporthospital.org](http://www.supporthospital.org)**

## ORGANISING YOUR OWN EVENT


Here's a quick guide to setting up your own event. If you have any questions, please email us at [bhrut.charity@nhs.net](mailto:bhrut.charity@nhs.net) or give us a call at 01708 774825.

### Step 1

What, When, Where and Who...

**The possibilities are endless when it comes to planning your own event. So let your creativity run free! However, it's important to keep in mind the following key points:**

- What is your fundraising target - how much do you plan to raise?
- Where and when will the event be? - Do you need to hire a venue? If your event is public, check local calendars to make sure it doesn't clash with any similar events. Make sure to leave yourself enough time to plan the event.
- If you're hiring a venue, could you find one for free? Maybe your local pub, restaurant, community hall or church. Don't forget we can provide you with letters of support to help you secure a venue.
- If you decide to hold a public event, think about the types of people who might attend. This will help you decide the best way to promote your event and make sure the right people know about it!

**Tip**  Play to your strengths. Think about what you're good at and what you enjoy. This can help you create great fundraising ideas without adding lots of extra work.



Stuck on fundraising ideas? See the next page for some inspiration! ➔

# Getting started...

You've made the decision to fundraise for King George and Queen's Hospitals Charity, but what are you going to do?



## Your A-Z guide of fun Fundraising ideas

The possibilities are endless when it comes to fundraising for King George and Queen's Hospitals Charity. We are always amazed by the creative ideas our fundraisers have, we hope we can inspire you!

### A

- **Abseil**
- **Arts and Crafts** - unleash your creative side and design something that you can sell to raise money
- **Auction**

### B

- **BBQ**
- **Bingo**



### C

- **Cake Sale** - channel your inner Mary Berry and sell your delicious cakes
- **Coffee Morning**
- **Car Boot Sale**
- **Car Wash**



### D

- **Dog Walk**
- **Dress Down Day** - ditch the tie and wear what you prefer at school or work



### E

- **Easter Egg Hunt**
- **Ebay and Donate**



### F

- **Football Tournament**
- **Fun Run** - sign up to a challenge!



### G

- **Give It Up!** - get sponsored to go without something for a week or a month, like crisps, chocolate, alcohol or coffee
- **Golf Day**
- **Guess How Many**



### H

- **Head Shave** - ready for a new look?
- **Hike**



### I

- **Ice Bucket Challenge**
- **International Food Party** - ask everyone to bring a dish from a specific cuisine



### J

- **Jumble Sale** - clean out your wardrobe, give your old items a new home and make some money!
- **Jumping Challenge** - 100 a day?



### K

- **Karaoke night** - it's not about the singing, it's the taking part that counts!
- **Knit and natter** - use your knitting skills to create items to sell

Be inspired.  
Be creative.  
But most of all...  
**HAVE FUN!**



# Your A-Z guide of fun Fundraising ideas



## L

- **Ladies Lunch**
- **Loose Change Collection** - ask people to donate any loose change they have



## M

- **Marathon**
- **Movie night** - charge your friends and family for the full experience, including tickets and delicious snacks
- **Mud slide assault course**



## N

- **NHS Big Tea**
- **Night Walk** - get sponsored to walk alone or with friends all night long
- **No Smoking Week**



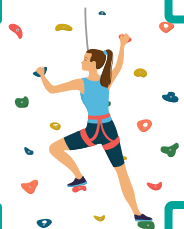
## O

- **Obstacle Course**
- **Office event**



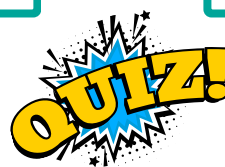
## P

- **Parachute Jump**
- **Penalty Shootout**
- **Poker Night** - all money won in the game gets donated to charity



## Q

- **Quiz night** - charge teams an entry fee and let the battle of brains commence.
- **Quiet Time** - challenge people to stay quiet for an hour, donate for every noise



## R

- **Raffle**
- **Rock Climbing** - can you reach the top?

**RAFFLE**

## S

- **Skydive**
- **Sports Day**
- **Swimathon**



## T

- **Table Tennis Tournament**
- **Tombola** - run a tombola with fun prizes
- **Treasure Hunt**



## U

- **University Challenge** - host your own University Challenge style event
- **Upcycling**: transform old items into something new that you can then sell



## V

- **Vegetable growing** - see what vegetables you can grow and sell
- **Virtual fundraising event**



## W

- **Walking event** - if running isn't your cup of tea, consider walking instead
- **Wedding gifts** - instead of gifts, you can ask for donations to charity



## X

- **X Factor competition** - host your own X Factor style singing contest



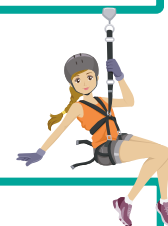
## Y

- **Year to remember** - A 365-day challenge



## Z

- **Zip Wire** - sail headfirst and you soar through the sky in a zip wire challenge
- **Zumbathon** - If you're feeling energetic, set up a class and ask for donations



# Get fundraising...

So you've planned your fundraising event or activity and now you're ready to start fundraising!




## Step 2

How are you going to raise money and collect the funds?

There are a number of ways you can collect your donations...

### Online

Our personal favourite 

#### JustGiving™

One of the easiest ways to fundraise online is by using JustGiving. We encourage all of our fundraisers to sign up with JustGiving as it's a free online platform which allows you to fundraise online quickly.

You will get a link to your own personal fundraising page, which you can share on social media, your event posters and anywhere you can think of!

The money will come straight to the charity, saving you the hassle of having to collect it. They will also Gift Aid it, which is an added bonus!

To set up your page, follow these easy steps:

1. Go to [www.justgiving.com//kingeorgeandqueenshospitalscharity](http://www.justgiving.com//kingeorgeandqueenshospitalscharity)
2. Click on 'Fundraise for us'
3. Enter your email address or sign in with Facebook to create your page
4. When you have finished fundraising, remember to close the page. This will notify us of your total amount and allow us to send you a certificate and thank you letter!

JustGiving will also help you if you are planning a celebratory event and will be requesting donations rather than gifts or wanting to set up a page in memory of a loved one.

#### Need a hand?

If you need a bit more help, email us at [bhrut.charity@nhs.net](mailto:bhrut.charity@nhs.net) and we'll guide you through it!

### Offline

Offline donations are usually donations made in cash or by cheque to you as the fundraiser.

#### Make the most out of your fundraising

- Could you ask a local business to sponsor you?
- Could you hold a raffle or auction at the event?
- If you are completing a personal or group challenge, our charity sponsor forms would be a great help



# Setting up a successful fundraising page checklist



- ☐ Add a photo - did you know that fundraisers with photos on their page can raise up to 14% more per photo? It's the perfect reason to snap a selfie while sporting our charity t-shirt!
- ☐ Tell your story - why have you chosen to support King George and Queen's Hospitals Charity? Share your journey and why fundraising for us is so important to you.
- ☐ Set a target - setting a target is a great way to motivate your supporters to donate and help you achieve your goals.
- ☐ Share, share and share! - sharing on social media and WhatsApp can lead to an increase in visibility and engagement.
- ☐ Don't be scared to keep posting - people want to hear about the good things you are doing. Tip - payday is a great time of the month to share your fundraising page.
- ☐ Don't leave anyone out of the loop! - remember to share your fundraising page with friends, family and colleagues who may not be on social media. Add a link to your email signature and spread the word.
- ☐ Keep your supporters informed - update your page regularly, this way they can follow your progress and feel more connected.
- ☐ It's not over 'til it's over - after your event, don't forget to update your supporters. It's been shown that 20% of donations come in after an event has ended.

Together we are...  
*Making our hospitals even better.*

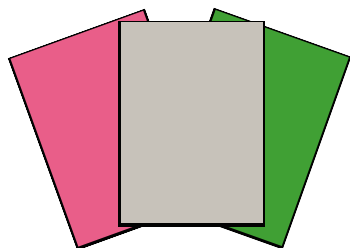
# Spread the word...

So you've planned your fundraising event or activity and you're ready to start fundraising!



## Step 3

Now that your fundraiser is up and running, it's time to spread the word and let people know how they can support you.







### Create posters

We have poster templates for you to use to help with your fundraising. Contact [bhrut.charity@nhs.net](mailto:bhrut.charity@nhs.net) to get yours or visit our website [www.supportyourhospital.org](http://www.supportyourhospital.org)



### Use social media

Tag us in your posts and we'll share your story too:

-  [@kinggeorgeandqueenshospitalscharity](https://www.facebook.com/kinggeorgeandqueenshospitalscharity)
-  [@kinggeorgeandqueenshospitalscharity](https://www.linkedin.com/company/kinggeorgeandqueenshospitalscharity)
-  [@kgqhcharity](https://www.instagram.com/kgqhcharity)
-  [@supporthospital](https://twitter.com/supporthospital)



### Tell your family, friends and colleagues

Most sponsorship donations come from people you know. Therefore, it's important to tell everyone you know about your fundraising!

## Promotion...

There are so many great ways you can promote your fundraiser. Here are a few ideas:

- Create your own event page on Facebook
- Contact local businesses and ask if they could display your posters
- Never underestimate the power of word of mouth! Talk to people, get them to talk to people and keep spreading the word.
- Get in touch with your local radio station - they love finding out about fundraisers in the community
- Create your own social media hashtag



## Shout about it!

Why not contact your local newspaper or online publication and ask if they're interested in promoting the event.

### Tell them:

- Who you are and where you're from
- What are you doing and why
- When and where you are doing it
- How people can get involved and support you





# Step 4

## Enjoy yourself and have fun!

You've worked hard to make it happen! Don't forget to capture the moment and take loads of photos to share online.

## Tell us about it

We love hearing about our amazing fundraisers' events, so please send us your success stories and photos.

If you use the hashtag #KGQHcharity, we can share the photos from your fundraiser across our social media channels.

If you would like to present the money to the hospital or ward where it will be benefitting after completing your fundraising, feel free to contact us so this can be arranged.

# How we can help you and our top tips...

There are many ways that we can help you to make your event as successful as possible.

## Our top tips...

### *Gift Aid it*

Make your gift worth more, at no extra cost to you! Through gift aid, for every £1 someone donates, the government will give us an extra 25p if you are a UK tax payer. For example if someone donates £100, the charity will receive £125. Simply ask your donors to tick the gift aid box online via JustGiving or sponsor forms. Gift aid can only be claimed on donations, not on sales, or tickets for an event or raffle.

### *Sometimes less is more*

When brainstorming fundraising ideas, it's easy to get carried away. However, try not to overcomplicate things, sometimes it's better to keep things simple. Remember, simplicity is often the key to success!

### *Ask us anything!*

There's no such thing as a silly question. Don't hesitate to reach out to us for any concerns or support you may need, we're always happy to help!

## Ask us for...

- Charity posters and leaflets
- Charity merchandise
- Sponsor forms
- Gift Aid forms
- Charity collection boxes
- Charity collection buckets

### Tip

#### **Recruit an army**

Those around you will be inspired by your efforts so ask them to help you – a big committee means you share the load and spread the word wider.

### Tip

Don't forget to check whether your workplace runs a matched giving scheme - it could be a chance to double your money!



"The staff are truly remarkable, and they represent everything that's fantastic about the NHS. Their hard work, commitment and compassion means so much to me, that I wanted to say thank you for looking after me when I needed it the most."

*-Kate Baker, completed a 47-mile series race raising funds for neurology.*

# Paying in your hard earned funds..

You've done all the hard work and now it's time to take the next step and send us your fundraising money. There are lots of ways to do this, so pick the one that suits you best.

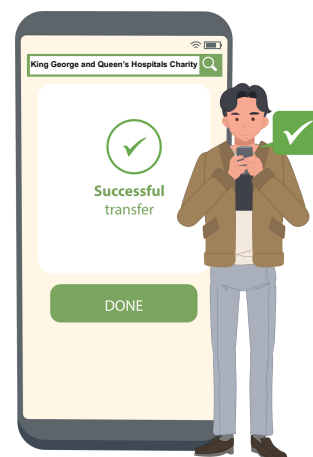
## Online donations



Via **JustGiving** - once the fundraising page has been closed, all donations are automatically sent to us.



Through our website:  
[www.supportyourhospital.org](http://www.supportyourhospital.org)



Donations can be made via **BACS**.  
Email [bhrut.charity@nhs.net](mailto:bhrut.charity@nhs.net) and we will provide bank details.

## Phone



We can take payments over the phone by calling  
**01708 774825**.

## Mail

Cheques should be made payable to “**King George and Queen's Hospitals Charity**”. On the back of the cheque or with a short letter, please let us know your contact details and if there's a specific area of the hospital which you would like to donate to.

Please send the cheque to:

King George and Queen's Hospital's Charity  
Queen's Hospital, Rom Valley Way,  
Romford,  
RM7 0AG



\*Please do not send cash via the post

## In person

You may want to bring your money to the hospital so we can meet you and thank you in person, and maybe have a picture with a novelty cheque too! If this is the case then please contact us so we can arrange this.

OR

Please drop off the cash/cheque to the Cashiers Office located at both Queen's or King George Hospitals.



## Contact us

If you have any questions, please get in touch:

**Email:** [bhrut.charity@nhs.net](mailto:bhrut.charity@nhs.net)

**Call:** 01708 774825



# Things to think about...

We want you to have as much fun as you possibly can but you also have to think about health and safety, as well as some legal bits.



## Insurance

Whilst we support you the best we can, please remember that you are responsible for your own event and King George and Queen's Hospitals Charity cannot accept responsibility for injury, accident, loss or damage suffered by you or anyone participating in the event. So please note, your event will not be covered by the charity insurance.



## Licenses

To ensure that your event goes off without a hitch, you may need to obtain special licenses such as those for alcohol, music or public entertainment. If your event is taking place in a public space, it's important to check with the local authority and seek permission from the local council.



## Food hygiene

Please take care when preparing, cooking, and handling food, as well as when displaying and storing food items. Please ensure there is enough signage for those with certain food allergies. For more information visit [www.food.gov.uk](http://www.food.gov.uk)



## Our logo and charity number

By law, King George and Queen's Hospitals Charity's registered number must be on all posters and other fundraising materials. If you are creating your own, please display this as: **Registered charity no: 1059455**. Please contact us if you would like us to send you our logo and brand guidelines.

Don't worry, if you are not sure of anything please get in touch with us via **bhrut.charity@nhs.net** or call **01708 774825** - we'd be happy to help!

# Thank you

Without the help of our kind and generous community we would not be able to continue providing this vital support to the people of Barking, Havering and Redbridge. Because of you we are making our hospitals even better...





At King George and Queen's Hospitals Charity, our focus is to enhance the hospital journey for you and those you care about.

*Everything we do changes lives for the better.*

## We're here for you!

We just wanted to remind you, that we are here to support you throughout your fundraising journey- remember to contact us if you need any help. Please keep us updated throughout your fundraising journey!



01708 774825



bhrut.charity@nhs.net



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

### King George and Queen's Hospitals Charity

Queen's Hospital, Rom Valley Way, Romford, RM7 0AG



King George and Queen's Hospitals Charity



kgqhcharity



supporthospital

Good luck  
with your  
fundraising!