



Fundraising Pack



About Southampton Hospital Charity

Southampton University Hospitals NHS Trust supports the needs of half a million people living in the city and south west Hampshire, and also provides specialist services including cancer, cardiac, neurosciences and paediatric care to more than three million people in central southern England, the Channel Islands and further afield.

Providing these critical services costs £1.2million every day.

The Trust's goal is to be a world-class centre of clinical and academic achievement, where staff work together to ensure patients receive the highest standards of care and the best people want to come to learn, work and research.

Southampton Hospital Charity through their charitable support aims to enhance the first class services provided by the Trust.

Through fundraising activities and charitable gifts, the charity can help develop an environment, which exceeds the expectations of patients and their families at Southampton General Hospital, Princess Anne Hospital, Countess Mountbatten House Hospice and in other outreach services.

About fundraising for Southampton Hospital Charity

Alongside general fundraising for the charity, Southampton Hospital Charity support all areas of the hospital and aim to work closely with their supporters to ensure that funds raised go directly to the area specified by you, the supporter. Please do feel free to contact a member of the charity team to discuss your preferences.

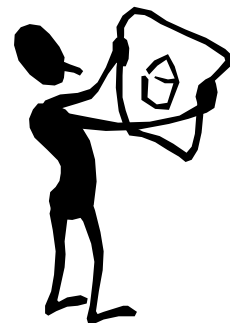
We can guarantee that all funds you raise will go to your preferred area.

About The Red & White Appeal

The charity is also currently running a major capital appeal. The Red & White Appeal aims to create a transplant centre of choice for patients with leukemia and other blood disorders from across Hampshire, Dorset, Wiltshire, West Sussex, the Isle of Wight and the Channel Islands.

For more information on this appeal, please contact a member of the charity team.





Getting Started

There are many ways you can get involved in fundraising for Southampton Hospital Charity either individually, with friends or colleagues or as part of an organisation. The Charity team are here to help and support you with your ideas and plans are here are a few to start you off:

Take part in an organised sponsored event – register for one of the many sporting events such as the British 10km, London Triathlon, London Marathon or Great South Run and nominate Southampton Hospital Charity

Plan your own sponsored event – anything can be done from a head shave to a walk to a silence to a slim, if you think of it, you do it!

Involve your colleagues – have a dress down or even a themed dress day, clean up office language with a swear box, or even better challenge your boss to something outrageous!

Organise your own event – get some friends together and organise a charity ball or auction or a quiz night in your local pub

And, here are a few taster ideas to get you started:

Art Exhibition	Dress Down Day	Obstacle Course
Auction	Egg Hunt	Office Party
Ball	Eighties Night	Parachuting
Balloon Race	Fancy Dress	Photo Competition
Barbeque	Fashion Show	Quiz Night
Beard Shaving	Fete	Race Night
Beer Tasting	Fireworks Night	Raffle
Bingo	Fun Run	Raft Race
Bonfire Night	Garden Party	Silent Auction
Book Sale	Golf Tournament	Sponsored Silence
Bring & Buy	Grand National	Sponsored Slim
Cake Sale	Guess the weight of ...	Street Party
Car Boot Sale	Hill Walking	Talent Competition
Car Washing	Indulgence Party	Treasure Hunt
Carol Singing	Insect Racing	Ultimate Challenges
Craft Fair	Jazz Night	Valentines Party
Dance Competition	Kissogram	Wine Tasting
Dinner Party	Knitting Competition	Xmas Fair
Disco	Ladies Lunch	Zoo Trip

Steps to Success:

Step 1: What, Where and When?

- Decide on what you want to do, where you want to do it and when. Think about your skills, interests and any resources you will need. Often it is the simple ideas that are the best
- Let us know what you are doing and ask for advice if needed

Step 2: List Tasks and Helpers

- Plan what will be involved and what your budget is. You can think about who you will need to help you
- Allow enough time to prepare

Step 3: Publicise your Event

- Think about the most appropriate way to advertise your event, banners, invitations, emails, posters ...
- Why are you supporting us? Is it a personal story? If so, use it in your publicity it will help bring your event to life

Step 4: On the Day

- Have check lists and a contingency plan
- Make sure you have enough help and ENJOY IT!

Step 5: The Aftermath

- Account for the money that has been raised and let us know
- Thank everyone that has helped you
- Celebrate the success!

Useful Tips

Gift Aid – *increasing the money you raise*

Any donation given by a UK tax payer may be eligible for Gift Aid. This is a government scheme that enables us to reclaim 28p for every £1 donated. Therefore, we can increase the value of the donation by nearly a third! All you have to do is ask people when giving you a donation, whether they would like to Gift Aid their donation. If they are sponsoring you for a special event, there is a tick box on the sponsor form. It is important that you ask them to complete their **full name, address and postcode** as well as **ticking the Gift Aid box**. For general donations there is a Gift Aid form at the back of the pack.

Remember ~ this is only for **donations**; Gift Aid cannot be claimed on sales or tickets for an event or raffle.

Set up your own Fundraising Web Page

A quick and easy way to raising sponsorship money! By collecting money on line you do not have the hassle of chasing people for their promised money after the event! All funds are paid directly into the Southampton Hospital Charity's bank account.

All you have to do is log onto www.virgimoneygiving.com/giving click on 'Start Fundraising' and then follow the instructions from there. Once the page is set up all you need to do is email your friends and family the web address of your very own web page.

Sponsorship Forms

If you haven't got access to the Internet – don't worry, we can provide sponsorship forms. You will find one at the back of this pack to get you started.

Top Tip ~ Always start your sponsorship form with a generous supporter, as this set a high standard for everyone else to follow.

Also, ask your employer, many companies actually donate a pound for every pound you raise.

Important Information



Volunteer Fundraising Deed

Enclosed in this pack is a Volunteer Fundraising Deed. This is an official document that once completed, you can use to prove that you are fundraising for Southampton Hospital Charity. Please read the form carefully, complete and sign it, and return it to the Charity Office. The Director of Fundraising (or an appointed nominee) will approve and sign it, and then we will return it to you so that you can start fundraising.

Publicity for your Fundraising Event

Whatever the size of your event, it is important to advertise and let people what you are doing. Even if it is only a small event for friends and family, it may well encourage others to organise their own fundraising event. Additionally, if you let us know what you are planning we can assist in arranging local publicity for you.

Printed Materials

You will need to arrange and manage all promotional and advertising material for your event. However, it is vital that you show us what you have done beforehand.

On all promotional and advertising material, tickets, receipts, posters ... Please state that you are raising money:

- In aid of
- Southampton Hospital Charity – The Red & White Appeal
- Registered Charity No. 1051543

Please see the Volunteer Fundraising Deed for further detail.

Celebrities

Please let us know if you intend to contact a celebrity to attend your event. We are very sorry but we are not able to contact celebrities on your behalf.

Fundraising Materials

We are able to provide collections boxes, buckets and other fundraising materials. Please contact us to discuss your requirements. An order form can be found at the back of this pack.

Speakers

If you would like someone to come and speak at your event, whether to give a presentation, draw raffle tickets or officially accept the proceeds from your event, please do not hesitate to ask. We will endeavour to provide speakers from a fundraising and/or medical perspective.

Legalities of Fundraising

Please 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. If you are unsure about any aspect of fundraising legalities, please do not hesitate to contact us and we will be happy to help.

Collections and Raffles

If you would like to hold a street collection or door-to-door collection (this includes Carol Singing) you must have a permit from the local council. Please contact us well in advance and we will endeavour to assist.

Raffles are an excellent way of raising funds, however there are certain ticketing regulations with which you must comply. Please contact us if you are planning to hold a raffle and we can advise you on how to proceed.

Banking and Insurance

We advise for your own protection that you set up a community bank account for all funds that you raise for the charity rather than using your own personal bank accounts.

Many of the high street banks offer a range of community group banking, below are some details:

- Alliance & Leicester – 0800 587 000
- Co-Op Bank – Community DirectPlus Account (designed specifically for community organisations, charities, voluntary organisations and societies) – 0800 764 764
- NatWest – 0800 200 400
- Royal Bank of Scotland – 020 7647 8726

Please ensure you have adequate Insurance for your event.

Health & Safety

Please ensure that you have all the necessary safety procedures in place when organising an event and that all your participants are aware of them. 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.

Also, ensure that money is kept in a lockable box and always take care of your personal security when carrying money and ensure there are at least two people involved carrying any money. Your safety is paramount.

License

Do you need a license? A Temporary Event License is required for all forms of entertainment eg sale/provision of alcohol, provision of food or drink, performance of live music, any playing of music, performance of a play or indoor sporting event etc. Please contact your local council for more information and how to apply. Please remember to contact your council, well in advance of your event.

Southampton Hospital Charity

Registered Charity No. 1051543

023 8079 8881

**Mail Point 135
Southampton General Hospital
Southampton
SO16 6YD**

suzie.pearce@suht.swest.nhs.uk
www.southamptonhospitalcharity.org

We are always happy to help



Welcome to Virgin Money Giving

A quick and easy way to raising sponsorship money! By collecting money on line you do not have the hassle of chasing people for their promised money after the event! All funds are paid directly into the Southampton Hospital Charity's bank account.

All you have to do is:

- Log onto <http://uk.virginmoneygiving.com/giving/>
- Click on Start Fundraising
- Select the type of fundraising you are going to doing:
 - Organised event
 - Personal challenge
 - Special occasion
 - Someone special
- Follow instructions as directed on the screen. You will be asked the following questions: (each section will vary so you will not necessarily answer all of them)
 - Which event you are doing (you are able to put your own event details in)
 - What's the special occasion or personal challenge
 - Who the special person is
 - Whether you are raising for one or more charity
 - Whether you are fundraising on your own or with others
 - Search for the charity – Southampton Hospital Charity (1051543)
 - How much you are hoping to raise (this is not essential)
 - If the charity has contributed to the event
 - How long you would like the page active for
- Set up an account by registering your details
- Choose a web page (ie: www.virginmoneygiving.com/suziepearce)
- Virgin Money Giving will then create your page
- You will then be asked if you would like to add a countdown and widgets
- Input a page title (ie: Suzie Triathlon Madness)
- You are then able to enter free text and a picture. Please use this space to say which area of the hospital you are fundraising for, we will then honour this and ensure all money you raise will go to the correct area
- Click Next
- You will then be asked if you would like to be emailed when someone makes a donation and also if you would like to send a thank you email, amend as appropriate
- Click on Create My Page
- Your page is then ready to go, you are able to link it to Facebook and to email all your friends
- GOOD LUCK!

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Mail Point 135
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023 8079 8881
charity@suht.swest.nhs.uk
www.suht.nhs.uk/charity





Fundraising Materials Order Form

Event		Date of Event	
Name			
Address			
Postcode			
E-mail		Telephone	

Item	Quantity
Collection Box*	
Southampton Hospital Charity Pin Badges (Sell for £1 donation)	
Southampton Hospital Charity Cotton Bags (Sell for £1 donation)	
Lapel Stickers (12 per sheet)	
Southampton Hospitals Charity leaflet	
Southampton Hospitals Charity Lottery leaflet	
The Red & White Appeal leaflet	
The Red & White Appeal case for support (limited numbers)	
Sponsor Forms	
Poster Bases (for you to print your event information on)	
Southampton Hospital Charity Logo – electronic format	
The Red & White Appeal Logo – electronic format	

*Please note, the Charity requires collection boxes and buckets to be returned after the event.

There is a limited number of collection buckets, please ask in the charity office for their availability

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Registered Charity No. 1051543

**Please Note, Gift Aid can only be claimed on Personal Donations and not on income raised through fundraising activities.
Thank you for your support**

The Gift Aid Scheme increases the value of your donation at no extra cost to you. For every £1 you give, the government will add 28p. All you need to do is complete your name and address details and sign below. All your gifts to Southampton Hospital Charity in future will also be topped up with Gift Aid.

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Please complete in BLOCK CAPITALS:

I (title) _____
(full name) _____
of (address) _____

(Postcode) _____
Telephone no _____

would like all donations I make to Southampton Hospital Charity (officially known as Southampton University Hospitals NHS Trust General Charitable Fund) from 6 April 2000 to be treated as Gift Aid donations. I understand that I must be paying income tax or capital gains tax at least equal to the amount being reclaimed by the Trust (currently 28p for every £1 given) and that I can cancel this Gift Aid declaration at any time by writing to the Charity.

Signature of donor _____

Date _____

Please return the completed form to:

Southampton Hospital Charity, Trust HQ, Mailpoint 135, Tremona Road, Southampton, SO16 6YD, Telephone: 023 8079 8881

Notes

- 1) It would be helpful if you could supply your telephone number, although this is not obligatory.
- 2) To make a donation under Gift Aid you must be a taxpayer and the amount of income or capital gains tax you pay must be greater than the tax the Charity can reclaim on your donation.
- 3) Higher rate taxpayers can claim tax relief for the higher rate tax element of the donation - please contact your Inland Revenue Office for details.
- 4) The declaration will automatically apply to any future donations you make to the Charity. You can cancel the declaration at any time by notifying the Charity in writing.
- 5) Data Protection Act – Information will not be disclosed to any third party without your permission.

Thank you very much for your donation.



Notes

