King George & Queen's Hospitals Charity



Fundraise Your Way

Registered with FUNDRAISING REGULATOR

kgqhcharity.org.uk

Charity No: 1214859

Hello 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 funds. We hope that you find it inspirational and useful!



You're about to make a difference.

Every pound you raise will help us support patients, families and staff across King George Hospital and Queen's Hospital.

Your fundraising could help create a more comfortable hospital environment, provide additional equipment, support staff wellbeing or help fund projects that make a real difference to people's experiences of care.

So whatever you're planning, know that it matters.

Ready? Let's get fundraising!

About our charity

King George & Queen's Hospitals Charity is here to make a real difference to patients, families and staff across Barking, Havering and Redbridge University Hospitals NHS Trust (BHRUT). Thanks to the generosity of our supporters, we fund projects, equipment, facilities and experiences that go above and beyond what NHS funding can provide.

Why your fundraising matters

Whether you raise £10, £100 or £1,000, we don't just see a number – we see the difference you're helping to make.

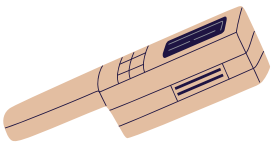
Your fundraising could support a particular ward or department, or go towards where it's needed most across our hospitals. The choice is yours.

Whatever your reason for fundraising, we'll make sure your support helps fund the things that matter most to you and makes a meaningful difference to patients, families and staff.



£25

Could provide therapeutic resources and activities to support the emotional well-being of people living with cancer



£100

Could help fund a vein finder, helping staff find veins more easily, reducing needle attempts and making procedures less stressful for patients

£15

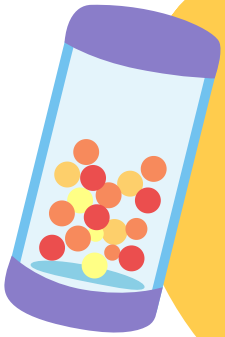
Could provide materials to create memory boxes for children who have lost a parent in critical care.





£10

Could provide arts and crafts materials to help keep children entertained and engaged during their hospital stay



£50

Could provide specialist sensory equipment and resources to support patients living with dementia



Let's start your fundraising journey

1 Pick your fundraiser

First things first – what are you going to do? It could be a sponsored challenge, a bake sale, a quiz night, a workplace fundraiser or something completely your own.

Our advice? Pick something you'll enjoy. If you're having fun, other people will want to get involved too!

2 Set your target

Give yourself something to aim for. Whether it's £100, £500 or £5,000, having a target can help keep you motivated and give your supporters something to get behind.

And remember – every pound counts. There's no such thing as a fundraising target that's too small.

3 Get your fundraising page live

Make it easy for people to support you by setting up an online fundraising page.

Tell people what you're doing, why you've chosen to support us and what you're hoping to raise.



4 Spread the word

Now for the fun part – tell everyone! Share your fundraiser on social media, tell your colleagues and ask your friends and family to share it too.

The more people who know about your fundraiser, the more chances you have to reach your target.

5 Have fun!

This is your fundraiser, so make it yours. Get creative. Get your friends involved. Challenge yourself. Celebrate the wins. Most importantly, enjoy it!

Need an idea?

We've got plenty!

We've put together our A–Z of fundraising ideas to get those creative juices flowing. From simple ways to raise money with your friends and family to bigger challenges that will get everyone talking, there's something for everyone.

Your A-Z guide of fun Fundraising ideas

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!

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?



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

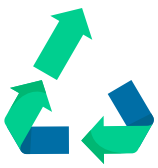
V

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

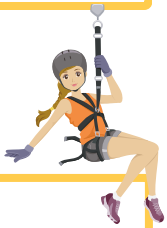


W

- **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 headfast 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

Or...Make up your own!

We LOVE an original idea.

Sometimes the best fundraising ideas are the ones nobody has thought of yet. If you've got an idea that you're excited about, run with it! Your fundraiser doesn't have to be huge, complicated or expensive. It just needs to get people excited and give them a reason to get involved.

Setting up your fundraising page

Ready to get your fundraising page up and running?

Setting up an online fundraising page is one of the easiest ways to collect donations. Your supporters can donate securely online, and you can share your page with friends, family and colleagues wherever they are.

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 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. **Visit** justgiving.com/KingGeorgeandQueensHospitalsCharity
2. **Click** on '**Fundraise for us**'
3. **Sign in** or create your login
4. **Follow** the instructions to create your Fundraising page

Make your page stand out

Tell your story

Explain: **What** are you doing? **Why** are you doing it? **Why** have you chosen to support King George & Queen's Hospitals Charity?

Add a great photo

A good photo can help your page stand out. Use a photo of yourself, your team or something that represents your challenge.

Need a hand?

If you need a bit more help, email us at hello@kgqhcharity.org.uk or call 01708 504335 and we'll guide you through it!

Your fundraising checklist

Ready, set, fundraise!

Use this quick checklist to keep yourself on track



Get Started

- ◯ Choose your fundraising idea
- ◯ Pick a date and set your target
- ◯ Get everything you need ready

Get your page live

- ◯ Set up your JustGiving page
- ◯ Add your story and a great photo
- ◯ Add your fundraising target
- ◯ Share your page link

Spread the word

- ◯ Tell your friends, family and colleagues
- ◯ Share your fundraiser on social media
- ◯ Ask people to share it too
- ◯ Keep everyone updated

Smash your target!

- ◯ Celebrate your milestones
- ◯ Give your supporters a final push
- ◯ Thank everyone who donated
- ◯ Share your final total



Just a few of our fundraising stars

From patient to fundraiser



After a prolonged hospital stay and intensive care following treatment for colon cancer, Collette Fraser dreamed of being able to walk in nature again. Determined to thank the teams who cared for her at King George Hospital, Collette and her partner Adam took on the Sussex Marathon by walking, raising an incredible £3,408.25 including Gift Aid for our charity. Collette said: “The kindness shown by so many staff members at King George Hospital was and is extraordinary. I know I would not be here now without their knowledge, dedication, care, compassion and expertise.” Inspired by her own experience and her father’s diagnosis, Collette’s marathon was a powerful way to celebrate how far she had come and give back to the hospital that helped save her life.



Terry’s 127-day thank you

At 80 years old, grateful patient Terry Coote took on an incredible fundraising challenge, walking three laps (around 0.6 miles) around Eastbury Manor House in Barking every day for 127 days. After being diagnosed with both oesophageal and bowel cancer, Terry underwent two nine-week courses of chemotherapy followed by a crucial 12-hour operation. Wanting to give something back to the incredible staff who supported him throughout his treatment, Terry decided to turn his daily walks into a fundraising challenge. “This walk is my way of thanking the incredible staff who supported me when I needed it the most. The first-class care I received was simply amazing.” Terry completed his final walk on Christmas Eve, which also marked five years since he celebrated being cancer-free.

What we funded

Thanks to Terry’s fundraising, the money raised helped us purchase a vein finder – specialist equipment that helps staff quickly and accurately locate veins, making procedures easier for patients and saving valuable time for both patients and staff. Terry later visited Sky B, a ward caring for cancer patients, to present the new vein finder to the team. Kerwin Calderon, Ward Manager at Sky B, said: “Terry’s dedication and generosity have provided our team with an invaluable tool that will improve patient care every day. His fundraising has left a lasting impact on our department.”



Spread the word

You've got your fundraiser sorted. Now let's get people excited about it!
The more people who know about your fundraiser, the more people who can get behind you. And don't be shy – people can't donate if they don't know you're fundraising!

Get social

Share your fundraising page on your social media and let people know what you're doing. Don't just post once and hope for the best! Keep your supporters updated throughout your fundraising journey.

Try sharing:

- When you launch your fundraiser
- When you reach a milestone
- Photos and behind-the-scenes updates
- A countdown to your big day
- A final push when you're close to your target
- Your final fundraising total

Tag us in your posts and we'll share!

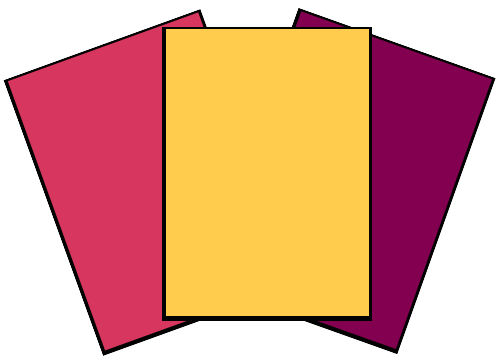
Top Tip
Don't forget to check whether your workplace runs a matched giving scheme - it could be a chance to double your money!

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!

Ask your supporters to share it too! One share could introduce your fundraiser to lots of new people.

Create posters



Shout about it!

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!
- Why not contact your local newspaper or online publication and ask if they're interested in promoting the event.
- Get in touch with your local radio station - they love finding out about fundraisers in the community
- Create your own social media hashtag

Paying in your 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



Raised money through JustGiving?

If you've collected donations through your JustGiving fundraising page, which is linked to our charity, **you don't need to do a thing!**

JustGiving will automatically send the money you've raised directly to us.

Pay via our website

kgqhcharity.org.uk



Donations can be made via **BACS/Online banking**. Email **hello@kgqhcharity.org.uk** and we will provide bank details.



Offline donations

Phone

We can take payments over the phone by calling **01708 504335**.

Mail

Cheques should be made payable to **"King George and Queen's Hospitals Charity"**. Please include a short letter, with your contact details and what the cheque is for.
Please send the cheque to:
King George and Queen's Hospitals Charity
210 South Street,
Romford RM1 1TR
Please do not send cash via the post

In person

You may want to bring your cash 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.

More of our fundraising stars

Going the extra mile for Nanny June



Louise Coulson-West took on not just one, but two major running events - the 10km London Winter Run and the Hackney Half Marathon, all to raise funds for our charity in memory of her Nanny June, who sadly passed away.

June received care at Queen's Hospital, including treatment for a rare blood disorder in the Cancer Sunflower Suite, and valuable support from the ICU team in her final weeks. Inspired by the care her nan received, Louise wanted to give back and help other patients and families. Thanks to her dedication, Louise has raised over £400 to support the work we do across our hospitals.



20 Years of Gratitude

On 18th May 2005, Priyanka's life changed in an instant when she was hit by a pedal cyclist, leaving her with a life-threatening brain injury. She was just 27 when she was rushed to King George Hospital, where our staff fought to save her life. Thanks to the incredible teams at both hospitals, Priyanka was stabilised and, after spending months on a ventilator and life support, followed by six months of hospital rehabilitation, she made an incredible recovery – returning to work within just a year. Twenty years later, Priyanka marked this incredible milestone by giving back to the teams who helped save her life. She hosted a 'Coffee to Celebrate' event, raising funds for the ICU units that continue to care for thousands of critically ill patients every year.

Giving back to support breast cancer care



International Central Gospel Church (ICGC Greater Grace Temple) has generously supported our breast cancer services at King George and Queen's Hospitals with an annual donation. Based in Barking, the church raises funds through fundraising events held within the church community, bringing people together to support patients and families affected by breast cancer.

Vinnie Quaicoe, leader of the women's group at the church, said: "We pray our little donation goes a long way to support those who need it most."

Things to remember

We want you to have fun, raise lots and stay safe while you're doing it!

Most fundraisers are simple and straightforward, but depending on what you're planning, there may be a few things you need to think about before getting started.

Put safety first

Think about what could go wrong at your event or activity and what you can do to prevent it.
Make sure:

- Your venue or location is suitable and safe
- Equipment is safe and used correctly
- Everyone involved knows what they're doing
- You have appropriate first aid arrangements where needed
- You have a plan for dealing with emergencies

If you're taking on a physical challenge, make sure it's suitable for your level of fitness and prepare properly.

Check if you need permission

Some fundraising activities may need permission, licences or additional arrangements.
For example, you may need to check requirements if you're:

- Collecting money in a public place
- Organising a raffle or lottery
- Selling or serving alcohol
- Selling food
- Using a public space or venue
- Hosting a large event

Not sure? Check before you start. It's always better to ask than find out afterwards!

Raffles, lotteries and competitions

There are rules around raffles, lotteries and other games of chance, and what you need to do can depend on how and where you're running them. Please visit the Gambling Commission website for more information.

Food & drink hygiene

If you're making or selling food, take care with food preparation, storage and allergens.
Make sure you know what ingredients are in the food you're serving and clearly communicate any allergen information to your customers. For more information visit www.food.gov.uk

Using our name and logo

Our branding is important to us. If you'd like to use our 'In Aid Of' logo or need a hand with posters, invitations or other promotional materials, just get in touch - we're happy to help!



You've got this!

Thank you for choosing to fundraise for King George & Queen's Hospitals Charity. We couldn't do what we do without people like you.

Keep in touch

Tag us in your fundraising adventures!

@King George and Queen's Hospitals Charity
Share your photos, tell us how you're getting on and let us celebrate your fundraising with you!

Call: 01708 504335
Email: hello@kgqhcharity.org.uk
Visit: kgqhcharity.org.uk

Registered Charity Number: 1214859