King George & Queen's Hospitals Charity



# Fundraise Your Way

kgqhcharity.org.uk

Registered with FUNDRAISING REGULATOR

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 on a challenge, this pack has everything you need to get started. From fundraising ideas and helpful tips to advice on paying in your funds, we're here to support you every step of the way. We hope you find it useful and inspiring!

### 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.






"The staff at Queen's saved our son's life. This is my way of saying thank you."

**-Mike Bagguley**

Took part in two Ironman challenges in honour of the life-saving care his son received.

# 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.

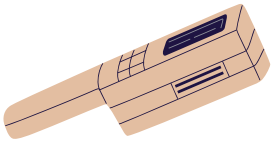
Your fundraising could support a particular ward or department, or go towards where it's needed most across our hospitals. The choice is yours.

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 wellbeing 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**

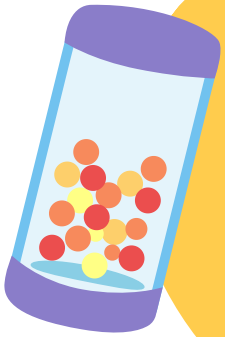
Could provide materials to create memory boxes for children who have lost a parent in critical care





**£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**



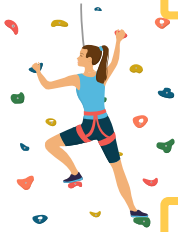
## O

- **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**

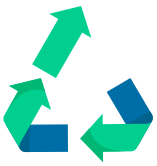






## U

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



## V

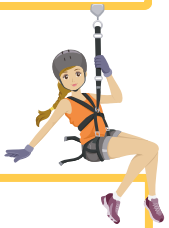
- **Vegetable growing -** see what vegetables you can grow and sell
- **Virtual fundraising event**





## 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 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. **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

## Going the extra mile for Nanny June

Louise Coulson-West took on the London Winter Run 10K and Hackney Half Marathon to raise funds for our charity in memory of her Nanny June, who received care at Queen's Hospital. Inspired by the kindness of the Cancer Sunflower Suite and ICU teams, Louise wanted to give back and support other patients and families.






## Terry's 127-day thank you

At 80, grateful patient Terry Coote took on an incredible challenge, walking three laps around Eastbury Manor House every day for 127 days to raise funds for our charity. After treatment for oesophageal and bowel cancer, Terry wanted to give back to the staff who supported him. Terry completed his final walk on Christmas Eve, five years after celebrating being cancer-free.



## What we funded

### Vein finder

A vein finder is a device that uses light to make veins easier to see under the skin, helping healthcare professionals insert needles for blood tests.

> "This walk is my way of thanking the incredible staff who supported me when I needed it the most."
>
> **-Terry Coote**

## From patient to fundraiser

After a prolonged hospital stay and intensive care following treatment for colon cancer, Collette Fraser dreamed of walking in nature again. To thank the teams who cared for her at King George Hospital, Collette and her partner Adam walked the Sussex Marathon, raising funds for our charity.



> "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."
>
> **-Collette Fraser**




## 20 years of gratitude

In 2005, Priyanka was rushed to King George Hospital with a life-threatening brain injury after being hit by a cyclist. After months on life support and six months of rehabilitation, she made an incredible recovery and returned to work within a year. Twenty years later, Priyanka celebrated her recovery by hosting a 'Coffee to Celebrate' event, raising funds for the ICU teams who helped save her life.

## Supporting breast cancer care

ICGC Greater Grace Temple Church in Barking generously supports our breast cancer services through annual donations raised by fundraising events within the church community.




> "We pray our little donation goes a long way to support those who need it most."
>
> **-Vinny Quaicoe, Leader of the women's group**

# 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, so 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.**

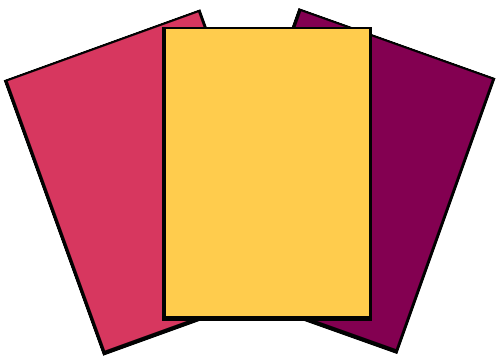
## Shout about it!

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

## Create posters



# 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 Cashier's Office located at both Queen's or King George Hospitals.

# Things to remember

**We want you to have fun, raise lots of money 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, 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**