



London  
North West  
Healthcare  
Charity

Brent, Ealing & Harrow

Enhancing the lives of  
our patients and staff



# Fundraising Toolkit: Advice, guidance and tips

Registered Charity No: 1083634



Registered with  
FUNDRAISING  
REGULATOR



[Inwhcharity.org.uk](http://Inwhcharity.org.uk)

# Thank you...

The support we receive from our local community is incredible. The generosity and kindness our dedicated healthcare teams are shown every day by grateful patients, their families and friends, businesses, faith groups and clubs is remarkable.

For that we are truly grateful.

This booklet is designed to help you achieve your fundraising targets and have fun along the way. There are tips and advice, help with setting up a fundraising page, activity ideas and ways to share your story through social media.

And we will be with you every step of the way, providing as much support as you want or need.

Thank you for doing something truly amazing and choosing to support your local hospital.



“What I did was just a small token to recognise the amazing work done by the whole team at the Centre and the entire hospital, from the cleaners, catering staff and porters to the nurses, doctors and consultants, in caring for patients like myself.”

Michael Reed, Ride London 2019,  
raising funds for the Regional Maxillofacial  
Centre at Northwick Park Hospital



# Your fundraising will have a real, direct and positive impact on patient care.

Whether you're fundraising to create a calming and peaceful visitors' room on a particular ward, to purchase cutting-edge equipment, or to help fund innovative research, we guarantee that your hard work will make a real difference, enabling our staff to deliver exceptional healthcare now and in the future.

Fundraising and donations enable us to support our amazing staff in providing the best care they possibly can. Your fundraising can make the difference between great care and outstanding care, helping to make our patient environments comforting, welcoming and inspiring.

Below are some of the ways our fantastic supporters have improved their hospitals:



## **Awake Surgical App**

A new App that has opened up a revolutionary surgical technique to non-English speaking patients throughout North West London.



## **Special Feeding Chairs**

These chairs are used to encourage vital skin-to-skin contact between a parent and their premature baby, allowing them to hold their babies safely.



## **Advanced Training**

Funding 20 LNWH NHS Trust nurses to undertake bespoke training towards a degree or to attend various stand-alone modules.



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# Be creative. Be inspired. But most of all... Have FUN!

Your fundraising could be zany, it could be complicated, it could be challenging or it could be simple and straightforward.

The choice is entirely yours.

Whatever you decide to do make sure you, those that are helping you and anyone else involved is having fun, is safe and knows why you are fundraising.

## **Do you what you love and have fun!**

Fundraising should never feel like a chore, so make sure you pick an activity or event that you are going to enjoy. Whether it's a quiz night, a bake sale, a running challenge, an overseas trek, a music event or golf day, do what you do best!

## **Let everyone know what you are doing!**

Friends, family, work colleagues, your employer, neighbours, social media contacts, people at your gym or sports club or place of worship...

Some may want to help or take part, while others might sponsor, donate or attend your event.

## **Give yourself enough time to do it right!**

It is fantastic that you want to support your local hospital and our amazing staff, but sometimes planning an event can take longer than expected.

We are here to support you, so feel free to chat with us and we may be able help with your plans.



# From Santa suits to golfing shoes, there are so many ways to support.



## A golf day to support cancer services

Keen golfer Joe Regan was able to combine his passion for the sport with his desire to thank the clinical team that helped him through his two and a half year battle with lymphoma. With the support of local golf societies he raised £8,000.

## Local company 'sleigh' a 5k Santa Run

An intrepid team of Santa Claus from Harrow Tech Company, TalenTeam, joined over 2,000 other Father Christmas-a-likes to take part in the annual 'Santa in the City' run. The event was part of their ongoing support for our children's ward, Jack's Place.



## Ealing Half Marathon Heroes for Meadow House

50 fantastic runners tackled the prestigious Ealing Half Marathon in 2019 in aid of our Meadow House Hospice located at Ealing Hospital. The wonderful team running the 13-mile course raised over £20,000 in aid of people with life-limiting illnesses.



## Local School shows Support for LNWH Charity

Glebe School is passionate about performing arts and their fundraising usually involves song, dance and theatre. They hosted special events for their families and friends, raising funds to help the purchase and installation of this fantastic outdoor play area.



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# Tips to be 'the tops' at fundraising!

## Inspire your supporters!

Let people know why you are raising funds and the impact their donations will have on patients, their families and our staff. Direct them to our website or request some of our information leaflets.

## Speak to your employers about matched funding!

Many employers will be happy to match your fundraising or make a contribution to your target. We can provide them with official letters of receipt and recognise their donation.

## Always ask for a charity discount!

We can provide you with a 'letter of authority' that could enable you to approach suppliers for a discount. Always try to keep your costs as low as possible, so that you can donate more to your cause.

## Make the most of Gift Aid!

Gift Aid is a scheme whereby we can claim tax back on certain donations from individual UK taxpayers. While online donations do this automatically, we can help with your offline donations.

## Shout about what you are doing!

You can promote your activity or your fundraising total on your social media channels but don't stop there. What about your local newspaper, radio station, regional or local news websites?

## Create an online donation page!

We recommend JustGiving, but there are other platforms available, including Facebook and VirginMoneyGiving. Information on how to set up an online page can be found in this booklet.



# Online fundraising pages...

An online fundraising page is the perfect way for your family, friends and colleagues to donate, no matter where they are in the world. Gift Aid is also taken care of, if applicable, and all your fundraising is automatically distributed to LNWH Charity so we can assign them to the ward or department of your choice.

## Tips to make your page a success:

- ♥ Make it **personal** and tell the story of why you are fundraising
- ♥ Including **photos** on your page has been proven to increase donations.
- ♥ Set an **ambitious but realistic target**. Pages with fundraising targets raise more money than those without a target.
- ♥ If you meet your **target**, set a new one!
- ♥ Let your supporters know how they will be **making a difference**. We can help you show the impact of your fundraising to all your supporters.
- ♥ **Share** your page with everyone. It is simple to do and can be done regularly throughout your fundraising activity.
- ♥ People often match the first few donations, so approach your **most generous contacts** to make the first contributions.
- ♥ A fifth of donations come in **after** your fundraising event or activity, so keep reminding people on what you achieved.

## Setting up a JustGiving Page

1. Create or log in to your account and click 'Start Fundraising'.
2. When asked 'Are you fundraising for a registered charity?', select 'Yes, continue'.
3. Search for 'LNWH Charity' and select.
4. Fill in your event details.
5. Choose your page name/web address – this is the link you'll be sharing with friends, family and colleagues.
6. Click 'Create your page'.

That's it. You are all done. More info can be found by **clicking this link**



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# Social media...

In a connected world, it is quick and easy to promote your fundraising.

## Share...

Your online fundraising page and your fundraising story.

You're doing something amazing, so let the world know. And always tag us in!

## Post regularly...

Keep everyone up-to-date by posting often. The best times to post are between 8am - 4pm. The best days are Thursday and Friday.

## Use video, GIFs, photos...

There is a lot of traffic on social media, so you need to make your posts stand out by being interesting, entertaining and compelling.

## Facebook fundraising...

Facebook has introduced tools for donating and fundraising, so check out ways to ask your networks for support.

## Pay-day posting...

Make sure you post on or just after pay-day when people have been shown to be more generous and able to support.



@LnwhCharity



@LNWHCharity1



lnwh-charity





# The boring but important stuff...

It is really important that your fundraising is both legal and safe. Below are some things you may need to consider and confirm before you start fundraising, depending on what you are doing and where.

As an 'In Aid Of' fundraiser, you will need to notify us of what fundraising activities you are planning. We can provide you with an 'In Aid Of' logo and a letter outlining that we are aware of your fundraising that you can use to approach businesses for charity discounts or support.

If you or helpers are preparing food, especially home-made items, make sure that high hygiene standards are adhered to, all ingredients are displayed and that food allergies and intolerances are taken into consideration.

If you are holding an event where the general public will be invited, you may wish to consider taking out Public Liability insurance, especially if you are not covered by the venue you are hiring from. Please note that LNWH Charity insurance **will not** cover any event you organise or host.

There are rules surrounding raffles and prize draws. The easiest option is only selling tickets and completing the draw during your event. For the latest rules, please visit [gamblingcommission.gov.uk](http://gamblingcommission.gov.uk) or contact us for advice.

It is important to check whether you need special licences to sell food or alcohol, provide public entertainment or undertake collections.

It is important to us that fundraising is **ethical, honest and respectful**. In this regard, there are a number of things listed below that we **will not sanction**:

- Door-to-door collections, under any circumstances.
- Street collections without prior permission from LNWH Charity and use of official collection tins.
- Any activity that could place people in serious financial, mental or physical harm.



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# Sending your money in...

While setting up an online fundraising page is the easiest way, there are other methods of getting your donations to us or directing your supporters to donate:

- ♥ Make a donation via our secure website [lnwhcharity.org.uk/donate](http://lnwhcharity.org.uk/donate)
- ♥ Call us on 020 8869 3367 to safely make a payment over the phone using a debit or credit card.
- ♥ Pop into our office and see us here at Northwick Park Hospital. Alternatively we can meet you at both Ealing and Central Middlesex Hospitals as well.
- ♥ Post cheques to us at LNWH Charity, 7th Floor Admin Block, Northwick Park Hospital, Watford Road, Harrow HA1 3UJ and include a covering letter with your name and contact details. Cheques should be made payable to 'LNWH Charity'.
- ♥ Donations can be dropped off at the cashiers' office at Northwick Park, Ealing and Central Middlesex Hospitals.

**Thank you for supporting  
the nurses, doctors, consultants,  
surgeons, anaesthetists, paramedics,  
pharmacists, healthcare assistants,  
physios, therapists, researchers,  
porters, volunteers, cooks, cleaners,  
ward clerks and administrators  
of your local NHS Trust.**



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