

Your Charity for BSUH NHS Trust

Fundraising Pack



Welcome to your fundraising pack

Thank you for your support of Brighton and Sussex University Hospitals Charity. We want to improve the experience of every patient, but we can't do it without you!



About Us

As the official charity for Brighton and Sussex University Hospitals NHS Trust, we're dedicated solely to raising money for all wards and departments across our hospitals: the Royal Sussex County Hospital, The Royal Alexandra Children's Hospital, the Sussex Eye Hospital and the Princess Royal Hospital.

The charity exists to enhance the Trust's care and services, helping us to go above and beyond what we can do with core government funding. Support of BSUH Charity provides state-of-the-art equipment for patients, healing environments, specialist training for staff and innovative research opportunities.

Our Vision: To improve the experience of every patient

In addition to general fundraising, Brighton and Sussex University Hospitals Charity supports all areas of the Trust. If you would like to raise funds for a preferred ward or area, please contact a member of the charity team so that we can ensure the funds you raise go directly to the area specified by you. We can be reached at Charity@bsuh.nhs.uk or by phoning Jess Burgess on 01273 665102.

By fundraising for Brighton and Sussex University Hospitals Charity, you improve the quality and effectiveness of the care and services patients receive throughout Brighton, Hove and Mid Sussex.

This pack will help guide you in your fundraising efforts with some tips and tricks. We hope you find useful fundraising ideas, helpful collecting advice, and other relevant materials included.

If you have any further questions or queries, or would like to share your ideas and events with us, please contact us. Your fundraising is at the forefront of the Charity, and we are here to support you! Please call Jessica Burgess, Fundraising Manager, on 01273 665102 email Charity@bsuh.nhs.uk.

Thank you again for getting involved and supporting Brighton and Sussex University Hospitals Charity. You make it possible to improve the experience of every patient.

Fundraising Tips

- 1. Give us a ring**

Call 01273 665102 or pop in for a chat! Our office is tough to find, so we'll give you directions so you can find us.
- 2. Start planning now**

Don't put it off; planning takes time so start early. Give yourself plenty of time to plan your fundraising activity or event.
- 3. Set a fundraising goal**

Make sure you set a goal that's inspiring but achievable. Giving your supporters something to aim for always helps. Don't forget about Gift Aid.
- 4. Set up an online giving page**

At <https://www.justgiving.com/bsuhnhs>, you can create a free online fundraising page. Just select "Raise money for us" on the left side of the page and follow the instructions to 'Make your Page.' By writing a personal message, adding a photo, and setting a fundraising goal, you make it easy for people to donate to your event. Direct your contacts to your personal web page, and link it to your facebook account for quick and easy promotion.
- 5. Get others involved**

Create a list of friends and family and ask if they'd be happy to help. You never know, they could donate raffle prizes or help send out a link to your fundraising page. Send thank you notes to everyone who supports you.
- 6. Be passionate**

Remember why you are supporting the Charity and share your enthusiasm during your fundraising efforts. A personal story and message about why you're supporting the cause goes a long way. If BSUH has helped you or someone you know, explain how and money donated to your event will go towards helping others.
- 7. Ask your employer for their support**

Many employers can get on board in different ways. Consider asking about

 - a. Employer matching
 - b. Hosting fundraising activities such as dress down days, raffles cake sales
 - c. Promoting your JustGiving webpage – use the link in your email signature.
- 8. Try and get some local involvement**

Let your local paper and radio station know about your event. Local businesses might also sponsor you or donate raffle prizes. If you need help writing a press release, please contact our office.
- 9. Check it's safe and legal**

Safety first! Check to see if a first aid kit should be present at your event. Also, some events require licenses and other applications. If you need help making sure you meet your legal requirements, we can help.
- 10. Keep it fun!**

Use your energy to make your event creative – perhaps promise something different, like dressing up for your run if you meet your fundraising goal. Enjoy the hard work of your planning and enjoy!

A-Z of fundraising



Some ideas to get you started

- **A**fternoon tea party, auction, antiques fair, arts/crafts stall/exhibition/fair
- **B**ook sale, BBQ, bring and buy sale, barn dance, bingo, bridge drive
- **C**ar boot sale, cake stall, coffee morning, carol singing, concert
- **D**ance-a-thon, dog walking, dressing differently day, darts tournament, disco
- **E**bay, Easter egg hunt, egg and spoon races
- **F**ancy dress, face painting, fashion show, football tournament, film night
- **G**arage sale, guess the baby/sweets in a jar, golf day, garden party
- **H**ead shave, house-to-house collection, Halloween party
- **I**nternational food evening, It's a knockout, indoor games
- **J**am making, juggling, job-swap, jazz evening
- **K**araoke, knit-a-thon, kiosks – tea, coffee, etc.
- **L**uncheon, lecture night, leg waxing (for men!), line dance
- **M**usic quiz, mufti day, murder mystery evening
- **N**early new sale, non-uniform day, name that tune
- **O**ffice Olympics, open garden day, obstacle races
- **P**arachute jump, plant sale, party, Payroll Deduction Scheme (PAYE)
- **Q**uit it, quiz night
- **R**ace night, raffle
- **S**ponsored activity – walk/cycle/swim/silence, swear box, salsa night
- **T**alent show, tournaments, three-legged races, tombola, team challenges
- **U**nwanted goods sale, U do a dare day
- **V**ariety show, virtual challenge, volunteering, Valentine's ball
- **W**elly throwing competition, world food night, wine tasting evening
- **X**mas party, X marks the spot (treasure hunt)
- **Y**oga-thon, yellow themed night, your own ideas
- **Z**any accessories/clothes/tie day, zumba dancing day

BSUH Charity, Royal Sussex County Hospital, c/o Post Room, Eastern Road, Brighton BN2 5BE

Charity Registration No. 1050864

Tel: 01273 664843 • email: Charity@bsuh.nhs.uk

Version 1 • Review Due: April 2018

Important Information

Prior to beginning your fundraising, please complete the fundraising agreement form and either email or post the form to the address at the foot of this page. Our team is very appreciative of fundraising carried out by members of our community, and we want to support your efforts!

Once your form is received, a member of the fundraising team will contact you and provide you with a certificate of authorisation so that you can start fundraising.

For all of your promotional and advertising materials, tickets, posters, etc, please state that you are raising money:

- In aid of (General Fund OR name of ward or department)
- Brighton and Sussex University Hospitals Charity (BSUH Charity)
- Registered Charity No. 1050864

Make Money Raised Go Further

Gift Aid is an easy way to add 25p to every £1 given as a donation, so long as donors and sponsors state that they wish to **Gift Aid** their donation. That means if your sponsors give £10 and gift aid it, the total received by RCHT will be £12.50. If your sponsors pay UK income or capital gains tax equal to the tax that will be claimed, please ask that they **Gift Aid** their donation.

Sponsors must provide their full name, address and postcode, and clearly check the Gift Aid box on the sponsorship form. **Gift Aid** can only be claimed for donations given by individuals, not for business donations or ticket sales for events or raffles.

We've provided a sponsorship form and Gift Aid declaration form in this pack.

Getting Started

When planning your fundraising events and activities, please note that there are certain legal procedures that must be followed. These procedures protect you and your donors, and are created by local and central government. You can find guidance for fundraising on the Institute of Fundraising website: <http://www.institute-of-fundraising.org.uk/guidance/>. If you have further questions, please contact us.

Licenses

Your event may require you to have a license, especially if it includes entertainment or the sale of alcohol or food. Please take the time to speak with your local council about your event and any permissions you may need.

Mid Sussex District Council – Temporary Event Notices (TEN) information and application:
<http://www.midsussex.gov.uk/planning-licensing-building-control/licensing/temporary-event-notices/>

Brighton & Hove City Council – Temporary Event Notices (TEN) information and application:
<http://www.brighton-hove.gov.uk/content/business-and-trade/licensing-and-gambling/temporary-event-notices>

Collections/Raffles

Street collection or door-to-door collections require you to obtain a permit from the local council. Raffles also have guidelines and regulations with which you must comply. Please check with your local council about obtaining the appropriate permits, and contact us if you have further questions.

Mid Sussex District Council – Street collections information and application:
<http://www.midsussex.gov.uk/planning-licensing-building-control/licensing/street-collections/>

Brighton & Hove City Council – Street collections information and application:
<https://www.brighton-hove.gov.uk/content/business-and-trade/licensing-and-gambling/street-collections>

Insurance

Some events require organizers obtain a license. Please check the [Institute of Fundraising webpage](#) for general information. For more detailed guidance, visit the [Department of Culture, Media and Sport website](#).

Health and Safety

In order to guarantee the safety of your event, we advise you to perform a risk assessment to flag any potential issues. It is critical that the necessary safety procedures are in place for your event and that participants are informed. Depending on the size of your event, you may want to consult your local fire safety officer or hire a first aid officer.

Please also make certain that at least two people are involved in carrying any money, to ensure your safety.

Sponsorship and Gift Aid Guide

- Ensure that you show the individual fund for which you are raising money on the 'In aid of' line of the form.
- Starting your sponsor form with your 'best sponsor' may set a trend.
- Collect the pledges as soon as possible.
- Make cheques payable to: Brighton and Sussex University Hospitals NHS Trust Charitable Fund. **Please remember to indicate the individual fund you are supporting.**
- Make a list of your family and friends, sports clubs, schools, work colleagues etc. Decide the best way to contact them.
- Friends and family are always the first place to start and are the best source of encouragement.
- Look to your work colleagues for donations.
- You don't have to do this on your own – develop a team of supporters and ask them to get pledges on your behalf.
- **GIFT AID IT** - remind your sponsors that if they are UK taxpayers they can Gift Aid their sponsorship by ticking the column for Gift Aid on your sponsor form, this will raise their donation by an extra 25p per £1 donation.

Points about Gift Aid

- It is not the participant who is the donor.
- The people who sponsor the participant are the donors and these are the people entitled to use Gift Aid to increase the value of the amount they pledge as sponsor money.
- Every sponsor who wishes to make a donation using Gift Aid must make a Gift Aid declaration. This can be done by ticking the box on the right-hand side of the sponsorship form. **For the declaration to be valid, the sponsor must complete all the other columns in full.**
- Sponsors **must** write their full name and not just, for example, 'Uncle Bert'.
- The full name and home address is required so that HMRC can identify them.



Fundraising Agreement

Date and Time of Activity:

Describe the Fundraising Activity (location, activities, etc.): _____

Specify "General Fund" or dept/ward to benefit from the money raised: _____

Fundraiser Details:

Name: _____

Address: _____

Postcode: _____

Telephone (H) _____ (M) _____

Email _____

Preferred Contact (please **X**): Email () Phone ()

In signing this form, the fundraiser agrees to the following conditions:

1. The Fundraiser will state they are raising money 'in aid of Royal Cornwall Hospitals Charity' on all receipts and communications to the public.
2. The Fundraiser will ensure all activities are lawful and/or in line with Institute of Fundraising's Code of Fundraising Practice policies and guidelines.
3. The Fundraiser will notify Royal Cornwall Hospitals Charity of any events held in addition to those listed above.
4. The Charity has the right to refuse to recognize any fundraising activities which it believes are not in the interest of the Charity.
5. The Fundraiser will keep accurate accounting records for all the monies raised on behalf of the Charity and allow the records to be open for inspection.
6. The Fundraiser will account to the Charity within 28 days of the monies being raised without making any deductions.
7. The Fundraiser may be entitled to reimbursement for reasonable expenses incurred during fundraising activities. The Fundraiser should discuss potential costs and reimbursement with the Charity prior to beginning fundraising activities.
8. This authorization represents an agreement between the Fundraiser and the Charity. The Fundraiser is not permitted to represent the Charity for any other purpose.

Signed by the Fundraiser:

Name

Signature

Date

BSUH Charity, Royal Sussex County Hospital, c/o Post Room, Eastern Road, Brighton BN2 5BE

Charity Registration No. 1050864

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giftaid it

Charitable Fund - Registered Charity No: 1049687
Sponsorship and Gift Aid declaration form

Please sponsor me (name) _____
 To (event) _____
 In aid of _____

If I have ticked the box headed 'Gift Aid? ✓', I confirm that I am a UK Income or Capital Gains taxpayer. I have read this statement and want the charity named above to reclaim tax on the donation detailed below, given on the date shown. I understand that I must pay an amount of Income Tax and/or Capital Gains Tax in the tax year at least equal to the amount of tax that all the charities I donate to, will reclaim on my gifts for that tax year. I understand that other taxes such as VAT and Council Tax do not qualify. I understand the charity will reclaim 25p of tax on every £1 that I have given. I understand that if I pay less Income Tax and/or Capital Gains Tax than the amount of Gift Aid claimed on all my donations in that tax year it is my responsibility to pay any difference.

Remember: Full name + Home address + Postcode + ✓ = *giftaid it*

Please use a blue or black pen and write in CAPITAL letters.

Full Name (First name and surname)	Home address (Only needed if you are Gift Aiding your donation), Please don't put your work address here)	Postcode	Amount £	Date paid	Gift Aid? ✓
Total carried forward					

Full Name (First name and surname)	Home address (Only needed if you are Gift Aiding your donation), Please don't put your work address here)	Postcode	Amount £	Date paid	Gift Aid? √
Total brought forward					
Total donations received			£		
Total Gift Aid donations			£		
Date donations given to the Charity					



Brighton and Sussex University Hospitals NHS TRUST CHARITABLE FUND
 Registered Charity No: 1050864
 Sponsorship and Gift Aid declaration