

# Fundraising pack

Making your hospitals even better



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# Thank you

## For choosing to fundraise in aid of Colchester Hospitals Charity.

This booklet has been designed to give you inspiration, guidance and all of the information you need to know when organising an event.

If you need any other information or advice, please get in touch.

Email: [fundraising@colchesterhospital.nhs.uk](mailto:fundraising@colchesterhospital.nhs.uk)

Telephone: 01206 745282

Online: [www.cohoc.org.uk](http://www.cohoc.org.uk)



CoHoC



@CoHoC\_ #CoHoC

Thank you for your support and good luck with your fundraising.

Please keep in contact with us as we love to hear how our fundraisers are doing!



# How the money **will** make a difference...

CoHoC helps Colchester Hospital University NHS Foundation Trust (the Trust) do more for the patients cared for by the Trust's staff. There's often a new piece of equipment, more up-to-date technologies, and newer fixtures and fittings that will improve the patients' environment. It's these extras - some small, some large - which are above and beyond the scope of the NHS budget, that really make a difference to patients, and the care that our staff can deliver.

**£50** could help run a support group for patients with a serious illness

**£25** could buy a swimsuit for a mastectomy patient

**£15 a month** could buy tea and coffee for patients receiving chemotherapy



**£5 a month** could buy non slip slippers for elderly patients

**£100** could buy a special cushion to help stroke patients

**£200** would help to pay for an extra ventilator cot for the Special Care Baby Unit

## A – Z Fundraising Ideas

### A Abseil

Aerobathon  
Afternoon tea  
Art exhibition  
Arts and crafts fair  
Assault course  
Auctions

### B

Bag packing  
Barn dance  
BBQ  
Beauty and  
pamper evening  
Bike ride  
Bingo  
Black tie event  
Book sale  
Bridge evening  
Bring and buy sale

### C

Cake sale  
Car boot sale  
Car wash  
Casino  
night  
Charity t-  
shirt day  
Cheese  
and wine night  
Chocolate ban  
Christmas card  
sale  
Christmas fair  
Coffee morning  
Colour theme days  
Comedy night  
Craft fair

### D

Dance event  
Darts match  
Dinner party  
Disco  
Dog walking  
Dress down/up  
day

### E

Easter egg hunt  
Eating marathon  
Ebay your items  
Eighties night

### F

Face painting  
Fairs  
Fancy dress  
Fashion show  
Film night  
Football match  
Fun run

### G

Game show  
Garage sale  
Garden party  
Golf day  
Guess the...

### H

Halloween party  
Head shave  
Hula hoop contest

### I

Indoor games  
It's a knockout

### J

Jazz night  
Jewellery making  
Jumble sale

### K

Karaoke

### L

Ladies that lunch  
Line dancing  
Loud tie day

### M

Magic show  
Masked ball  
Money boxes

Murder mystery  
night  
Music concert

### N

Name the teddy  
Netball  
tournament  
New Year  
resolutions  
Non-Uniform day

### O

Office party  
Open garden  
Ornament sale

### P

Pamper day  
Parachute jump  
Photo day  
Plant sale  
Poker game  
Pub quiz

### Q

Quiz night

### R

Race night  
Raffle  
Ramble  
Recycle  
Rock climbing  
Running event

### S

Sky dive  
Sleepover  
Speed dating  
Spelling bee  
Spinathon  
Sponsored silence  
Sports day  
Swear  
box  
Swimming  
event

### T

Talent show

Teddy bear picnic  
Tennis tournament  
Tombola  
Toy sale  
Treasure hunt  
Trek  
Tug of war

### U University

challenge  
Unwanted gifts

### V

Valentines party  
Variety show  
Volleyball  
tournament

### W

Walks  
Waxing  
Wine tasting

### X

X-factor  
competition  
Xmas evening

### Y

Yogathon

### Z

Zumbathon

# Let's get started!

## Your step by step guide to holding an event

### 1. What?

Pick an idea that you think you will enjoy doing. Use our A – Z Fundraising ideas to give you extra inspiration!

### 2. Who?

Remember you don't have to do all the organising on your own. Try and ask family and friends if they would like to help. You could even approach the local community for support.

### 3. How?

Decide if your idea is realistic by creating a rough timetable and event plan. Need help with this? Get in touch!

### 4. When?

Avoid clashes with local or national events. Allow enough time from the start of planning to the day of the event, so everything runs smoothly. Think about the weather too! An outdoors event like walking may be more popular in the summer months.

### 5. Where?

Choose a venue that is suitable and the right size for the event you are holding. To enhance people to come, try and make sure the venue has good transport links. Does the venue have catering facilities? Try and get as many things as possible for free or at a discount, to keep running costs low. Check the venue's public liability insurance and make sure your event will be covered.

### 6. Why?

Tell everyone why you have decided to fundraise for CoHoC. Use JustGiving, social media and anything else you can think of!

# Publicising your event

## Press release

The local media are often looking for stories about people who are fundraising for charity. One of the best ways to do this is to write a press release.

## What's on guides

Find local newspapers and websites that advertise events. Contact the editor and ask if your event can be included.

## Posters and flyers

Advertise your event by creating posters to display in local shops. Also, handing out flyers to the community will boost awareness.

## Photos

Get one of your helpers to take photos and videos to raise more money after your activity. These could be sent to the local media or put on social networking pages to attract more donations. Just remember to get permission from the people you photograph.

## Social media

Social media is a great way to promote your event. Advertise on your Facebook, Twitter or any other networking site you use to let people know what you're planning to do. Let us know if you would like us to tweet about your event or mention it on our Facebook page.



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@CoHoC\_ #CoHoC

## JustGiving

JustGiving is a quick and easy way for people to donate and for you to advertise your event. The site gives you the option to tell your story and why you are raising money. This can also be linked to your Facebook and Twitter to raise even more awareness!

Go to [www.justgiving.com/cohoc](http://www.justgiving.com/cohoc) to set up your page or make a donation

# Keeping it safe and legal

## Food Hygiene

If food is available at your event, food safety laws may apply. To find more information about what food hygiene procedures may apply to you, contact your local council or visit [www.food.gov.uk](http://www.food.gov.uk).

## EU Food Allergens Regulations

The new rules came into effect on 13th December 2014 but do not apply to foods provided at charity events. Individuals who are not food businesses and occasionally provide food at charity events or voluntary cake sales, for example, do not need to follow the requirements of the Food Information Regulations. However, if you do provide information voluntarily it **must** be accurate. Please call the Fundraising Team if you require further advice.

## Licences

You may need a special licence, depending on your event. E.g. public entertainment, alcohol licences. To find out if a licence is needed, please contact us or your local authority. These licences will be free of charge.

## Raffles

If a raffle is held on the day of your event and the tickets are sold during the event, a licence is not needed. For more information and advice, please visit [www.gamblingcommission.gov.uk](http://www.gamblingcommission.gov.uk).

## Risk assessments

Please conduct a risk assessment before your event to identify any hazards that could occur. Depending on the scale of your event, it may be a good idea to have first aid cover from your local Red Cross or St John's Ambulance. For more information on health and safety please visit [www.hse.gov.uk](http://www.hse.gov.uk).

## Collections

Remember, it is illegal to collect funds through house to house or street collections without a licence. Please contact your local council to obtain a licence. If you want to collect funds in a private area, E.g. a supermarket, then you need permission from the owner, but you do not need a licence. The minimum legal age to collect money is 16 without adult supervision.

## Insurance

Please remember that you are responsible for the event and CoHoC is not liable. If you are planning an event that involves the general public, please ensure that you have the necessary insurance, E.g. public liability insurance.

## Fundraising materials and publicity

All of your fundraising materials should clearly show that you are fundraising in aid of CoHoC but you do not represent the charity. Remember that all materials should also show our registered charity number (1051504). We can supply our logo and any guidelines for designing fundraising material.

## The money side

For your own protection, all funds collected should be sent to us as soon as possible. Please do not send cash through the post. Instead, bank any cash you receive as soon as possible, and send a cheque made payable to Colchester Hospitals Charity.

### **Top tip! Gift aid**

Please ask your sponsors to choose the gift aid option (on JustGiving) or sign the gift aid declaration. This will enable us to claim tax back. This means for every £1 you raise, we will be able to claim back at least 25p, which will boost the overall total.

# Register your event

Please register your event or fundraising activity with the Fundraising Office so that we can provide you with a letter confirming you are fundraising for the CoHoC.

You can also get in contact with us via email or telephone to order promotional materials which will help to make your event a great success.

Please note that by completing this form you are agreeing to raise funds for CoHoC and that all proceeds will be forwarded to the Charity.

## Fundraising Registration Form

Contact details of Fundraising Organiser	
Name _____	
Address _____	
_____	Postcode _____
Email address _____	
Phone daytime _____	evening _____ Mobile _____
Date of event? _____	Name of Event _____
What are you planning to do? _____	
_____	
_____	
How much do you hope to raise? _____	
Where will it happen? _____	
How will you promote the event? _____	
Name of appeal, ward or project that you are fundraising for? _____	
Can we put your event and contact details on our Facebook page so that people can get in touch if they are interested in your event? Yes /No	
Please tick to confirm the following:-	
[ ] I agree to forward money raised within 4 weeks of my fundraising activity or event.	
[ ] I will ensure that my activity or event complies with relevant rules and regulations relating to fundraising.	
Signature _____	Date _____
Return to: <a href="mailto:fundraising@colchesterhospital.nhs.uk">fundraising@colchesterhospital.nhs.uk</a>	
Fundraising Office, CoHoC, Turner Road, Colchester, Essex CO4 5JL	

## AFTER YOUR EVENT...

You have done it! **Thank you** again for choosing to fundraise in aid of Colchester Hospitals Charity.

There are a few options on how to send us your money;

### ONLINE WITH JUSTGIVING.COM

Setting up a fundraising page on JustGiving ensures that any donations and Gift Aid will come directly to us without you having to chase up sponsors. There are also lots of other great advantages for using JustGiving! You can personalise your JustGiving page with pictures, story of why you are fundraising for CoHoC, and updates on how the journey is going. The page can also be linked to social media sites which will increase publicity.

Please visit [justgiving.com/cohoc](https://justgiving.com/cohoc) to set up your fundraising page

### BY POST

Please complete the form on the next page with your enclosed cheque (made payable to Colchester Hospitals Charity), along with any donations or sponsorship forms and post it to:

COLCHESTER HOSPITALS CHARITY  
TURNER ROAD  
COLCHESTER  
CO4 5JL

### BY PHONE

Call our fundraising manager on 01206 745282 to pay in your money.

### Don't forget...

To tell us all about your event, as we love to hear stories about what you did and why you decided to support CoHoC! Also, we can say how thankful we are of your donation, however big or small.

