

Dear Supporter

Thank you very much for your interest in fundraising for St George's Hospital.

Whether you want to fundraise for a particular ward or department, or just to raise money for the Hospital in general, the Fundraising Team is here to help you and make sure that your funds end up benefiting precisely the right people or area of the Hospital.

We hope you'll find our fundraising pack helpful, with enough material and ideas to get you started with your plans. If you need any further ideas or have any questions, please call us or email us on the numbers and email addresses shown below.

As a reminder, any cheques should be made payable to "St George's Hospital Charity" and sent to the address at the bottom of the page; you can also make an online donation by visiting our fundraising website at: www.justgiving.com/stgeorgescf/donate

With best wishes from the Fundraising Team:

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Welcome to your Fundraising Team



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Fundraising Office St George's Hospital Blackshaw Road London SW17 0QT
T/020 8725 4916 E/giving@stgeorges.nhs.uk www.givingtogeorges.org.uk

About St George's Hospital and Charity



St George's Healthcare NHS Trust

St George's provides all the usual care you'd expect from an NHS hospital - such as accident and emergency, maternity services and care for older people and children. But we are also a leading national centre for more specialist care including neurology, cardiac care and cancer. We have some of the best staff in the country in these areas and they contribute to the care of our local population too.

St George's Hospital Charity

St George's Hospital benefits from generous one-off grants from its charity – the St George's Hospital Charity – for projects that the NHS cannot fund. Recent examples of these projects include:

- £82,000 to relocate and refurbish the bereavement services department away from its current location in Knightsbridge Wing to the heart of the Hospital
- £500,000 for the relocation and refurbishment of the Simulation Centre, including £150,000 for a high-fidelity mannequin
- £200,000 to relocate the chest clinic into Lanesborough Wing outpatients from its current location on the perimeter road
- £100,000 towards completing the replacement of all bedside curtains
- £10,000 to the learning disability service over 2 years to support the pioneering work of the service to improve the hospital experience of people with learning disabilities and their carers
- £65,000 for the palliative care team to purchase syringe drivers. These are used by terminally ill patients to manage their pain relief at home, at the end of their lives. This funding has enabled St George's to deliver the standard of care that gives patients choice, supports dignity and makes a significant difference to individuals.

None of this would be possible without generous donations from people like you! We're really grateful to you for supporting St George's Hospital by fundraising on our behalf.



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There are so many ways in which you can really make a difference. Here are just a few suggestions. If you have any other original ideas for fundraising please get in touch. Fundraising materials for most events are available:

- Leaflets
- Collection tins and buckets
- T-shirts
- Sponsorship forms
- Posters – tailored to your event
- Balloons and stickers



A
Auction of promises
Afternoon tea
Art & craft exhibition
Abseil
Assault course

B
Bike ride
Book sale
Bingo
Balloon race
Barn dance
Bring and buy
Bad hair day
BBQ

C
Cake sale
Craft sale
Coffee morning
Classroom competition
Cabaret night
Carol singing
Christmas events
Collections
Car boot sale

D
Disco
Dress down day
Dances
Drama night
Darts match
Dog show
Don't forget to tell us about your event!

E
Egg and spoon race
Easter egg hunt
Employers matched donation (it can't hurt to ask!)

F
Fancy dress
Face painting
Fashion shows
Football matches
Family fun days
Festivals & fairs

G
Guessing games
Garden party
Garage sale
Give it up
Guest speaker event
Golf day

H
Head shaving
Hide and seek
Home-made sale (clothes, food, crafts)
Halloween party

I
International food evening
In Memorium gifts for someone you care about

J
Jumble sale
Jazz night
Jewelry sale

K
Karaoke
Knobbly knees competition

L
Lawn sale
Lent (give up something)
Lunchtime learning (hold a class in belly dancing, or...)
Literature evening

M
Mufti-days
Marathon
Music event
Murder mystery evening
Masked Ball
Mile of pennies

N
Nature walk
Non-uniform day
No event is too small, all you need is imagination!

O
Open your garden
Orienteering
Obstacle course

P
Picnics
Penalty shoot out
Pyjama parties
Paint-balling
Plant sale
Poetry reading
Pub quiz
Pantomime

Q
Quiz night

R
Races
Raffles
Readings
Rotary Club
Running
Rock 'n' Roll night

S
Sponsored anything – silence, swim, walk, sky dive, sweepstake, spot the baby etc
St George's day (23 April)
Second-hand sale
Stop smoking
Swear box

T
Tea morning (if you don't like coffee!)
Treasure hunt
Theatre night
Themed events
Tug of War
Talent competition

U
Unwanted goods sale
University Challenge

V
Video night
Victorian evening
Variety Show

W
Wine tasting evening
Wine and wisdom quiz evening
Workplace collection

X
Xylophone Concert (running out of fundraising ideas now...)

Y
Yoga event
Yard of Ale
Yodelling competition

Z
Zest – make your event go with a zing (alright, alright, we're struggling now – can you think of anything?!)



A to Z of fundraising ideas



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Gift Aid explained



What is Gift Aid and how does it work?

If you are an individual taxpayer you can increase the value of your donation at no extra cost to you. We can claim Gift Aid tax relief of 25p on every pound you give, from the Inland Revenue. We just need your permission to do this, so please provide all the information requested below along with your signature.

How do I go about it?

The easiest way to Gift Aid your donations is to sign our Gift Aid declaration donation form.

We need to have your name, address and postcode so that we can reclaim the tax.

The declaration can be made to cover individual donations, a series of donations over a specific period – or all future donations you make to St George's Hospital Charity.

If you change your address whilst the declaration is still in effect – please do let us know.

Are there any exclusions?

St George's Hospital Charity cannot claim Gift Aid on any company donations.

What if I'm a higher rate taxpayer?

Unfortunately, as of 5 April 2011, there is no longer an additional tax incentive against donations from higher rate tax payers, however, the standard 25p in every pound is still applicable, as detailed.

How do I know if I'm eligible?

You are eligible to authorise a charity to reclaim the tax on your donations if:

1. You are a UK taxpayer, and
2. The amount of tax that the charity will reclaim from your donation does not exceed the amount of tax you have paid that year.

It doesn't matter how much tax you actually pay, or whether it is from your salary, savings, or pension – St George's Hospital Charity can reclaim the tax from your donation.

I've heard about Gift Aid and the donor benefit rule – what does this mean?

If there is an event where the donor or any persons connected with the donor (ie. partner, relative or the partner of a relative) could be considered to be receiving some kind of 'benefit' from their donation or participation in a fundraising event, their donations will not be eligible for Gift Aid.

If you do have any further enquiries about giving to St George's Hospital Charity – please contact us on [020 8725 4916](tel:02087254916). Alternatively, for any enquiries on Gift Aid, please contact the Inland Revenue on [0845 302 0203](tel:08453020203).



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If you are an individual taxpayer you can increase the value of your donation at no extra cost to you. We can claim Gift Aid from the Inland Revenue of 25p in every pound you give, so turning a donation of for example £10, into a gift of £12.50 to our Charity. We just need your permission to do this, so please add all of the details and your signature below.

To qualify for Gift Aid, you must pay an amount of income tax and/or capital gains tax at least equal to the amount the Charity will claim on your donations in the tax year.

- I am a UK taxpayer and would like St George's Hospital Charity to treat all donations I make as Gift Aid donations, until I cancel this instruction
- I am a UK taxpayer and would like St George's Hospital Charity to treat just this donation as a Gift Aid donation
- I am not a UK taxpayer

Name (please print)

Address

Email

Date

Signature

I am making a donation of:

£

on

I do not wish to receive further information about the Charity in the future

Thank you

St George's Hospital Charity
(registered charity number 241527)



Gift Aid declaration form



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Making sure things run smoothly

Before the event

- If you're not sure about what kind of event you'd like to hold – take a look at our fundraising ideas page. It's a good idea to think about your own interests and talents, and the kind of resources you have available
- Work out a schedule of what tasks you need to complete and by when
- Budget – list all of your costs and projected income, and work out an estimated profit. It is important to be realistic and make sure that (ambitious) plans are worth their while financially!
- Who's going to help you? Allocate tasks to your volunteers
- Increase your income – could you hold a raffle on the day?
- If your event is taking place at an external venue, make sure you have the relevant permissions. If you are organising a large event (such as a skydive or cycle ride) please let us know for insurance reasons.
- Give us a call in the fundraising office, and we can offer tips, advice and guidance

On the day

- Make things easy for yourself – write a checklist for the day
- Make sure first aid and security plans are in place and working
- Take lots of photos, with Giving to George's merchandise (eg. balloons, T-shirt) where possible!

After the event

- It's a good idea to have two people present when you're counting up your money
- Any cash that is not banked immediately needs to be placed in a secure container in a safe place
- Thank your helpers and supporters verbally, and in writing to those who gave sponsorship/donations for an event
- Celebrate your success! Let us know what went well and email us your photos!



If you're organising an event...

- Let people know that your fundraising event is taking place as far in advance as possible
- Distribute posters and flyers with information about the event
- Use the blank poster provided to advertise your event and let people know when and where it's taking place
- Advertise the event in your workplace, local library, post office, leisure centre or school

- We can help you with a press release for our and your local papers. **Contact Liz on 020 8725 4522** for more information.
- Wherever possible, please use the St George's Hospital Charity logo and registered charity number (241527). We can let you have a copy of the logo and the guidelines of how to use it
- Make sure you give people plenty of notice and remind them near the time of your event!



Publicise your event



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Choosing a venue

- Make sure that the venue can hold the capacity you're aiming for
- Ensure that the venue has good disabled access and facilities
- Are there enough toilets and changing rooms?
- Is there a kitchen?
- Make sure that the venue complies with the appropriate Health and Safety regulations
- Are there adequate parking facilities, or can the venue be accessed by public transport?
- If you are using a venue that is on private property, please make sure that you have permission to use it

Please let us know about your event and what you plan to do. There may be ways in which we can help you, but we also need to make sure that your event is covered for insurance purposes.

St George's Healthcare and St George's Hospital Charity cannot accept responsibility for any accident, injury, loss or damage as a result of your event. We recommend that you check whether you have adequate insurance and that you have taken all reasonable steps to ensure safety. If you are in doubt or if you have any questions about this – please get in touch with us on [020 8725 4916](tel:02087254916).

On the day

- Make sure that fire exits are checked, clear and signposted
- All public areas are clean and clear
- First aid provision is available (this may take the form of either a first aid box or a qualified first aider, depending on the event)
- Signs and directions are in place (where necessary)
- Any necessary equipment is working properly
- All stewards and volunteers have attended a briefing and know their role on the day, and who to report to if there are any problems
- Make sure that any licences and required material are available

Money

- Make sure that any banking materials are kept in a safe and secure place
- When you are counting up money, it's a good idea to have two people present
- If you cannot bank the cash immediately, make sure that you have agreed procedures for the safe keeping of any money before the day
- Never leave cash unattended

In the event of an emergency

- It's important to make sure that you have procedures in place (for example in the event of a fire) and that your volunteers/helpers are briefed on what to do in the event of an emergency.
- Make sure that you know where the fire extinguishers are.

After the event

- Please clean up and dispose of any rubbish/waste materials safely and responsibly

Please note that the Health and Safety at Work Act (1974) covers both volunteers and paid workers. This means that you need to consider if your fundraising event could be harmful in any way (to the public, volunteers or yourself) and think about how you might minimise that risk.

Legal Stuff

→ Raffles

Holding small raffles as part of your fundraising event is fine. However, ticket sales and announcing results does need to take place during the event itself.

Any public lotteries and raffles need to be registered with the local authority. If you are in any doubt – check the rules with your local authority.

→ Licences

If you are providing food and drink, selling alcohol, or having music and dancing you will need to obtain a licence from your local authority. If you are not sure whether you need a licence, please get in touch.

→ Door to door collections

Please do not collect by way of a door to door collection. Many people consider them to be intrusive and they are illegal if you don't hold a licence.

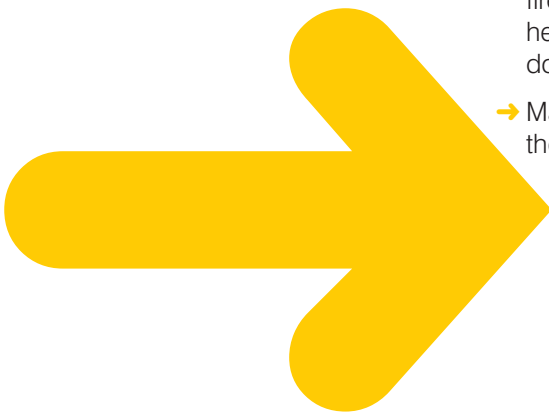
→ Children

If children are involved or attending your event, please make sure that you have permission from their parent or carer.

→ Photos

If children are going to be included in your photographs (recognisable shots) you need to get written permission from their parent/guardian – please ask us to send you the consent form. We need this to be legally able to use photos in our publicity.

Safety first!



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