



**Epsom and St Helier  
Hospitals Charity**

A helping hand for your hospitals

Registered charity number: 1049197

**EPSOM AND  
ST HELIER  
HOSPITALS  
CHARITY**

# **Fundraising Guide**

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[team@esthcharity.org.uk](mailto:team@esthcharity.org.uk)

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

## THE GUIDE

Thank you so much for fundraising for Epsom and St Helier Hospitals Charity – every penny you raise will make a difference to our hospitals and the patients we serve.

To help you on your fundraising mission, we've put together some tried and tested information to help you get started and hopefully provide a little inspiration. Don't hesitate to get in touch if you need some support.



# FIRST THINGS FIRST

## Top tips for your page

To help you on your fundraising mission, we've put together some tried and tested information to help you get started and hopefully provide a little inspiration. To start off with, you'll need an online fundraising page.

**You can set this up at:**

**Virginmoneygiving.com** or **Justgiving.com** and then choose Epsom and St Helier Hospitals Charity. If you're not online or have supporters who would prefer pen and paper, then contact us for a sponsorship form.

**Don't forget Gift Aid** – if your sponsors are UK taxpayers, ask them to tick the Gift Aid box when making a donation. It allows us to claim at least 25p from the government for every £1 donated.

To find out more about Gift Aid, visit the HMRC website **[gov.uk/donating-to-charity/gift-aid](https://gov.uk/donating-to-charity/gift-aid)**



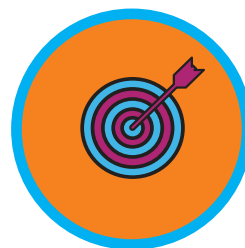
### MAKE IT PERSONAL

Sharing your story will make all the difference!  
Don't make it too long but write enough to paint a picture of your experience and why you want to support us.



### PICTURES

Images will really help lift your story. Fundraising pages with pictures tend to raise 14% more than profiles without.



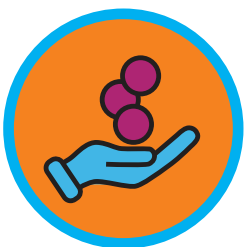
### TARGETS

Pages with fundraising targets receive on average 40% more than those without one.



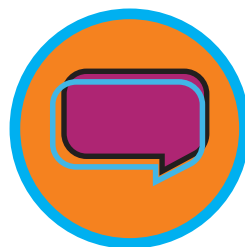
### MAKE IT BIG

Try to make sure your first donation is a big one and others are likely to follow suit.



### PAYDAY

Ask for sponsorship just after payday when everyone is feeling a bit more flush.



### KEEP ASKING

Don't be afraid to keep asking - those people who haven't donated yet may just need that extra nudge!



# KEY EVENT TIPS

## 01

**A** theme provides a framework for your event, brings people together and can be a lot of fun, whether it's James Bond, Alice In Wonderland, Bollywood or doctors and nurses! Think about tying your event in with key sports fixtures and national holidays, for example, Wimbledon, Halloween and Easter.

## 03

**B**e realistic and do something within your means that you have the time to arrange.

## 05

**P**romote, promote, promote. Get in touch with your local newspaper/radio station for a press release, tell your friends, family and colleagues to spread the word, use your social media to share your sponsorship forms. Use tangible marketing materials like posters and ask local businesses to display them in their windows, or on their counters.

## 07

**S**hare your event success and remember to say thank you to your guests and donors and how much was raised. It might even prompt a few more people to donate.

## 09

**T**he best fundraising projects are the simplest. Be realistic and cost out any expenditure carefully. Keep a checklist so you know exactly what needs to be done at every stage.

## 02

**G**et the timing right. Make sure your event doesn't clash with another that everyone else will be going to (for example, it would be sensible to avoid hosting an outdoor picnic when England are in the World Cup final) or put feelers out about the availability of your potential guests.

## 04

**P**lan ahead and be organised and don't forget about the fundraising element!

## 06

**T**ry to find an opportunity to speak about the charity and why you are fundraising. If you have the technology, you could have a slide show or a video selfie.

## 08

**H**ave fun: choose a fundraising project that you will enjoy. If you are having a good time people are more likely to respond. Keep it simple.

## 10

**D**ecide whether your event is about selling tickets, charging an admission fee or asking for a minimum donation. Whichever method you choose, ensure you are able to cover the costs of your event and still make a profit which you can donate to the charity.





# DELICIOUS!

## Eating and drinking



### SWEETS IN A JAR

Perfect for work or school: buy a jar, fill it with sweets (remembering to count them first and not eat them!) The person with the correct or closest guess wins all the sweets, a prize, or a 50/50 split of the donations.



### CAKE SALE OR WORLD FOOD SALE

Whether you bake or buy, these types of events are nice and easy but can raise well over £100 and suit everyone.



### GIVE UP CHOCOLATE OR COFFEE

Whatever the vice, give it up! Then donate the money that would have been spent if you had given in to temptation! Go solo or team up with a buddy or buddies.



### MEAL OUT OR MEAL IN

An event around a meal can be hosted all year round and can suit everyone. It doesn't have to be a dinner or tea party either. There's still brunch, lunch or even breakfast! Choose what you think will bring in the most guests that you'll all enjoy.





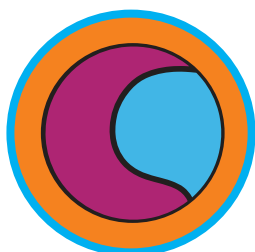


# LET'S GET PHYSICAL

## Games and Sport Ideas



Sponsored class - go for the burn and turn it into a Zumbathon, Yogathon, Tapathon or anything-athon! However, do allow people to do as much as is comfortable for them.



Sports tournament - Whether your passion is for five-a-side or table tennis, why not challenge your mates to a sporting competition? Each team pays to play.



Enter any organised open challenge or event to raise money for Epsom and St Helier Hospitals. It could be the local park run or something that takes you to more exotic climes.

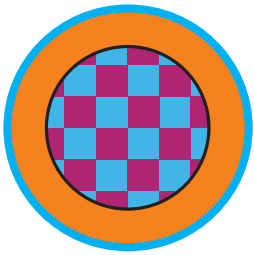


Enter any third-party challenge on our behalf such as the London Marathon or Tough Mudder competition.

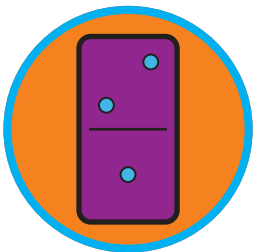


# AND QUIZZICAL!

## Games and Sport Ideas



Board games at the ready! Bring your colleagues together for a games night. You can also try asking everyone to bring their favourite board game for the event.



Games night - you don't have to be a Monopoly master or play Scrabble like a pro to host a games night. You just need games, a place to play and people to play with who will make a small donation to take part.



Quizzes are great for fundraising, and again, themes are a good way of helping to set the questions. Why not ask your local pub or village hall if you can turn quiz master for the evening and help to raise funds for this worthy cause.



Xbox/PlayStation/console night - make a gaming session one that matters by inviting people to play for a donation to Epsom and St Helier Hospitals Charity. Beware, it could leave you staying up all night!



# KEEPING SAFE AND LEGAL

Fundraising should be fun, but it's important that everything is safe and legal for everyone involved \*Below are some pointers but please check the Government website **at:** [www.gov.uk](http://www.gov.uk) for official guidance. Their 'Organising a voluntary event' pages are a great place to start.



## Public Collections

We love people willing to give up their spare time to shake a bucket for us, but you will need a license from the local authority if it's in a public space. Let us know and we may be able to provide you with a confirmation letter to give to them. Collections elsewhere, like supermarkets, will need the manager or owner's permission.



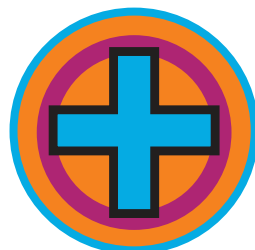
## Raffles

You do not need a license for holding a raffle at an event provided it is for a charity. For more information visit the Government website on gambling laws here: [www.gamblingcommission.gov.uk](http://www.gamblingcommission.gov.uk).



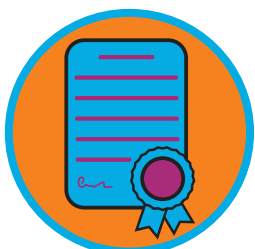
## Licences

A license will be required for sale of alcohol, live or recorded music, dancing, showing of a film, an indoor sporting event or other entertainments. Check the Government site **at:** [gov.uk](http://gov.uk) for advice.



## First Aid

A first aid kit should always be available at your event. Depending on the number of people involved, the activity and the location of the event, you may need qualified first aid support. We recommend you always check with Red Cross or St John Ambulance.

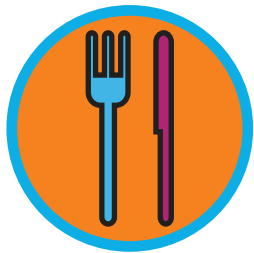


## Insurance

It's important to have Public Liability Insurance in place if your event involves the general public. If you're holding an event at home or on private property, check your insurance covers this too.







### Food

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To keep everyone safe, check the Food Standards Agency guidelines on preparing, handling, cooking and storing food. If you have asked a caterer to come to the event you must ensure they provide you with a copy of their food hygiene certificate and public liability insurance.



### Photos

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If you plan to take photos of other people at your fundraiser, please make attendees aware.



### Data Protection

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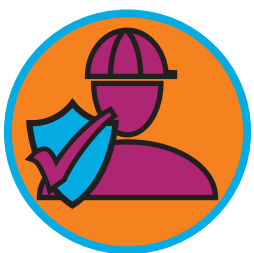
Only collect the information you need. Keep it safe, do not share it and only keep it for as long as you need. You can find information about how we protect and use personal data in our privacy policy which is on our website: [esthcharity.org.uk](http://esthcharity.org.uk)



### Under 18?

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If you're aged under 18, you must have your parent or guardian's permission to fundraise



### Health and Safety

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Follow the professional advice of equipment manufacturers and staff supervising any facilities. It is best practice to complete a risk assessment form to show that you have considered and mitigated any potential risks around your event, but it is not a legal requirement unless the organiser is an employer.

\*Epsom and St Helier Hospitals Charity cannot accept liability for any loss, damage or injury suffered by yourself or anyone else as a result of taking part in a fundraising event organised in aid of Epsom and St Helier Hospitals Charity.

