



NHS CHARITIES  
TOGETHER

# Fundraising Pack

Thank you for choosing to support our NHS.

Here's how you can help...

**NHS Charities Together** represents, supports and champions the work of vital NHS charities across the UK. NHS charities give £1 million a day to the NHS, providing vital funds to help the NHS do more. Through **NHS Charities Together** member charities collaborate on nationwide fundraising and advocacy campaigns, such as celebrating the NHS's Birthday with the annual NHS Big Tea.

We also provide specialist advice and guidance to our members through visits, one to one support, conferences and training days on relevant issues and development needs for NHS charities, and by providing opportunities for networking and mutual support. Members also have access to online resources and support through the exclusive members area on our website.

**NHS Charities Together** also provides a national voice for NHS charities, championing key projects and themes that best enhance patient care and experience, and highlighting the impact NHS charity funds make.

The Covid-19 Urgent Appeal was launched by NHS Charities Together to raise funds to support NHS staff, volunteers and patients impacted by Covid-19 across the country.

The response from the public has been overwhelming and the money raised is being used **right now** by NHS charities to support NHS staff, volunteers and patients in ways above and beyond what NHS funding can ordinarily provide.

**Thank you** for helping to raise funds to support our NHS.



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**You'll find more about our Covid-19 urgent appeal on our website:**

<https://www.nhscharitiestogether.co.uk/covid-19-urgent-appeal-qas/>

NHS Charities Together and its members across the UK are hugely grateful for the support received from so many people since the onset of the Covid-19 pandemic in the UK.

If you are planning to raise funds yourself, in aid of the NHS Charities Together Covid-19 Appeal, you will be joining a wonderful community of people across the globe who are already doing just that. Together, your fundraising is making a huge difference.

NHS Charities Together ensures that the money raised for the NHS reaches the people who need it as soon as possible.

We're also committed to thanking those who support us and to telling them about the amazing work their giving makes possible. In the coming weeks and months we will be gathering stories from NHS staff, volunteers and patients to put a human face to what you've made possible.

## Where does your money go?

The money raised through the NHS Charities Together Covid-19 Appeal is already supporting the NHS.

Grants have been given out to NHS charities and are being used to meet the immediate and urgent needs of patients, staff and volunteers – providing somewhere comfortable so staff and volunteers can take a break, access to nutritious food and drink, use of electronic-tablets so patients, staff and volunteers can stay in contact with loved ones, and counselling support to protect mental health and help staff and volunteers process what they are dealing with.

Some of the funding is going towards helping partnerships outside hospitals, such as hospices, community healthcare and social care, making sure patients leaving hospital have access to the care they need to recover.

In the longer term the Appeal will also fund programmes to help the NHS and its communities recover fully once the crisis has abated, reducing the long-term impact on them and the people they care about.

Your support is helping to provide vital support for our NHS heroes and their patients and families.

Here are some examples of how your support can make a difference...

# The difference your fundraising could make...

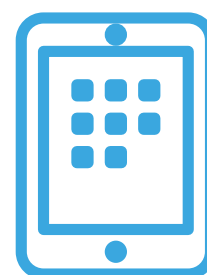
**£5**



could fund...

**a hot meal for staff**

**£50**



could fund...

**a tablet so patients can  
connect with loved ones**

**£95**

could fund...

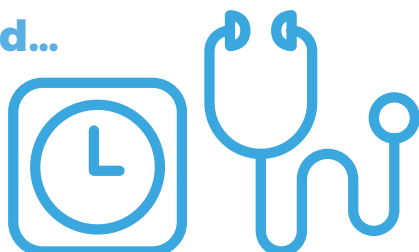
**a counselling  
session for  
staff**



**£1,000**

could fund...

**20 blood  
pressure  
monitors  
for  
patients who are self-  
isolating and unable to  
leave their homes**



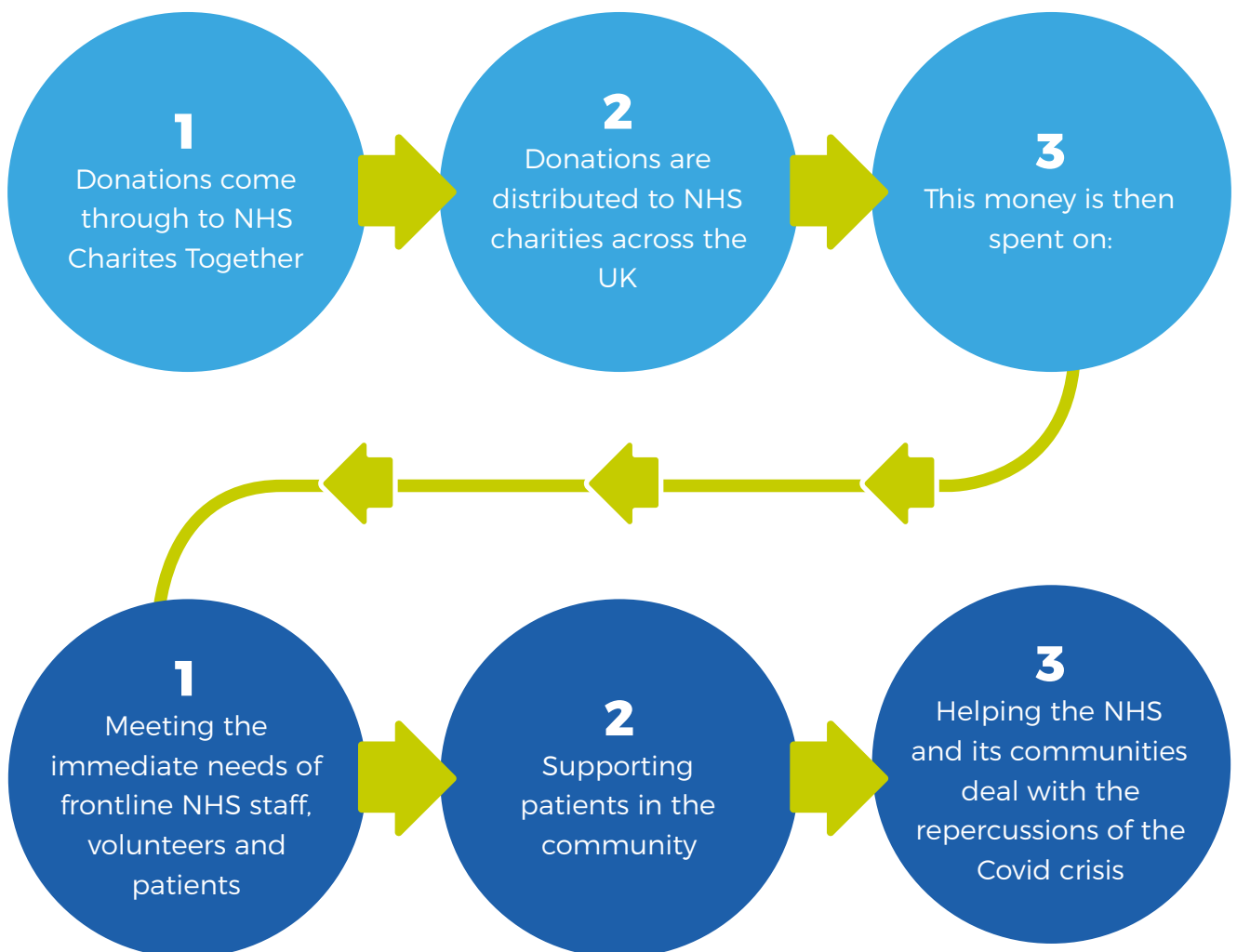
**£13,000**

could fund...

**a well  
being  
pod for  
staff to  
sleep in**



# What happens when you donate?





# Need some ideas?

Here are our top fundraising ideas – things you can do during the Covid-19 pandemic.

## Our top 10 stay at home fundraising ideas

More than ever before, people are embracing all kinds of ideas to raise much needed funds during this difficult time. Think Captain Tom's 100 laps before 100, Garden Marathons and Run Five Donate Five.

With that in mind, here are our top 10 fundraising ideas you can do at home or within the government's social distancing rules...



- 1** Bring people together for a regular or one-off virtual coffee morning and ask for a small donation.
- 2** Hold an online auction. Find things in your home to auction off for donations, just remember to send the items out once social distancing rules are relaxed!
- 3** Get active. Set yourself a physical exercise challenge in the comfort of your own home or garden and ask family and friends for donations. You can find lots of ideas online!
- 4** Start a stay at home book club. Ask for a small donation each time you meet online to discuss a book.
- 5** Put on a virtual cookery course or hold a virtual bake-off. Use your cooking skills to teach friends and family how to cook your show-stopping recipes and ask them to donate a fee.
- 6** Do you have musical talent? Put on a virtual gig and ask people to donate their entry fee to your fundraising page.

**7** Get involved with Gaming for Social Good. Find out more here: <https://gaming.justgiving.com/about>.

**8** Be brave and have a haircut from home, donate what you would usually pay and ask family and friends to do the same.

**9** Get your friends together (virtually) for a stay at home film night and donate the cost of a cinema ticket.

**10** Virtual quizzes are happening all the time. Why not host your own and ask participants to make a donation as an entry fee?



Here's how to set up your Virgin Money Giving page, remember to choose NHS Charities together Covid-19 Appeal:

<https://uk.virginmoneygiving.com/giving/fundraising/how-to-set-up-your-virgin-money-giving-page/>

# Need inspiration?

Just in case you're looking for more ideas or inspiration here are just a few of the things people have already been doing:

- **Covid-cuts**
- **Movid**
- **Runforheroes**
- **Quizzes**
- **Raps**





## Coronavirus (COVID-19): advice on fundraising

Charities and other fundraising organisations are working in challenging conditions. In line with the Government's rules on social distancing, person-to-person meeting and fundraising cannot currently take place.

To be clear, it is okay to continue fundraising for good causes. What matters in the current situation is that fundraising is carried out in a way that follows both Government advice and the [Fundraising Regulator's Code of Fundraising Practice](#).

There are many creative ways to raise funds during lockdown (just look at Captain Tom!) and the huge number of apps and social media platforms makes it easier than ever to fundraise from home.

It's important to know that NHS Charities Together cannot cover fundraising expenses or costs for those raising money in aid of the Charity.





# Talking about the Charity and the appeal in your fundraising

It is really important that the people you are seeking donations from completely understand where the money goes. So, here are some simple guidelines to help you:

- When describing who you are raising money for, please use “in aid of NHS Charities Together Covid-19 Urgent Appeal”.
- The NHS charities who are members of NHS Charities Together are the legal way to give charity donations in support of the NHS. You cannot give charitable donations directly to the NHS. So, please refer to NHS Charities Together and not to the NHS in any communication about your fundraising initiative. You are not allowed to use the NHS’s logo or other aspects of its brand in any fundraising

If you wish to use a logo to support your fundraising initiative you can use our special **‘in aid of NHS Charities Together’** logo. You can download the logo [here](#).

Any printed materials displaying the **‘In aid of NHS Charities Together’** logo need approval from the Charity before printing.

## Liability

Please make sure that it is clear that you are fundraising in aid of NHS Charities Together and that your activities are not representing or appearing to be organised by the NHS or by NHS Charities Together.

The Charity cannot accept any responsibility for your event or anyone who participates in it. If your event involves the general public we advise you to seek advice regarding public liability insurance. There is a range of companies who can provide this.

## Handling cash and sending in your donation

You can pay in your donation online at [Virgin Money Giving](#) or find information on other ways to donate on our website at <https://www.nhscharitiestogether.co.uk/donate/>

**If you are making your donation by cheque, please make it payable to ‘Association of NHS Charities’ and post it to:**

COVID-19 Urgent Appeal, NHS Charities Together, Suite 68, Association of NHS Charities, Lake View House, Wilton Drive, Warwick, CV34 6RG.

If your fundraising involves cash all donations collected should be sent to NHS Charities Together within six weeks of collection.

## Gift Aid

Gift Aid is an easy way to maximise your fundraising. However, there are strict rules relating to it. Gift Aid cannot be claimed on ticket sales, raffle ticket sales, winning auction bids or anything other than an individual donation. Also, it cannot be claimed on behalf of a group or as part of a collection. More information can be found here: <https://www.gov.uk/donating-to-charity/gift-aid>

## Third party data handling

As part of your fundraising you may come into contact with personal data and information belonging to people involved in your activity.

You are responsible for ensuring that any paper or electronic data you hold complies with the Data Protection Act 2018.

As a rule of thumb, keep any data you have stored securely and safe from loss, damage or unauthorised access. Do not keep data for any longer than you need it and do not share information about someone without their permission.

## Raffles and lotteries

Holding an auction or raffle is a great way of generating funds with minimal costs. **There are strict laws relating to all lotteries and raffles** so please be sure that you are familiar with these and operate your auction or raffle accordingly. There may be circumstances when a license may be required.

For more information please take a look at the Fundraising Regulator's website: <https://www.fundraisingregulator.org.uk/code/specific-fundraising-methods/lotteries-prize-competitions-and-free-draws>

You can also visit [gamblingcommission.gov.uk](http://gamblingcommission.gov.uk) for more Information.

## Your digital event

It is not possible at the moment to run a live event but it is of course possible to run something for a community online, using apps or other social media.

In promoting your event you'll need to state clearly whether all funds raised at the event will go to the NHS Charities Together Appeal or whether any money will be used to pay for organisational costs.

## Working with children

Extra care should be taken if your fundraising idea involves children and you must ensure proper adult supervision.

Note that children under the age of 16 are not allowed to purchase raffle tickets.

If children are photographed or appearing online in your initiative you must have prior permission from their parent or guardian.

## Tell us about your event

Please do use social media to publicise your fundraising and we'll be right behind you!



## Funds we're not able to accept

NHS Charities Together has policies in place to ensure fundraising activities do not damage the reputation or standing of the Charity, its members or the NHS.

We cannot accept donations that are derived from tobacco manufacture, the manufacture of weapons, or as winnings from bets. If you would like further information about our ethical and moral and gift acceptance policies please contact [info@anhsc.org.uk](mailto:info@anhsc.org.uk).



**Thank you so much for wanting to support the NHS in this time of crisis. We have had an amazing response from people wanting to help and have been overwhelmed by your generosity.**

**The response to our Appeal has been such that if you have any questions we may not be able to respond to you immediately.**

**Before contacting us please do take a look at the Q&As on our website as it's possible that you will find what you need there.**

## **Complaints procedure**

NHS Charities Together hopes to meet your expectations all the time. However, we know that there may be times when we do not meet our own high standards, or our donors' expectations.

We take all complaints very seriously and we treat them as an opportunity to develop. This is why we are always very grateful to hear from people who are willing to take the time to help us improve. We always thank people who contact us about their problems, concerns or worries.

<https://www.nhscharitiestogether.co.uk/wp-content/uploads/2020/05/Complaints-Process-and-Procedure.pdf>

## **Useful Links**

[The Health and Safety Executive](#)

[Fundraising Regulator: Code of Fundraising Practice](#)

[The Gambling Commission](#)

If fundraising outside of the UK please check your local fundraising laws and best practice guidelines.

**Best wishes and on behalf of  
all NHS staff and volunteers,  
thank you.**

## **Find out more**

<https://www.nhscharitiestogether.co.uk/>

## **Social media**

It would be wonderful if you could follow us on twitter,  
Facebook, Insta and LinkedIn on NHS Charities Together.



Registered with  
**FUNDRAISING  
REGULATOR**

NHS Charities Together is the trading name  
of the Association of NHS Charities.  
Registered Charity No: 1186569  
Company No: 12325259