



**Imperial  
Health  
Charity**

HELPING  
OUR HOSPITALS  
DO MORE



**Fundraising Pack**

# THANK YOU

Thank you for choosing to support Imperial Health Charity!

By taking part in a fundraising event, you'll be helping us provide extra support to our hospitals – above and beyond what the NHS can do on its own.

As a fundraiser, your fantastic contribution will enable us to continue delivering pioneering healthcare projects that transform patient care, including funding new medical equipment, major redevelopments of hospital buildings and extra support for patients and their families at times of extreme financial difficulty.

This pack is full of top tips to make your fundraising a big success, whether you're organising a bake sale or climbing a mountain.

No matter how you're raising money we're ready to help you every step of the way, so please get in touch. We'd love to hear from you.

**Thank you for your wonderful support - and good luck!**

# THANK YOU FOR EVERYTHING YOU'RE DOING TO SUPPORT MORE FAMILIES LIKE DAISY'S:

"Our daughter Daisy was born prematurely at Queen Charlotte's & Chelsea Hospital in 2021, weighing just 850 grams. We were blown away by the excellent care she received, and once she was well enough to return home, we wanted to give back. Together with close friends and family we teamed up to do a half marathon, raising over £28,000 for a video laryngoscope – a vital camera device used to place a tube into a baby's breathing pipe immediately after birth.

Daisy stayed at Queen Charlotte & Chelsea Hospital for the first two months of her life and received unbelievable care from everyone. Thankfully she is now home and making great progress and we wanted to do something to say thank you."

– Justine and Ian



## HOW YOUR FUNDRAISING MAKES A DIFFERENCE

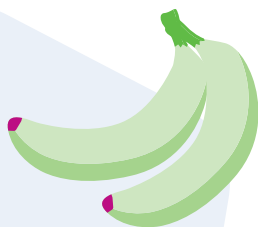
**Your fundraising will help support patients and NHS staff at our hospitals.**

**The money you raise could go towards...**

- Funding major redevelopments, clinical research and medical equipment as well as helping patients and their families at times of financial hardship.
- Supporting the arts in healthcare, through our arts engagement programme for patients and NHS staff, and our museum-accredited hospital art collection.
- The running of our volunteering programme across all five of our hospitals, helping to improve the hospital experience for patients and support NHS staff.

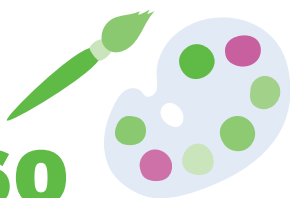
**The examples below can help you explain to your supporters what each donation could help to support:**

**£10**

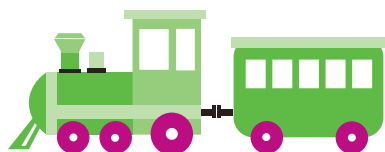


Could support a healthy food trolley for staff on busy wards to boost their energy during long shifts.

**£60**



Could fund a 50 minute art therapy session for a young person in hospital to support their mental health.



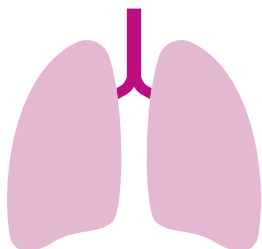
**£100**

Could buy new toys for the playroom on our children's ward, so that young patients can play and unwind during treatment.

**£500**



Could fund a month's worth of singing sessions for patients with chronic lung disease and asthma, teaching them how to improve their breathing, posture and manage breathlessness.



**£1000+**

Could contribute towards a bedside resuscitation unit for newborn babies so they can be treated near their mother without cutting the umbilical cord.

## CASE STUDIES

**Not sure where to start?  
Get inspiration from these  
fundraiser stories!**



### CATHY'S HADRIAN'S WALL WALK

Cathy decided to raise money to help us support ground-breaking research into ovarian cancer to mark two years since the ovarian cancer surgery at Hammersmith Hospital which saved her life.

She walked a 26.5 mile section of Hadrian's Wall with her niece Hannah.

**The pair raised more than £3,000!**

### JEFF'S COLD WATER SWIM

Jeff braved the cold to raise money for our St Mary's Children's Fund. Inspired by his wife, who works as a Clinical Psychologist at St Mary's Hospital, he swam a total of 10km in November.

The distance was spread out over 15 swims, with water temperatures reaching as low as 8.5°C.

**Jeff raised nearly £1,000 for the  
St Mary's Children's Fund!**



### TRIGON'S ROUNDERS TOURNAMENT AND RAFFLE

Our friends at Trigon DM organised a rounders tournament and raffle to raise money for the maternity teams, families and babies at Queen Charlotte's & Chelsea Hospital and St Mary's Hospital.

**They teamed up with 13 other  
organisations on the day and raised  
over £2,000!**



# MORE IDEAS TO GET YOUR CREATIVITY FLOWING

Still looking for other ways to raise money for us? Here are some alternative ways to fundraise. Or let your imagination flow, and come up with something new!

Whether you're taking on a sporting challenge, hosting a party or simply baking cakes in the kitchen, we want you to have a great time while you're raising money.

## VIRTUAL EVENT



Whether it's a virtual walk, run, gaming marathon - or maybe something we haven't thought of! This gives you the flexibility to plan a challenge that suits you.

## BAKE SALE



Invite your friends and family to a delicious get-together where they can enjoy all their favourite bakes - and ask them for a donation towards your fundraising goal. We can even send you a baking pack with everything you need to get started.



## CAR BOOT SALE

Has your spring clean left you with lots of clothes, gifts and ornaments looking for a new home? Your local car boot sale is a great place to trade these in for a bit of cash - perfect to help you reach your fundraising target.



## PACKED LUNCH WEEK

Bring your own lunch to work for a week and put aside all the money you would have spent at the local shop to donate towards your fundraising. This is a great one to do with friends and colleagues too, as you can all benefit from the savings.

## MORE IDEAS TO TRY...

Sweepstake, Quiz night, Charity ball, Fancy dress, Neighbourhood BBQ, Sponsored pledge.

# TIPS AND BEST WAYS TO SHARE

## SET YOURSELF A TARGET

Did you know fundraising pages with targets raise **46%** more than ones without? It's also a great way to keep you motivated and share your progress with your supporters.

## DON'T FORGET TO GIFT AID IT!

Gift Aid allows us to claim tax back on certain donations from UK taxpayers. So make sure all UK taxpayers tick the Gift Aid box on your sponsorship form. For every £1 they donate, HMRC will give us an extra 25p – at no extra cost to the donor.

*giftaid it*

## ALWAYS CHECK IF YOU CAN DO MATCH-GIVING

Some employers offer a matching scheme, which doubles the amount of money you raise! Check whether your employer offers match-giving and if not, ask if they would like to support your fundraising by making a donation. We can confirm the amount that you raise to your employer.



## REACH OUT TO YOUR CONTACTS

Share your fundraising journey with friends, colleagues, neighbours, family and anyone else you can think of. You never know who might be able to help you reach your goal and spread your message.

## STAY SAFE AND KEEP IT LEGAL

You'll be responsible for carrying out necessary risk assessments and taking precautions for health and safety and insurance cover for your event. Raffles and prize draws are all governed by legislation, so make sure to **check the law** before going ahead. To read our fundraising terms and conditions, [click here](#).



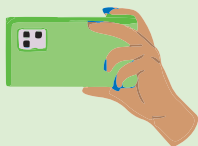
# A GUIDE TO

# RAISING MONEY ONLINE

## STEP 1: SET UP A FUNDRAISING PAGE

Setting up a fundraising page is a quick and easy way to raise money. Simply share your page and with the click of a button watch the money roll in. All donations made on your page go straight to us, so you don't need to worry about transferring the money. You can also customise your page with photos and updates to share with your supporters.

### Make sure to include:



**A photo**



**A target**



**Your story**

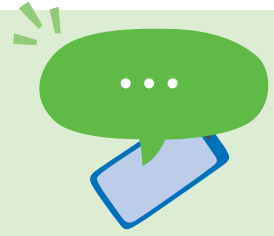
## STEP 2: SHARE YOUR STORY

Everyone has a different reason for fundraising. Whether you experienced incredible care at one of our hospitals or want to support the NHS, sharing your personal story can make a big difference. Encourage people to donate by telling them what you're doing and how the money raised will help the charity. Get in touch if you want to fundraise for a specific ward, hospital or department.



## STEP 3: SHARE ON SOCIAL MEDIA

Facebook, Twitter and Instagram are great places to share images, videos and a link to your fundraising page. Keep your friends updated on your progress and thank them for their generous donations.



## SOCIAL MEDIA TIPS AND TRICKS

**Post regularly to keep your supporters engaged and interested**



**Post around payday when people are feeling more generous**



**Add one or two relevant hashtags, or tag the event page if you're taking part in one**

**Share photos and videos in your posts as they'll receive more likes, shares and exposure**



**For LinkedIn lovers, share your fundraising journey with your professional network. Often colleagues and businesses will be just as keen to support you as your friends and family.**

Remember to tag us in your posts so we can say thank you!

Our social media channels are:

 **@ImperialCharity**

 **@charityimperial**

 **@ImperialCharity**

 **Imperial Health Charity**

If you'd like a traditional paper fundraising form please email [fundraising@imperialcharity.org.uk](mailto:fundraising@imperialcharity.org.uk) and we'll send over a form direct to your inbox to print off at home.

# GETTING IN TOUCH

Our fundraising team is here to support you! When it comes to creating your fundraising materials, we can also lend a hand. We'll provide you with everything from posters and flyers to charity-branded T-shirts and collection tins.

If you have any questions or would simply like to say hello, call the team on **020 3640 7766** or email **[fundraising@imperialcharity.org.uk](mailto:fundraising@imperialcharity.org.uk)** We'd love to hear from you!

Thank you for your support and good luck with your fundraising for Imperial Health Charity.

Without your support, we wouldn't be able to continue helping our hospitals do more. Your contribution really does make all the difference!

Thank you.

## **The Fundraising team**



Tracy

Beth

George

Gabi

**THANK YOU**

**FOR SUPPORTING**

**IMPERIAL HEALTH**

**CHARITY**



HELPING  
OUR HOSPITALS  
DO MORE

Follow us on social media:  
Search '**Imperial Health Charity**'



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Imperial Health Charity is a registered charity, no. 1166084



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