

Fundraising Pack

Isle of Wight NHS Trust Charity



www.facebook.com/IOWNHSCharity



www.iow.nhs.uk/donate



iownt.charity@nhs.net

great people great place

Thank you



Your support makes a huge difference to the experience of our patients, volunteers, and staff, and we appreciate every penny raised.

This pack includes lots of ideas, hints, and tips plus information to support you with your fundraising activities.

We would love to hear about your fundraising, please let us know about your events by email:

iownt.charity@nhs.net or
telephone: **01983 822099 ext. 6274**



You may already know what you want to do, but if not here are a few fundraising ideas:

Cake sale
or
book sale

Quiz
night

Bingo

Face painting
or glitter
tattoos

Golf
day

Sponsored events –
runs, swims, silences,
cycle, skipping –
whatever you can
do a lot of, get
sponsored to do it!

Raffle

Treasure
Hunt

Easter egg
Hunt

Head
shave

Film
night

Board
games
night

Gaming
marathon or
gaming party

Guess
how many
sweets in
a jar

Karaoke
night

Read-a-thon

Coffee
morning or
afternoon
tea party

Car wash

Table Tennis
tournament

Livestream
a cooking
class, crafting
instructions or
fitness workout

Hints and Tips for success

Once you have organised what you will be doing and when, it's time to raise the money! Here are our top 3 tips to make the most of your fundraising activities:



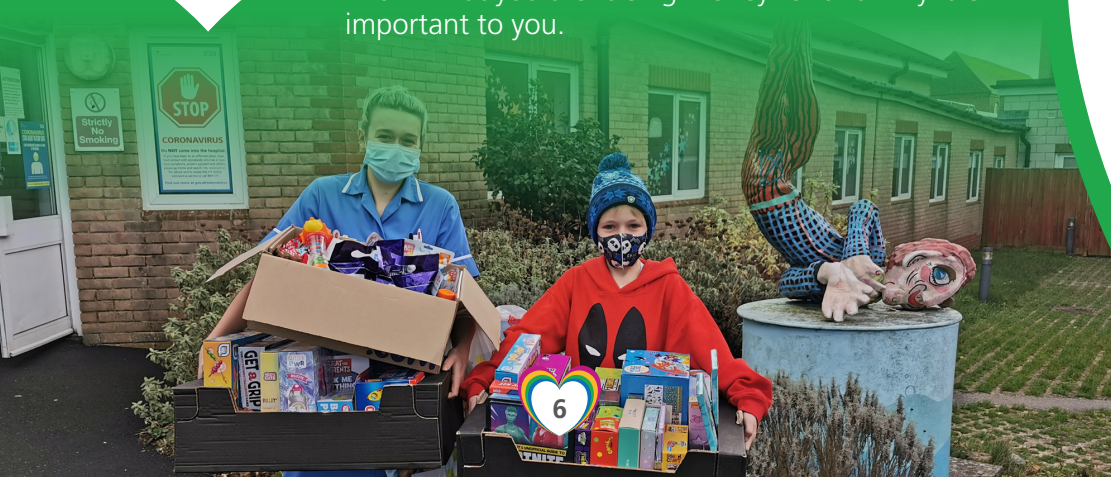
Set up a fundraising page – we are registered with Enthuse and you can set up an online fundraising page here. To make the most of your page (and get more donations) make sure you personalise your page with why you are fundraising and what you will be doing – you can even update it with your training or other event details as you go along. It helps if you sponsor yourself first, and don't forget to let people know that all donations count and are appreciated no matter what size they are.



Maximise how many ways you can make money – think of all the different ways you can make money. E.g. if you are organising a quiz night, you could also do a raffle or charge for clues. If you are organising a music night, you could have a bucket collection for change as people are leaving.



Make it easy for people – try and make it as easy as possible for people to attend, donate, buy an entry ticket, or raffle ticket. The easier it is, the more likely they are to do it. Also don't forget to let them know what you are raising money for and why it is important to you.



Don't forget to Gift Aid

Gift Aid is a government scheme which means that we can claim 25p of tax for every £1 you donate at no extra cost to you. All you need to do is make a Gift Aid declaration. Please encourage people to gift aid their donations to help us raise more money.

We can only claim gift aid on individual donations. We cannot claim if it is a collection of donations from a group of people or if you are getting something in return such as a raffle ticket, entry ticket or auction item.



Here are our top 5 tips for promoting your event

1

Invite people – whether you do this by email, what's app or a traditional invite, make sure you invite people to join you. Don't assume word of mouth will be enough, give as much notice as possible and send a reminder too.

2

Social media – social media is a great way to promote an event or your sponsorship page. Ask your friends to share your posts to get them seen by more people.

3

Posters – you can download one of our posters to promote your event here ([hyperlink to follow](#)). Make sure you put plenty of posters in prominent places so that more people see them.

4

Local papers, websites and radio stations – who doesn't like a good news story? Sending something about your fundraising activity to the local newspaper, website and radio station is a great way to spread the word.

5

Intranet/Newsletter – if you have an intranet or newsletter at work then ask them to include something about your fundraising activity.



How your donations help

We appreciate every penny raised to the IOW NHS Trust Charity, especially as we know that you have worked really hard to raise it for us.

Your donations support the health and wellbeing of staff and volunteers, alongside helping to provide those non-essential items that are not covered or fully supported by NHS funds but make a huge difference to patients and their families.

Some examples of ways your donations could help:



£20=

a mastectomy bra



£50=

arts and crafts supplies for the Children's Ward



£75=

a prescription wig for a patient following Chemotherapy



£150=

a TV to provide comfort for family of patients on Wellow Unit



£300=

a parasol for an on-site patient garden



£1,000=

outdoor furniture for patients and families to use



How to bank your money

Once you have completed your fundraising it is important to get the money to us as quickly as possible.

If you have raised money on Enthuse, you do not need to do anything. All the money and information will be transferred straight to us.

If you have any cash or cheques, would like to transfer money directly to our bank account, or make a payment by card then please give us a call and we can help you to arrange this.

Please call **01983 822099** ext **6274** or email **iwont.charity@nhs.net**



Thank you

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Registered charity no. 1049606

