



Fundraising Guide

Full of fundraising ideas, top tips and details of how to pay your money in once you're all done fundraising!



Welcome!

Thank you for supporting the Luton and Dunstable Hospital Charitable Fund.

This fundraising guide has everything you need to get started and we are here to help if you have any questions along the way.

We look forward to hearing about your activities.

Good luck and thank you!

The Fundraising Team
Luton and Dunstable Hospital

How your donation will make a difference...

Donations to the L&D help fund enhancements to make our patients stay more comfortable and less distressing. Money raised buys extra equipment and comfort items so our patients and their families are treated in the best possible environment.

Below are some examples of the type of things your donation could buy...

£20 – buys CDs, DVDs, books or games for children to use while they are in hospital or help to distract them during treatment in A&E

£50 – buys puzzles books, games, jigsaws and old films to help keep our dementia patients as engaged as possible during their stay in hospital

£100 – will pay for 3 families to stay in our parents accommodation for a week so that they are near their sick newborn baby or child ~ helping to keep the family together when they need it most

£300 – buys portable sensory equipment to take to those children who are too sick to leave their beds. Those with heightened sensory needs use the equipment to help stimulate, calm and distract them

£1,500 – buys a Coagucheck machine which allows patients to test their own blood viscosity rate, so they don't have to come into hospital every day for the test

£4,500 – buys a Vapotherm to help premature and sick babies breathe more easily, without covering up their tiny faces with tubes and wires

£6,000 – buys a hand held Echocardiogram machine which is used to get an image of the heart and other organs, offering a quick and early diagnosis when a patient arrives in A&E

Supporting different wards and departments

Legacy donations...

We kindly just received a legacy donation of £100,000, this hugely generous donation will make a major difference to fund additional facilities and equipment. We also received a generous donation of £60,000 which bought an incubator and ventilator for the Neonatal Intensive care Unit. Our Coronary Care unit was totally redeveloped thanks to a generous legacy gift.

You can choose which ward or department you want your donation to benefit...we have over 50 different funds you can support!

If there is a certain ward or department that is close to your heart, let us know, and we'll make sure that all the money you give will go to that fund. NICU, Cardiac Centre, Stroke Unit, A&E, Cancer Unit, the Children's Ward, Eye Unit, Dementia Care Project and Prostate Cancer Unit to name but a few.

Celebrate and Donate!

Over the years we've had lots of fantastic donations from supporters celebrating special occasions!

Allan Dickinson is the organiser behind Mums big birthday bash which raises money for our COPD (Chronic Obstructive Pulmonary Disease) and respiratory patients. Since the passing of Allans' Mum Alana these annual bashes have raised a staggering £12,673.88.

Abi Payne organised a fantastic danceathon for the maternity services (bereavement Suite) raising £3180.

Sabine Hazel and friends have raised over £3700 through selling pin badges, a ladies night, BBQ and are still going strong raising vital funds for NICU.



Senior Sister Jenny Baker (left) with triplets Alexander, Oliver and Jessica and mum Jennie. They raised an amazing £3,000 from their christening!



Puddle Ducks raised over £4000 for NICU, through swimming and raffles.



Maria Donoghue ran the Royal Parks Foundation half marathon, raising £519.46 for the Children's ward.

Raising money!

Sponsorship forms

To save you creating your own form, you can use the sponsorship form on the next page. If you need more pages you can photocopy it or print more. If you need us to post you a form please contact the Fundraising Team on **01582 718 289** or email **fundraising@ldh.nhs.uk**

Please encourage people to Gift Aid their donation, (if they are eligible), by making sure sponsors fill in their full name and address (including postcode) so we can claim the **extra 25p** for every £1 donated.

Memorygiving

Memorygiving pages are becoming an increasingly popular way of people making donations in memory of a loved one. They can be shared via email, Facebook and Twitter like a Justgiving page and are a simple way to collect donations after someone has died.

Virgin Money Giving

Virgin Money Giving pages are similar to Justgiving pages. Feel free to use these if you would prefer. They are especially useful if you want to split your donation between us and another charity.

Visit **uk.virginmoneygiving.com** and search for **Luton and Dunstable Hospital** and click the start fundraising button!

giftaid it

Gift Aid is an essential part of fundraising and a great way to raise an extra 25% towards your total, without costing you or your supporters a penny!

Last year we received thousands of pounds extra from Gift Aid!

Every £1 is worth £1.25 when the donor is a UK taxpayer, (has paid more tax than the amount of tax reclaimed), provides their name, address, postcode and ticks the gift aid box!

Justgiving

You can set up an online fundraising page so people can sponsor/donate to you electronically. It's simple, secure and saves you collecting and counting everyone's money.

You can personalise your page by adding photos and videos too! Remember to tell people why you're fundraising for the hospital and say which ward or department you'll be raising money for. Once it's set up send the page link out to all your friends, family and work colleagues via email, Facebook and Twitter!

Visit **www.justgiving.com** and search for **Luton and Dunstable Hospital**. Click the button to set up your own page and follow the instructions. Easy!

The screenshot shows a grid of fundraising pages on the Justgiving website. At the top, there is a search bar and navigation links for 'Log in', 'Sign up', and 'Menu'. The main content area displays several fundraising profiles, each with a profile picture, name, and amount raised. The profiles include:

- Debra Johnson**: £233.09. Message: "This donation is from all the staff at Charity Primary Academy in memory of Deacon Thompson."
- Rohan and Riya, X**: £50.00 + £12.50 Gift Aid. Message: "Thank you for taking care of our special little gift Reuben. Your all do an amazing job."
- Media Safety Ltd**: £40.00 + £10.00 Gift Aid. Message: "Keep up the fabulous work, with warm regards from Media Safety Ltd"
- Rita, Rakesh, Reuben**: £1,000.00 + £250.00 Gift Aid. Message: "Thanks to all at Luton NICU for your help & support during the birth of our first baby Reuben Sunyara who was 8 weeks premature. You're all heroes and make such a difference to people's lives everyday"
- Anonymous**: £20.00 + £5.00 Gift Aid. Message: "Thanks for care given to Elin Snovell born 2005 and 10 years of a happy granddaughter"
- Sue Dormer**: £50.00. Message: "This is to say thank you for the care given to Ruby Louise born 5 /5 2015 at 2lbs 3oz."
- Sarah Newby** has raised £872,158.99. L&D NICU APPEAL. 644 Supporters.
- Bobby Smith** has raised £12,609.18. raising money for The Luton and Dunstable Hospital Charitable Fund because they save newborn babies. 253 Supporters.
- Danny Broderick** has raised £8,724.07. 2015 Captains Charity @ Stockwood Park Golf Club for The Luton and Dunstable Hospital Charitable Fund because they saved our daughters life!!! 62 Supporters.
- Brooke Simons** has raised £26,757.60. Jack Simons is raising money for Luton & Dunstable Hospital. 389 Supporters.
- Natalie Pledge**: £110.00 + £27.50 Gift Aid. "Chris Jones has recently done a just giving page, but it is now..."
- Kelly Harris** has raised £7,009.25.
- James Fletcher** has raised £7,493.05. raising money for The Luton and Dunstable Hospital Charitable Fund because of the work they do in NICU.
- Katrina Doyle**: £30.00 + £7.50 Gift Aid. "Hi, Thank you for the all of the love and support you give to my nephew Kieran Rouse over the years"



Sponsorship Form

Supporting Fund:

My Details

Title _____ First name or initial(s) _____

Surname _____

Full Home address _____

Postcode _____ Date _____

Event _____ Date of Event _____

In order to Gift Aid donations each person sponsoring an amount must fill in all boxes on their sponsorship line and agree with the following terms:

I am a UK taxpayer and understand that if I pay less Income Tax and/or Capital Gains Tax in the current tax year than the amount of Gift Aid claimed on all my donations it is my responsibility to pay any difference.

Gift Aid is reclaimed by the charity from the tax you pay for the current tax year. Your address is needed to identify you as a current UK taxpayer.

Please notify the charity if you:

- want to cancel this declaration
- change your name or home address
- no longer pay sufficient tax on your income and/or capital gains

If you pay Income Tax at the higher or additional rate and want to receive the additional tax relief due to you, you must include all your Gift Aid donations on your Self-Assessment tax return or ask HM Revenue and Customs to adjust your tax code.

Paid √	Full Name	Home Address	Postcode	Amount	Gift Aid √	Date of donation

Tips for organising a great event!



1 Plan in advance

Think about **what** kind of event you want to organise. Be creative but keep it simple!

Think about **how** you're going to do it. Create a task list of everything that needs doing and by when. Make sure it's not too big a job, often the simplest ideas are the best!

Who will be involved? Can you ask family and friends to help you organise it? Can you invite any local community groups to take part?

Think about **why** you are doing it; do you have a story to tell about why you are fundraising for that ward or a fundraising target you want to reach?

Decide **when** is best to hold the event. Check your calendar for any clashes of other important dates and consider the great British weather!

Finally decide **where** you want to hold the event. Consider cost, availability, capacity and logistics such as catering, music and car parking when choosing a venue.

2 Spread the word

Get it in people's diaries early, friends, family, work colleagues, neighbours, tell everyone what you are doing and why! But don't stop there... use all routes to reach people ~ leaflets, posters, Facebook, Twitter, emails and anything else you can think of.

Set up your own personalised fundraising page using Justgiving or Virgin Money Giving ~ It's easy and quick to do and makes collecting donations or sponsorship much easier.

Tell the local paper what you're doing and try and get it on the radio too!

3 Create and keep a budget

Remember to keep thinking about costs, you don't want all your hard work to pay for an expensive venue or too much food and not leave any money afterwards for the donation.

Create a budget that you can easily manage and keep on top of it. Costs soon add up if you don't control your budget carefully. Make sure you keep a record of all income and expenditure as you go along.

Try asking for sponsorship and support from local businesses. They may not be able to give you money but they may be able to do something for free such as print posters or give a raffle prize.

Take advantage of every fundraising opportunity... raffles, auctions and selling refreshments are excellent ways of making additional income especially if everything has been donated!

Making your donation

So what do you do now you've completed your fundraising activity?! Don't worry, it's easy!

Cheque

You can send us a cheque by post. Please make it payable to 'Luton and Dunstable Hospital Charitable Fund' and include a note with your name, address, phone number and if you want it to benefit a specific ward or department. Send to:

**Fundraising Team
Luton and Dunstable Hospital
Lewsey Road
Luton
LU4 0DZ**

Remember to include any paper sponsorship forms with your cheque!

Never send cash in the post.

Credit or Debit Card

You can make a BACS payment directly to our account or pay by credit or debit card. Call the Fundraising Team on **01582 718 043** for more details or to make a donation.

Online Sponsorship pages

If you have set up an online sponsorship page then it's already sorted! When someone makes a donation to your page it comes straight to our charity account. You don't need to worry about collecting money afterwards or sending in any forms and the gift aid is automatically worked out and paid too!

Cash

Please be careful when you collect cash. We recommend **NOT** carrying too much cash with you. It is safer to make your donation by cheque, credit/debit card or online, but should you want to make your donation in cash please call The Fundraising Team to arrange a suitable time to bring it in.



Sainsbury's, Bramingham Park, donated £4,000 to the NICU Appeal after they chose it as their charity of the year!

Company match giving

Remember to ask your employer if your donation is eligible for company match giving. Some companies will donate £ for £ for any money you raise ~ this means you can double your donation at no extra cost to you (you might have to fill out a few company forms!). Some companies prefer to make a one off donation. Speak to your HR team for details.



Staff from Barclays organised the raffle at our *Dazzling Dinner*. They were able to match fund the money they raised and donated an extra £1,500 to the NICU Appeal!

Stay safe and stay legal

We are extremely grateful for your support and for fundraising for the Luton and Dunstable Hospital. Your safety and well being is a top priority so please read the following information carefully to make sure you are keeping everything safe and legal...

Collections – to collect money in the street or in a public place (e.g. a supermarket) you need a licence from your local authority, which can be difficult to obtain. It would be great if you could help at one of our organised collections. If you are interested then get in touch!

We do not allow anyone to collect door to door ~ this is illegal without a special licence. If you hear of anyone doing a door to door collection please report it to the Fundraising Team on **01582 718 043**.

Licences – you may need a special licence to run an event e.g. public entertainment licence or a licence to sell alcohol. Please check with the Fundraising Team or your local authority for more information.

Raffles and lotteries – there are many different types of raffle, all of which have to be run in line with gaming law. Visit www.gamblingcommission.gov.uk for more information.

If you are organising a raffle to raise money for the L&D and want to ask local businesses for prizes you should have registered your fundraising event with The Fundraising Team and we will send you a letter of authenticity. Contact The Fundraising Team on **01582 718 043** before you ask businesses for prizes.

You are responsible for your fundraising activity. The Luton and Dunstable Hospital Charitable Fund cannot accept any responsibility for your fundraising event or its participants.

Here to help

Whatever it is you decide to do, the Fundraising Team is here to help!

Once you've decided what you're doing and when, please let us know. We have lots of fundraising materials that may be useful to you such as...

Collections tins, balloons, leaflets, pull up banners and stickers.

We can also help promote your event or sponsorship page, send you our logo or assist with contacting the local press. Sometimes it's good to run an idea past someone else, so please feel free to get in touch.

Any questions? Just get in touch.

Email: fundraising@ldh.nhs.uk

Phone: 01582 718 289

Write to us: Fundraising Team, Luton and Dunstable Hospital, Lewsey Road, Luton, LU4 0DZ