Dudley Group NHS Charity

Making every day better

Fundraising Pack

for corporates

Reg No: 1056979

Thank you

The support we receive from local organisations is incredible. The generosity and kindness shown towards our staff and patients is remarkable and for that, we are grateful.

This booklet is designed to help you achieve your fundraising goals and have fun along the way. There are tips and advice, help with setting up a fundraising page, activity ideas and ways to share your story through social media.

We will be with you every step of the way, providing as much support as you want or need. Thank you for doing something truly amazing and choosing to support your local NHS charity.

Your fundraising will have a real, direct and positive impact on patient care and staff wellbeing.

Whether you're fundraising to create a calming and peaceful space on a particular ward, to purchase cutting-edge equipment or to support staff wellbeing, we guarantee that your hard work will make a real difference, enabling our patients' experience whilst being in hospital and staff to deliver exceptional care.

Your fundraising can make the difference between great care and outstanding are, helping to make our staff and patient environments comforting, welcoming and inspiring.

Charity of the Year

Choosing us as your Charity of the Year is a meaningful way to support the NHS staff, patients and communities who rely on our Trust and services every day. Together, we can make a difference to healthcare experiences while uniting your employees behind a shared purpose.

Why partner with us?

A Charity of the Year partnership offers more than fundraising, it strengthens employee engagement, demonstrates your commitment to social value and supports the wellbeing of your local community.

Your support helps us to:

- Enhance patient care and comfort beyond NHS provision
- Support staff wellbeing and vital resources
- Fund equipment, facilities and innovative projects
- Improve experiences for families and carers

Partnership opportunities

We will work with you to create a programme that fits your organisation, including:

- Employee fundraising and team challenges
- Volunteering and engagement opportunities
- Matched funding
- Co-branded campaigns and impact storytelling

Real impact, close to home

Your partnership directly benefits NHS services in your community. We will provide regular updates, stories and reporting via our quarterly newsletter so you can see the difference your organisation is making.

Together, we can make a difference.

Helping you to help us

Whether you are new to fundraising or an experienced regular, we can offer you support. This fundraising pack is full of ideas and useful information to help with an event of any size.

Resources to help you

We are happy to support your fundraising and can supply any of the following items if required:

- Sponsor forms
- Letter of endorsement
- Collection boxes/charity buckets
- Charity t-shirts
- Artwork support
- Leaflets and information

Gift Aid

Gift aid is great – it means that we can get an extra 25% from the taxman when a UK taxpayer donates to us. If you are doing a sponsored challenge, make sure that people fill in their details and tick the gift aid box on the sponsor form. We can provide you with gift aid envelopes if you're doing any sort of collection.

Social Media Marketing

We would be delighted to advertise your fundraising and post pictures and videos on to our social media.

We would also appreciate if you tagged us on your social media posts too so we can repost. Please see out handles below:

DudleyGroupNHSCharity

DudleyGroupNHSCharity

DGNHSCharity

Speak to your employers about matched funding!

Many employers will be happy to match your fundraising or make a contribution to your target. We can provide them with official letters of receipt and recognise their donation.

Inspire your supporters!
Let people know why you are raising funds and the impact their donations will have on patients, their families and our staff. Direct them to our website or request some of our charity leaflets.

Always ask for a charity discount!
We can provide you with a 'letter of endorsement' that could enable you to approach suppliers for a discount. Always try to keep your costs as low as possible, so that you can donate more to your cause.

Create an online donation page!
We recommend to use JustGiving for your fundraising page. Information on how to set up an online page can be found in this booklet.

Some legal information

There are a number of laws and regulations governing how people can collect or fundraise for a charity. Different laws and regulations apply depending on where and how you decide to raise funds. They are designed to protect you and ensure best practice.

When you are fundraising for our charity, you are representing us, so we ask you to comply with our fundraising rules, the relevant laws, and regulations.

It is essential that any fundraising activity or event should be run legally and safely. We are here to help, so please don't hesitate to contact us and we'll be happy to discuss your ideas/event with you.

Promotional Materials
On all printed materials you use, including letters, tickets and posters, you **must** state that the DGNHS Charity is a Registered Charity, Number **1056979**.

If you would like an electronic copy of our logo (PNG) for use on materials, please email your request to dgft.fundraising@nhs.net

Be creative. Be inspired. But most of all, have fun!

Your fundraising could be easy, challenging or simple and straightforward. The choice is entirely yours. Whatever you decide to do, make sure you, those that are helping you and anyone else involved, is having fun, is safe and knows why you are fundraising.

Bake sale

Make like Mary Berry and bake your way to fundraising success. Wherever you run the event, be sure to find out about any specialist diets (or perhaps just favourites) first to maximise sales!

Football match

Get all your colleagues together and do something different. Even if you don't score, this is one match that guarantees you'll make a difference in 90 minutes. Raise funds by charging a player fee and why not let spectators donate to take part in a penalty shootout at the end?

Abseil

Set the bar high with an abseil. Whether it's off the side of you local tow hall or the side of a tall building, you're sure to get noticed.

Quiz night

The pub, village hall and local sports centre are all suitable for hosting a quiz. Decide what's the best option and get working on those questions. Host the night and guests pay to play.

Dinner Party

Host a dinner party for all colleagues at your company. Pick a theme and confirm a venue and food. Guests can pay to attend and you can fundraise on the night with a raffle.

OR visit www.dgnhscharity.org/events to take part in one of our charity events!

Online fundraising pages

An online fundraising page is the perfect way for your family, friends and colleagues to donate, no matter where they are in the world. Gift Aid is also taken care of, if applicable, and all your fundraising is automatically distributed to DGNHS Charity so we can assign them to the ward or department of your choice.

Tips to make your page a success:

- Make it personal and tell the story of why you are fundraising.
- Including photos on your page has been proven to increase donations.
- Set an ambitious but realistic target. Pages with fundraising targets raise more money than those without a target.
- If you meet your target, set a new one!
- Let your supporters know how they will be making a difference. We can help you show the impact of your fundraising to all your supporters.
- Share your page with everyone. It is simple to do and can be done regularly throughout your fundraising activity.
- People often match the first few donations, so approach your most generous contacts to make the first contributions.
- A fifth of donations come in after your fundraising event or activity, so keep reminding people on what you achieved.

Setting up a JustGiving Page

1. Create or log in to your account and click ‘Start Fundraising’.
2. When asked ‘Are you fundraising for a registered charity?’, select ‘Yes, continue’.
3. Search for ‘Dudley Group NHS Charity’ and select.
4. Fill in your event details.
5. Choose your page name/web address – this is the link you’ll be sharing with friends, family and colleagues.
6. Click ‘Create your page’ and that’s it, you’re all done. More info can be found by clicking here.

How to run a raffle

Most people run raffles as part of their events, such as dinner dances and parties. These types of lotteries are referred to as 'incidental non-commercial lotteries'; in other words, the lottery is not the main event.

When running an incidental, non- commercial lottery, you will be exempt from many of the rules and regulations governing other types of lotteries. However, although the rules are less strict, the Gambling Act 2005 still applies.

When organising an incidental lottery, you should consider the following rules:

- All lottery tickets must be sold at the event, with all participants present.
- You cannot offer more than £250 in prizes, even if prizes have been donated.
- You cannot offer cash prizes.
- You cannot conduct a 'roll-over' lottery of any type.

By adhering to these rules, the process of running an incidental non-commercial lottery is actually made a lot simpler. You will need to print or buy ticket books, collect prizes and choose your ticket price ahead of time. Then, on the day of your event, you can sell tickets to interested parties.

Four steps to a successful raffle

Once you have decided to conduct a lottery and have reviewed the relevant legal requirements, it's one of the easier fundraising events to plan. Running a lottery requires four simple steps:

- Buying ticket book
- Obtaining prizes
- Promoting the raffle and selling tickets
- Drawing the winners

How to make your donation

While setting up an online fundraising page is the easiest way, there are other methods of getting your donations to us or directing your supporters to donate:

Making a donation in person

You can visit the General Office anytime between 9am and 12pm and 2pm to 4pm Monday to Friday (located on the ground floor, near the main entrance of Russells Hall Hospital) and give your donation to the cashier, who will issue you with a receipt.

Send a cheque

Payable to Dudley Group NHS; to the Fundraising Manager, General Office, The Dudley Group NHS Trust, Russells Hall Hospital, Dudley, DY1 2HQ

Donate via our website

https://dgnhscharity.org/donate-now/

Donation by debit, credit card or BACS

Contact the Cashier, General Office on 01384 456111 ext. 2872

We can arrange a cheque presentation and photo opportunity to recognise your donation and celebrate the impact of your support.

Contact the Fundraising Team on 01384 456111 ext 3349

Email: dgft.fundraising@nhs.net | www.dgftcharity.org

Dudley Group NHS Charity, Russells Hall Hospital, Dudley, DY1 2HQ