



**Your Hospital Charity**  
Supporting Bedfordshire Hospitals



**Bedfordshire Hospitals**  
NHS Foundation Trust

# Fundraising Guide



**Your guide to all the best fundraising tips and tricks to ensure you get the most out of your events!**

Because **people** matter most



**Your Hospital Charity**  
Supporting Bedfordshire Hospitals



**Bedfordshire Hospitals**  
NHS Foundation Trust

# Thank You!

Thank you so much for considering supporting the Bedfordshire Hospitals NHS Charity! Your support is vital in allowing us to continue going above and beyond for our hospitals.

This guide has everything you need to know about fundraising for us, including how to get started and all the ways we can help you along the way.

We look forward to hearing about your journey! Good luck and thank you!

**The Fundraising Team**





Your Hospital Charity  
Supporting Bedfordshire Hospitals



Bedfordshire Hospitals  
NHS Foundation Trust

# How your donation makes a difference...



Every donation made to Bedfordshire Hospitals NHS Charity helps to fund enhancements that ensure our patients are relaxed and comfortable during their stays. No matter its size, every donation makes a difference.

From donations as little as £20 we are able to buy books and games for children to use during their hospital stay, all the way to donations of over £1000 which enables us to buy new pieces of equipment to improve patient care.

You can choose the ward or department you want your donation to benefit. We have over 100 different funds across Bedford and the Luton & Dunstable Hospital!

Whichever area you choose to support we will make sure that 100% of the money you have raised goes directly to them.

Because **people**  
matter most



# Fundraising Ideas

**A**

Auction, Arm Wrestling, Aerobic Marathon, Afternoon Tea event



**B**

Baked bean bath, Bring & Buy Sale, Bowling, Bingo Night, BBQ Party.

**C**



Cake Sale, Craft fayre, Car Wash, Concert, Cookout, Coffee Morning, Cheese & Wine Night

**D**



**E**

Egg & Spoon race, Easter egg hunt, Eighties Night, Ebay Sale

**F**

Fancy Dress, Fair, Family Fun Day, Face Painting, Football



**G**

Go green day, Golf day, Garden Party

**H**

Head Shave, Hockey Tournament, Hoola hoop, Hiking Challenge

**I**

International day, It's a Knockout, Ice Skating, Irish Dancing.



**J**

Jumble Sale, Juggling, Jewellery Sale, Job Swap.

**K**

Karaoke, Kite Flying, Keep Fit Evening.



**L**

Leg Wax, Line Dancing, Limbo competition, Lemonade Stand

**M**

Match Giving, Magic Ball, Mountain Bike Ride, Memory Walk



**N**

Nature Trail, Night time walk, Name the bear, Netball, New years eve party.

**O**

Odd sock day, Obstacle course, Olympic sports day



**P**

Pink Day, Picnic, Pool Competition, Pajama Party



**Q**

Quiz Night, Quiet Day (sponsored silence)



**R**

Running, Raffles, Race Night, Roller Skating, Rugby.

**S**

Salsa night, skipping, swimathon, sweepstakes, Summer Ball



**T**

Treasure Hunt, Theme Events, Three-legged Races, Tin collections, Tombola

**U**

Uniform Free Days, University Challenge, unwanted gift sale.

**V**

Variety Concert, Valentines Day event.



**W**

Wheelbarrow Racing, Wine Tasting, Window Cleaning, walking.



**X**

X-factor talent show, Xmas Party



**Y**

Yo-yo Competition, Yoga, Yodelling

**Z**

Zip Wire, Zumbathon



**Your Hospital Charity**  
Supporting Bedfordshire Hospitals



**Bedfordshire Hospitals**  
NHS Foundation Trust

# Because of you...

As a charity we support **620,000** patients and their families and **7,600** nurses, doctors, health care assistants, estate workers and support teams.

In 2022 we received **£1,529,000** in monetary donations from individual donations, events, collection tins and so much more. **This has supported:**

- The creation of the Children's Critical Care Room in the Children's Ward.
- The purchase of a specialised chair in X-Ray to help patients with x-rays of the head and neck.
- The purchase of I-pods and speakers for our Neonatal Care Babies

**And so much more!**

**By fundraising for us you are allowing for the continued improvements to our services.**

You might consider supporting one of our current appeals which includes:

Little Feet Appeal – Supporting Maternity Services at the L&D.

Butterfly Appeal – Supporting Maternity Bereavement at both Bedford and the L&D.

Critical Care Appeal – Supporting essential updates to the ITU and HDU at the L&D.

Theatres Appeal – Ensure paediatric patients and adults with sensory needs have comforting surgery experience possible.

the most  
**Because people**  
matter most



# Raising Money...

So you've got your fundraising plan and you're ready to start raising money but how do you do this?

There are so many ways to raise funds, including:

## **Online Giving pages:**

These are an increasingly popular because of how easy they are to use and their global reach. Just search up Bedfordshire Hospitals NHS Charity, look for our logo and off you go. Make your story personal and once we receive notification of the page we will be in touch. It's that easy!

## **Facebook Fundraisers:**

If you have a Facebook account you can again easily set up a page to celebrate a birthday, wedding, christening and so much more. Again just search for us and off you go – they handle all the rest.

## **Sponsorship:**

To save you time we have created a generic sponsorship form. Just collect your names, their details, and amounts – don't forget to ask for gift aid! Collect your raised funds after the event and give us a call on 01582 718 289 to find out the best way to pay in.



Because **people**  
matter most



# Stay Safe & Stay 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.

If you are interested in doing this form of fundraising please get in touch – it would be great if you could help at one of our organised collections.

Please note that 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 for us please report it to the fundraising team on 01582 718 289.

## Licence:

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 gambling law. Visit [www.gamblingcommission.gov.uk](http://www.gamblingcommission.gov.uk) for more information.

If you are organising a raffle to raise money for the Bedfordshire Hospitals NHS Charity and want to ask local businesses for prize, you will need to register your event with the Fundraising Team and we will send you a letter of authenticity.

You must contact the Fundraising Team on **01582 718 289** before you ask businesses for prizes.



Because **people**  
matter most



Your Hospital Charity  
Supporting Bedfordshire Hospitals



Bedfordshire Hospitals  
NHS Foundation Trust

# We're 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: Collection tins, balloons, leaflets, pull up banners and pins.

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!

**You are responsible for your fundraising activity. The Bedfordshire Hospitals NHS Charitable Fund cannot accept any responsibility for your fundraising event or its participants.**



Because **people**  
matter most



# Sponsorship Form

## Gift Aid it!

Gift Aid is hugely important to charities and is a great way to raise an additional 25p per every pound raised. So every £1 is worth £1.25 when the donor is a UK taxpayer, it costs you or them nothing additional.

Raising Funds for:

Organiser Details:

Title \_\_\_\_\_ Full Name \_\_\_\_\_

Home Address \_\_\_\_\_

Postcode \_\_\_\_\_

Event \_\_\_\_\_

Event Date \_\_\_\_\_

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.





# Tips for organising a fantastic fundraising 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 list of everything that needs doing and by when. Make sure it's not too big a job, often the simplest ideas are the most effective.

**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 the unit that you are fundraising for? What fundraising target do you want to reach?

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, tell your friends, family and neighbours, what you are doing and why! But don't stop there, use all routes to reach people ~ leaflets, posters, Facebook, Twitter, Instagram, Snapchat, emails and anything else you can think of!

Set up your own personalised fundraising page using JustGiving - 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!

The fundraising team can also support you with posts on our website and social media pages!

## 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 your donation.

Create an easily manageable budget and keep on top of it! Make sure you keep note of all income or expenditure as you go and try asking local businesses for sponsorship!



Because **people**  
matter most



# Making Your Donation

**So your fundraiser is complete...what is next?  
Below are all the different ways that you can pay  
your funds in:**

## **Cheque:**

Send us your cheque made payable to 'Bedfordshire Hospitals NHS Charity' to either our Bedford or Luton office:

### **Luton:**

Fundraising Team, Luton & Dunstable Hospital, Lewsey Road, Luton, LU4 0DZ

### **Bedford:**

Fundraising Team, Voluntary Services, Bedford Hospital, Kempston Road, Bedford, MK42 9DJ.

**Don't forget to include the donation form on the next page!**

## **Credit or Debit:**

Call our office on 01582 718 289 to make a payment over the phone, you will need to have your card handy and we do require your address.

## **BACS:**

Email the team at [fundraising@bedsft.nhs.uk](mailto:fundraising@bedsft.nhs.uk) for details on how to pay this way.

## **Online Sponsorship Pages:**

No need to worry with this one as it is paid directly to us! Just remember to close your page down a short while after the event.

## **Cash:**

We recommend not to collect cash, if you have this as your chosen method please be careful.

Give us a call when your ready and we can arrange a visit to our office to make your cash donation.

**Because people  
matter most**



# Donation Form

Please fill in your details in BLOCK CAPITALS and complete the relevant section below, including the Gift Aid Declaration if applicable.

Please return to Fundraising Team, Luton & Dunstable Hospital, Lewsey Road, Luton LU4 0DZ, OR Fundraising Team, Voluntary Services, Bedford Hospitals, Kempston Road, Bedford, MK42 9DJ

Title \_\_\_\_\_ Full name \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_ Postcode \_\_\_\_\_

Telephone \_\_\_\_\_

Email \_\_\_\_\_

Please note, to claim back Gift Aid we need your full name, address and postcode

## Gift Aid Declaration

I confirm I have paid or will pay an amount of Income Tax and/or Capital Gains Tax for the current tax year (6 April to 5 April) that is at least equal to the amount of tax that all the charities and Community Amateur Sports Clubs (CASCs) that I donate to will reclaim on my gifts for the current tax year.

I understand that other taxes such as VAT and Council Tax do not qualify.

**I understand the charity will reclaim 25p of tax on every £1 that I have given.**

## One-Off Gift

I would like to make a donation of £\_\_\_\_\_

I enclose a Cheque or CAF voucher made payable to **Bedfordshire Hospital NHS Charity**.

I would like my donation to benefit the

General Charitable Fund

Other \_\_\_\_\_

Please note that if you do not indicate a specific fund, your donation will be placed into the General Charitable Fund for the Hospital to determine how best it can be used to support it's work.

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

## Regular Gift

I would like to make a regular donation, by standing order, of £\_\_\_\_\_ each month/ quarter/ year (please delete as appropriate).

I would like to receive the information to be able to set up a standing order from my bank account.

Please send me the information via:

Address

Email

Phone

Text

Please complete the relevant information above.



**Your Hospital Charity**  
Supporting Bedfordshire Hospitals



**Bedfordshire Hospitals**  
NHS Foundation Trust

# We are so grateful for all your support!



We are here to help you on your fundraising journey. If you have any questions, please get in touch!

Call or email us on:

018582 718 289 or [fundraising@bedsft.nhs.uk](mailto:fundraising@bedsft.nhs.uk)



Registered with  
**FUNDRAISING  
REGULATOR**

Because **people**  
matter most