



Includes
Top
Tips

Fundraising Pack

Remember, every pound you raise makes a difference.



nhslothiancharity.org

@nhslothcharity    

NHS Lothian Charity is a registered Scottish charity (No. SC007342)



Welcome!

Thank you for fundraising to support NHS Lothian patients, visitors, staff and volunteers.

What you're about to do is amazing. The money you raise could help people recover quicker, support them at challenging times, or keep families together longer.

We hope you find this fundraising pack useful. If you need anything else such as collection tins, buckets, balloons or leaflets, don't hesitate to contact our fundraising team at:
hello@nhslothiancharity.org
or phone: 0131 465 5850

Getting Started

Supporting NHS Lothian Charity is a fantastic way to show your appreciation to our NHS staff. Your support will help make a difference to patients, visitors and our staff by helping to fund the refurbishment of wards, making them more comfortable for patients, providing wellbeing spaces to care for NHS staff or supporting cutting-edge technology or equipment that can change lives. All these things and more have the potential to to save lives or bring comfort to people when they need it most. Get started by setting up up your fundrasising page at justgiving.com/nhsllothiancharity



Set up your
fundraising
page



Set a
fundraising
target



Donate to
yourself



Share it

Top tips for online fundraising



Add a photo of yourself to your fundraising page. Fundraisers who have a photo receive 13% more donations for each photo or video.



Make a donation to yourself to get things started. It shows your friends and family that you are committed to the challenge and to our NHS Lothian colleagues.



Tell your story about why you are fundraising, and why it matters to you. You could raise 65% more if you do.



Don't be afraid to share your story on WhatsApp groups, social media or by email – people like reading positive stories, which will spread joy throughout your networks.



Aim for a target – your supporters would love to help you achieve this. Pages with targets receive 17% more donations than those who don't, so aim high!



Keep everyone updated about your fundraiser and what you have achieved to date on social media or through the update function on your fundraising page.

Top tips for online fundraising (cont.)



Make giving easy for your friends and family by adding a link to your fundraising page in your social media bio.



Share your amazing achievement once you've completed your challenge. A photo of you at the finish line with your medal, or a group shot of you at your event or fundraiser lets people know how it went. Share your fundraising page again - JustGiving reports that they see 20% of donations come in after the event.



Tag us in your posts on social using the handle @nhslotcharity It's a great way to connect with other people taking on the challenge and share your story wider.



Add an image and a link about your challenge to your email footer it's an easy way to share your challenge with the people you're in touch with.



Don't forget to say thank you to your friends, family and colleagues for their support, generosity and kindness. Their donations are helping to support life-saving projects.



You might have already chosen a fundraising event, but if you haven't here are some fun ideas to inspire you!

- Climb a Munro, or two or three – there are 282 in Scotland to choose from!
- Organise a BBQ with friends and family, ask for donations and run a raffle on the day
- Do something daring like shaving your hair off and collect sponsorship at the same time.
- Ask friends to make a donation in lieu of birthday presents
- Set yourself a challenge to walk a certain number of miles a month e.g. 100
- Take part in one of our many events where you could receive a discounted charity place. Find out more on our [website](#).

Fundraising ideas



How your fundraising makes a difference

Incredible supporters like you have already made an impact this year, providing support to children facing tough times. Thanks to generous donations, we have been able to lift the spirits of children when they are unwell in the hospital, providing them with gaming carts which are a positive distraction, keeping them entertained and connected with their friends during their treatment. Having the opportunity to engage in their favourite games provides a sense of normality and belonging in an otherwise unfamiliar hospital environment.

The impact of these donations is already evident, bringing smiles and fun to these young patients, and making their stay a little brighter.

Your contributions can make a real difference and, together, we can create a positive change in the lives of patients, their loved ones and staff across NHS Lothian.



Matched Giving

Some companies will match up to a certain amount on your fundraising efforts. It is therefore worth checking if they have a scheme to give your fundraising a boost.

Gift Aid

Gift Aid is an easy way to maximise your fundraising by adding 25% to each eligible donation from a UK taxpayer. When collecting Gift Aid on sponsor forms please fully complete names and addresses (including postcodes) of eligible supporters.

However, not everyone is eligible for Gift Aid, e.g. it cannot be claimed on ticket sales, raffle ticket sales, winning auction bids or anything other than an individual donation. Also, it cannot be claimed on behalf of a group or as part of a collection.

For more information about gift aid or matched giving visit our [website](#) or contact us at:

hello@nhslothiancharity.org

**Maximise
the impact of
your donation**



Raffles and lotteries

Holding an auction or raffle is a great way of raising money with minimal cost and a lot of fun. There are laws relating to lotteries and raffles so please be sure that you are familiar with these and operate your auction or raffle accordingly. There may be circumstances when a license is required. Contact your local authority for more information on gambling licenses.

You can also visit gamblingcommission.gov.uk for more Information.



Food standards

Make sure you familiarise yourself with the latest information on food standards if you plan to raise money involving food.

www.foodstandards.gov.scot/consumers/food-safety/buying-food-eating-out/community-and-charity-events



Epic and injury-free

Health and Safety

It's important to think about Health and Safety and the way your event is being organised. It's advised you undertake appropriate measures for your event. Think about food hygiene and relevant laws, risk assessments, and people or services that may need to be notified of your event. For example, if you are closing roads for a walk, you will need to notify emergency services. Please also check with your council what safety measures or licenses need to be in place for your activity.

Be clear about fundraising in aid of NHS Lothian Charity

Please make sure that it is clear that you are fundraising 'in aid of' NHS Lothian Charity and that your activities are not representing or appearing to be organised by the NHS or by NHS Lothian Charity.



Other ways to give

There are so many other ways you can give to support NHS Lothian Charity.

Give a single gift

Give a gift through our [donation page](#) today. It's quick, easy, secure and you'll be helping us to continue to improve the wellbeing of NHS Lothian's patients and staff.

Give a regular gift

You can set up a regular gift by visiting our [donation page](#). By setting up a direct debit and making a regular donation, you can help us plan for the future. Your committed support would mean that, together, we can continue to care for the wellbeing of NHS Lothian's patients and staff in the long-term.



A huge well done and thank you for fundraising to support NHS Lothian patients, visitors, staff and volunteers! There are lots of different ways you can choose to pay in your fundraising.

Donate online

You can pay your donation via our website. Click on the yellow donate button, then complete the form with your details and provide information about your event.

nhslothiancharity.org/support-us/donate/



Paying in
your fundraising

Paying in your fundraising (cont.)



Send a cheque made out to NHS Lothian Charity:

Mainpoint
102 West Port
Edinburgh
EH3 9DN



Transfer your fundraising via BACS

Contact us and we will provide you with a reference and details on how to make a BACS payment:
hello@nhslothiancharity.org



Visit a hospital and make your donation at a cashiers' desk.

Most of our hospitals have a cashiers' desk where you can pay your donation to the Charity. Please check cashier opening times, ensure you complete the form with all your details and we'll take the rest from there.

Third party data handling

As part of your fundraising, you may come into contact with personal data and information belonging to people involved in your activity.

You are responsible for ensuring that any paper or electronic data you hold complies with the Data Protection Act 2018.

As a rule of thumb, store any data you have securely and safe from loss, damage or unauthorised access. Do not keep data for longer than you need it and do not share information about someone without their permission. For more information and guidance contact the [Information Commissioners Office](#).





Thank You!

Thank you again for supporting patients, visitors and staff of NHS Lothian.

Your fundraising means so much. Because of you, we are able to enhance healthcare environments for both patients and staff, improve patient and staff experience, and help transform the way that care is delivered.

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