



Fundraising toolkit



# Thank you

**Thank you for supporting our Home from Home Appeal and helping us to reach a £1 million target to provide relatives' accommodation and extra rehabilitation facilities.**

These new facilities are urgently needed so that we can support families and patients during difficult times – often following a traumatic injury or illness.

A suite of eight bedrooms plus a sitting area and kitchen, will be created within a new building on our hospital site. The ground floor of this three-floor building will also house an expanded, specialised rehabilitation unit with 30 beds and state of the art therapy facilities.

By fundraising for our appeal you can help us to provide the best possible care for our patients and for their loved ones who want to stay close at hand.

This fundraising kit has some ideas and tools to help you to get started; but please don't hesitate to get in touch with our fundraising team if you need any advice or support.

Thank you again and good luck!

*E. Mear*

**Liz Mear**  
Chief Executive

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# What will you do?

## Ideas

Whatever your fundraising activity, have fun and be creative.

Here are some ideas:

- Check sports events calendars in your area and enter a sponsored challenge
- Create your own challenge – sit in a bath of baked beans, submit to a full body wax or stage a zumba marathon – whatever works for your supporters!
- Bring together a group of friends or colleagues and form a committee
- Plan something sociable – a lunchtime, evening or weekend event



## Promotion and sponsorship

- Create your own page on Virgin Money Giving ([uk.virginmoneygiving.com/giving](http://uk.virginmoneygiving.com/giving)) to raise sponsorship and to access more ideas
- Specialist sporting websites like Nike Running and British Cycling help with training plans and identify events in your area
- Promote your fundraising activity through Facebook and Twitter
- If you have set yourself a big target, break this down with different milestones and a series of activities
- Aim to raise at least three times as much as you spend
- Keep costs to a minimum – ask for a charity rate
- Try to get items or services donated
- Contact local shops, schools and community centres and ask if you can display posters
- Ask your supporters to tick the box for Gift Aid on their donations and we will be able to claim 25 per cent more on your gift at no cost to you.





# Permissions and safety

You must first register your event with The Walton Centre by contacting us and telling us about what you have planned. We will then send you a letter of authorisation.

- Ensure your event is organised efficiently and safely
- Health and safety advice and guidance on organising an event can be found at: [www.hse.gov.uk](http://www.hse.gov.uk)
- Consider whether you need insurance cover and a risk assessment
- Check with your local authority whether you will need special permission, eg for raffles and lotteries. Visit [www.gamblingcommission.gov.uk](http://www.gamblingcommission.gov.uk) for further information.

The Walton Centre cannot accept any responsibility for your event.





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**Donate by text: Text neur00 and the amount  
you are giving to: 70070  
[www.thewaltoncentre.nhs.uk](http://www.thewaltoncentre.nhs.uk)**