The Walton Centre NHS NHS Foundation Trust





Home FROM Home

Fundraising toolkit



Excellence in Neuroscience



Liz Mear Chief Executive

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 J. Maa

Contents

Permissions and safety	4
Template poster	5
Sponsor form	6
Sending in donations	7

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) 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
- Consider whether you need insurance cover and a risk assessment

The Walton Centre cannot accept any responsibility for your event.

 Check with your local authority whether you will need special permission, eg for raffles and lotteries.
Visit www.gamblingcommission.gov.uk for further information.















Sponsorship form

Help us to make the most of your donation

If you are a tax payer we can reclaim 25 pence for every £1 you donate, at no cost to you! Please tick if you want us to claim Gift Aid and you understand that you must pay income tax or capital gains tax equal to the amount claimed by the Walton Neuro Fund on the donation. *Don't forget your postcode – we can't claim Gift Aid without it!*

Name		Event Date:			
Details of Event:			1		
Full Name	Home Address	Postcode	Amount pledged	Gift Aid	Date paid
A N Other	15 Smíth Street, Líverpool	L123G	£10	1	1/12/12
Please sponsor me and help The Walton Centre to build			TOTAL DONATIONS		

Please sponsor me and help The Walton Centre to build relatives' accommodation and extra facilities for rehabilitation patients, through the Home from Home Appeal.

Fundraising Team, The Walton Centre

2nd Floor Executive Offices, Longmoor Lane, L9 7LJ Walton Neuroscience Fund. Registered charity number: 1050050



Excellence in Neuroscience

RECEIVED

To donate to the Home from Home Appeal

All funds raised should be donated within six weeks of your event and there are various ways to do that. You can pay through the Virgin Money Giving web page or send a cheque to us at the address on the last page of this pack. Or you can call The Walton Centre on **0151 529 5735** and ask for our finance team who will advise you how to make a donation at a bank or online. **Please be assured that all the information you provide will be used for administrative purposes only.**

Your details	
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Title: First name:	Surname:			
Organisation: (if applicable)				
Address:				
	Mobile number:			
Email:				
Online fundraising page name: _				
Did you organise or take part in an event and if so, what was it?:				
Date of event:				
Why did you decide to support u	IS?:			
processed in accordance with the Data P	e Data Protection Act 1998; therefore any information held about you will be stored and rotection Act 1998. The Trust will not disclose any information about you to a third party without for the purpose of processing your donation and to contact you about your fundraising.			
Can we contact you with fundra	ising news and information about events? (tick box)			
Signed:	Date:			



Fundraising Team The Walton Centre 2nd Floor Executive Offices Longmoor Lane L9 7LJ

Tel: 0151 529 5612 Email: fundraising@thewaltoncentre.nhs.uk

Donate by text: Text neur00 and the amount you are giving to: 70070 www.thewaltoncentre.nhs.uk