



# Corporate Fundraising Pack

Saving lives and supporting sick babies and children at Bristol Children's Hospital and St Michael's Neonatal Intensive Care Unit





# WELCOME

## to your corporate fundraising pack!

If you're holding this guide you've already done something amazing. You and your colleagues have made the decision to raise funds to help sick babies, children and their families – so now we're going to support you in every way we can!

**You're on #TeamGrandAppeal, and together we will do great things.**

**So how do you get started? It's easy.  
Take a few minutes to read through this pack.**

**Still have a question for us?  
Get in touch with Helen or Katie:**

**[helen@grandappeal.org.uk](mailto:helen@grandappeal.org.uk)  
[katie@grandappeal.org.uk](mailto:katie@grandappeal.org.uk)  
0117 927 3888**



# Choose your **event** or **activity**

**There are many ways you and your colleagues can raise money:**

**Corporates Collect** Think of ways to encourage your colleagues to give. Why not make the tin a swear jar or introduce a 'donate if you're late' scheme?



## **Employee Fundraising**

Encourage your colleagues to round up a team and take on one of our unique physical challenges. Or if these seem a bit too daunting, take part in Wrong Trousers Day, BIG Bake or our BIG Christmas Dress Up.

## **Charity of the Year**

Make us your Charity of the Year and we'll make it a year to remember, with unique opportunities to engage both customers and staff.

**Companies can also support the efforts of their staff in various ways:**

**Match Funding** Match the efforts of your staff by match funding their money raised. This will project a positive corporate image and boost staff engagement.

**Payroll Giving** Offer your staff a tax-free way to donate through their pay; it's a really simple way to make a real difference. More information on this can be found here: [www.payrollgiving.co.uk](http://www.payrollgiving.co.uk)

**Cause Related Marketing** Partnering with us can strengthen your company brand while promoting your products and aligning with a trusted family brand.

**Sponsor an Event** Have your logo on all our event promotional materials, feature within media releases and much more.

# Boost your team fundraising online

Setting up a team online fundraising page is a great way to spread the word about your fundraising. The money will also go straight to us, so you don't have to worry about collecting and paying it in yourself.

Set up your JustGiving page at [www.justgiving.com/grandappeal](http://www.justgiving.com/grandappeal) or [www.justgiving.com/cotsfortots](http://www.justgiving.com/cotsfortots)

## JustGiving™

- **Company Fundraising by JustGiving**

Create a bespoke landing page for your staff, using your logo and corporate colours.

- **Team JustGiving pages**

A great way to join individual fundraising pages together, allowing colleagues to raise money separately whilst contributing to a larger team goal.

## Top Tips!

- **Say 'cheese!'** - Personalise your page by uploading a team photo.
- **Set a target** - Pick a realistic target and then ask everyone to help you reach it!
- **Tell your story** - You might have a personal story as to why you have chosen to support The Grand Appeal or Cots for Tots.
- **Post updates** - Let people know how you're getting on.
- **Say 'thank you'** - Recognising the support you receive from employees, clients or customers.



**Thank you!**

# Social Media

Social media is great for shouting about your fundraising.



## SAY HELLO!



@TheGrandAppeal



@TheGrandAppeal #TeamGrandAppeal



@TheGrandAppeal



@Wallace&Gromit'sGrandAppeal



@CotsforTotsAppeal



@CotsForTots #TeamCotsforTots



Keep your friends, family and customers up-to-date on your plans using your company Facebook, Twitter, Instagram or LinkedIn pages.

Don't forget to ask your colleagues and team members to share your JustGiving link at the end of every update to ensure the donations keep flowing.

We love seeing photos of your amazing fundraising – ask your photographer for permission to share them with us on social media or by email to [helen@grandappeal.org.uk](mailto:helen@grandappeal.org.uk) or [katie@grandappeal.org.uk](mailto:katie@grandappeal.org.uk)

# Things to remember

**Before you start your journey, here are some things you need to know to make sure your fundraising is safe and legal.**

You may be tempted to skip this section, but please don't – it may not be the most exciting read but it's important, and we want your events to be as brilliant as possible.

## Branding

Our logo is very special because it was designed for us by Nick Park, creator of Wallace & Gromit, so it's important that it is used correctly.



Before printing or publishing any advertising materials using our logo, please get in touch so we supply you with the correct artwork and check that everything is OK.

Whenever advertising your fundraising, you must also clearly state the money is being raised 'in aid of The Grand Appeal' or 'in aid of Cots for Tots' and print 'Registered Charity 1043603'.

## Entertainment



If you're planning on having entertainment at your event like a band or a singer, you may need a licence. Contact your local authority to check.

## Health & Safety

Before holding an event, carry out a risk assessment to make sure everyone will be completely safe. You may also want to get insurance and have trained First Aiders present on the day.

## Food & Drink

If you're serving food to the public at your event, visit [www.food.gov.uk](http://www.food.gov.uk) for food hygiene regulations. You can only sell alcohol with a licence, so check if your venue is already licensed or contact your local council to ask about getting a temporary licence.



## giftaid it

GiftAid allows us to claim an extra 25p on every £1 donated – at absolutely no cost to you! GiftAid can only be made on personal donations given to support your activities. JustGiving claims GiftAid automatically, so you don't have to do a thing. If taking donations in person ask people to fill in your sponsorship form and tick GiftAid if they are eligible. Learn more about GiftAid at

[www.gov.uk/donating-to-charity/gift-aid](http://www.gov.uk/donating-to-charity/gift-aid)

## Collections



To hold a collection in a public place or organise a pub-to-pub collection, you must first obtain a licence from your local council. If you're collecting on private property, like in your office, a shopping centre or railway station, always get permission from the landowner or manager. We don't permit door-to-door collections, so please don't do this on our behalf.

## Raffles & Lotteries

There are strict rules about prize draws, raffles and lotteries, please check the latest information and advice at [www.gamblingcommission.gov.uk](http://www.gamblingcommission.gov.uk). You can only hold a raffle without a licence if tickets are sold during a non-commercial event, on the premises where the event is held, and the draw takes place during the event.



# Resources

We can send you lots of fundraising materials to help make your event a cracking success!

Go green!



Please don't order more resources than you need, and remember to return any collection tins, buckets and other materials at the end of your event or partnership so they can be reused.





**Contact us to get  
branded t-shirts,  
cycling or running  
tops to look the part  
at your event!**

# The Final Step: Pay in your money

- **Online**

Visit [www.grandappeal.org.uk/donate](http://www.grandappeal.org.uk/donate)

- **Bank transfer**

Contact [hello@grandappeal.org.uk](mailto:hello@grandappeal.org.uk)  
and we'll send you the details.

- **In person**

Our office is open Monday to Friday,  
9am to 5pm, on Upper Maudlin Street,  
opposite Bristol Children's Hospital.

- **By post**

Send cheques made payable to **The Grand  
Appeal to Freepost THE GRAND APPEAL.**  
(Please write our registered freepost address exactly  
as stated – there's no need to add anything else.)

# Fundraising Heroes

We're so proud to have people like you on  
Team Grand Appeal and Cots for Tots!

To help you get inspired, here's what some of our  
other incredible corporate partners have been up to.

The **Rolls-Royce Finance Team** walked  
301 miles to signify the number of days their  
colleague's twins spent in the special care baby  
unit, raising over **£1,000**.

## **Bristol Blue Glass**

have designed a bespoke  
bauble and charm with all  
profits supporting  
Bristol Children's Hospital.





**Wainhomes** got their suppliers and contractors together for a day on the greens and raised over **£7,000** to support the Paediatric Intensive Care Unit.



The team at the **Doubletree by Hilton Hotel Bristol North** pulled on their trainers and took on a half marathon as part of our Charity of the Year partnership.



**Bristol Hippodrome** arranged a bucket collection after their pantomime shows and raised over **£6,000**.

# The difference your money will make

Whatever you do and however much you raise, your money will help save lives and support sick babies and children and their families at Bristol Children's Hospital and at the Neonatal Intensive Care Unit at St Michael's Hospital.

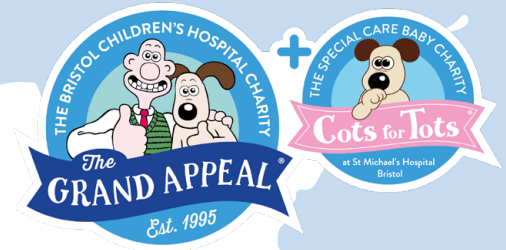
From the very moment a baby, child or young adult enters the Neonatal Intensive Care Unit or Bristol Children's Hospital, we are on hand to support them and their families through their entire treatment journey.

From pioneering research, innovation and life-saving equipment, to family accommodation and specialist support staff, we provide care, support and a lifeline to enable a family to cope with what lies ahead, whatever the outcome. Many of the brave young patients we support have travelled hundreds of miles - from Cornwall, Devon, South Wales and Wiltshire - for the specialist treatment they need.

But none of this would be possible without you.

By choosing to support us you are helping to give every baby and child the care they need, and the chance they deserve.

## Thank you



# £100

## could buy children's books

to enable parents to bond with and soothe their new-born.

# £1,000

## could pay for accommodation

for one month in our home-from-home for a family, so that they can stay close to their sick baby or child can get some much-needed rest.

# £4,500

## could pay for our Family Support Practitioner

for three months, providing a lifeline to parents and siblings.

# £10,000

## could pay for life-saving equipment

and help to ensure Bristol remains at the forefront of neonatal and paediatric care.

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*It is so hard to describe the emotion I felt whilst staying in Paul's House, The Grand Appeal's family accommodation. Knowing that strangers cared enough about me and my family, and others in similar, dreadful situations, made me feel so cared for and protected at such a scary time.*

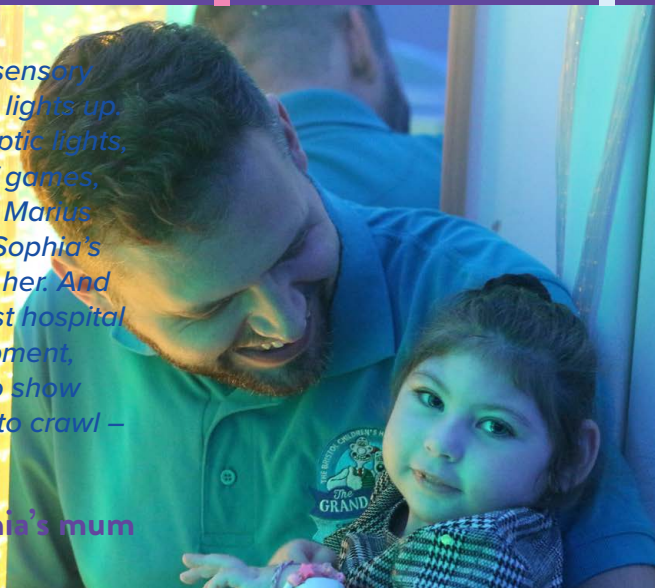


**Rachael,  
loan's mum**

“

*When Sophia enters the sensory playroom her face simply lights up. With bubble tubes, fibreoptic lights, a waterbed and plenty of games, Sensory Play Practitioner Marius has all the tools to open Sophia's eyes to the world around her. And in fact, rather than her last hospital stay harming her development, Sophia actually started to show early signs of being able to crawl – a massive milestone!*

**Hayley, Sophia's mum**



# Step by step Your Fundraising Checklist

We know all this information can be a lot to take in, so here's a handy checklist to help you keep track of your fundraising. Give yourself a cheer for every point you tick off – you're all our heroes!

- Decide how you want to raise money, pick a date and let us know!
- Get your colleagues involved.
- Choose your team fundraising target.
- Set up a team online fundraising page.
- Spread the word - tell your friends and family, use social media and cover the walls with posters!



*Don't forget -  
team fundraiser!*



Ask people to Gift Aid their donations.

Update your colleagues with messages, photos and videos about your fundraising.

Share your story with your local press.

Round up those last-minute donations.  
Every penny counts.



Pay in your money using one of the easy ways listed in this pack.

Display the thank you certificate we send so everyone can see your fantastic total raised or running total throughout the year.



woohoo!



# How else can you **support** us?

Treat your office to something special from our collection of **much-loved merchandise.**

**100%  
PROFITS**

support the  
charity!



**Spread the  
word and ask your  
suppliers, clients  
and customers to  
get involved too!**

**Show the world you're on #TeamGrandAppeal or  
#TeamCotsforTots and wear our...**

**lanyard or  
pin badge.**



Your corporate fundraising  
team is here to help.

[helen@grandappeal.org.uk](mailto:helen@grandappeal.org.uk)

[katie@grandappeal.org.uk](mailto:katie@grandappeal.org.uk)

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