



YOUR TOOLKIT FOR EPIC



FUNDRAISING



East Kent
Hospitals Charity

Registered Charity Number 1076555



THANK YOU

Welcome to your fundraising toolkit!

We are so excited to have you on board, and so grateful that you have chosen to support East Kent Hospitals Charity.

We rely on our amazing fundraisers, donors and supporters to ensure that we can continue to provide exciting and innovative projects, initiatives and equipment that really make a difference for hospital patients, visitors and staff- over and above government funding for the NHS.

We've seen incredible people do incredible things to raise money for our hospitals- from 3 Peak Challenges, to running marathons, braving a Boxing Day dip in the North Sea, and walking from Canterbury to Rome- and we are so humbled by their achievements.

Thanks to the support of our communities, and people like you, we have been able to install beautiful and serene garden spaces across our hospitals, ensure that staff can fulfill patients last wishes, provide play equipment and therapy for poorly children on the wards, and purchase groundbreaking medical equipment.

So far, this year we have committed funding of nearly £100,000 towards projects like these, and that is all thanks to our donors and fundraisers.

We are here to support you all the way, in making a dream come true or ticking off a new year's resolution. And every penny that you raise will be used to help your hospitals.

Thank you.



Dee
Jenny
Richard



HOW YOUR FUNDRAISING COULD MAKE A DIFFERENCE

We fundraise and support all wards and departments within EKHUFT (East Kent Hospitals University NHS Foundation Trust) which is spread over five hospital sites within the area.

Supporting us could provide toys for our children's wards, provide specialist equipment at the cutting edge of technology, improve treatment facilities, support staff development and create a healing environment to promote well being within clinical spaces, to name a few. To find out more check out the impact section of our website!

Did you know?



£25

could provide a fingerprint keyring or hand mould for a family losing a loved one



£50

could purchase a plastic teddy bear IV cover for our childrens wards to ease anxiety



£150

could provide babies and their families on NICU or SCBU with stockings on Christmas day



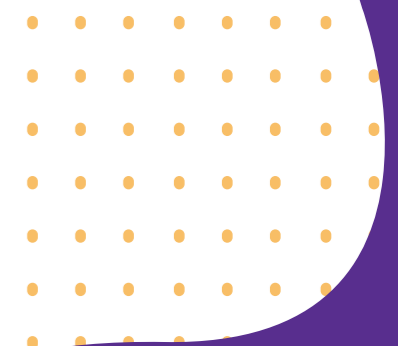
£500

could enable us to provide a large piece of wall art to enhance the hospital environment



We wouldn't be able to do the amazing support work we do for our patients living with dementia in our wards at EKHUFT if it weren't for the charity and the support they get from our communities!

Jess Peterson, Dementia Specialist Practitioner



BE INSPIRED

Fundraising is a fantastic and rewarding way to support our hospitals, wards and departments.

The possibilities are endless too and they can often give you the push you need to do something you've always wanted to do, but never had the courage.

Do something you love!

Keen crafter, brilliant baker or pro golfer? Super swimmer, quiz queen or host-with-the-most? Choose something you enjoy and share it with your friends!

Use your contacts!

Open your address book and see who you can recruit to your team. Maybe they can give you advice, help out on the day, or share your story on social media.

Make the most of it!

What is available to you, at home, work, school or in your local community? Perhaps there's a free venue to host an event or a brownie recipe that's been passed down through the generations!

Ideas to get you going...



Collection tin



Sponsored Shave



Gaming Challenge



Quiz Night



Sporting Challenge



Charity Ball

REMA'S BOLLYWOOD BONANZA

Rema, who is a consultant gynaecological oncologist for EKHUFT, raised money for patients accessing the service, by putting on a Bollywood bonanza.

- She booked the Malt House theatre in Canterbury for an incredible performance by her band, Muzic India.
- Not only was there a full set of musical entertainment, there was also an amazing traditional Indian food pop-up!
- A patient of Rema's also gave a speech about her experience under the care of the Trust and how important additional funding would be.
- Lots of local businesses sponsored the event which helped boost the total, as well as lots of raffle prizes!
- Collection pots and buckets were also scattered around the venue!



Rema raised £5601!



TOP TIPS

FOR FUNDRAISING SUCCESS

Motivate your supporters

Tell people where their money is going and the difference they're making. Use the examples on page 3 to inspire your supporters.

Use Matched Giving

Get in touch with your employer and see if they offer a matching scheme – you could double your donation!

Tighten the purse strings

Keep expenses low by getting items or services donated, where possible. For every £1 you spend, why not aim to raise £3?

Make the most of Gift Aid

We can claim tax back on certain donations from UK taxpayers. It won't cost your donors anything extra, but means we can raise an extra 25p for every £1 donated. Not all donations are eligible, so ask us for advice and make sure you only use our official donation or sponsor forms.

Get Famous!

We can support you with issuing a press release. Please let us know if you would love to see your fundraising celebrated in the local paper or on our social media channels!



THE LEGAL BITS



We want you to have a great time fundraising in aid of East Kent Hospitals Charity, but there are some important things to bear in mind to keep your activities safe and legal.

Please get in touch if you have any questions.

- We can provide you with logos, and a letter of authentication so the people donating to your cause can trust you
- Please also ask if you require help with posters, social media posts or t-shirts for your event
- Make sure children are always supervised at events and please do not allow children to collect money
- Do not carry out house-to-house collections or collect money in the street - a special licence is required
- Make sure you have first aid cover if you are organising a larger event, we can provide you with contact information for St John Ambulance or the British Red Cross
- Check with your local authority whether you need to obtain special licences e.g. public entertainment or alcohol
- Tell us if you intend to run a raffle, we need to advise you on the latest rules
- Check food hygiene rules please visit www.food.gov.uk or contact the local council.



YOUR ★ JUSTGIVING STORY

An online fundraising page is key to boosting your donations, and avoids the 'I don't carry cash' response! Collecting online via **JustGiving** is super easy for both donor and fundraiser and is a well recognised brand! The earlier you set this up, the more you can get.



Best things to include...

A Photo

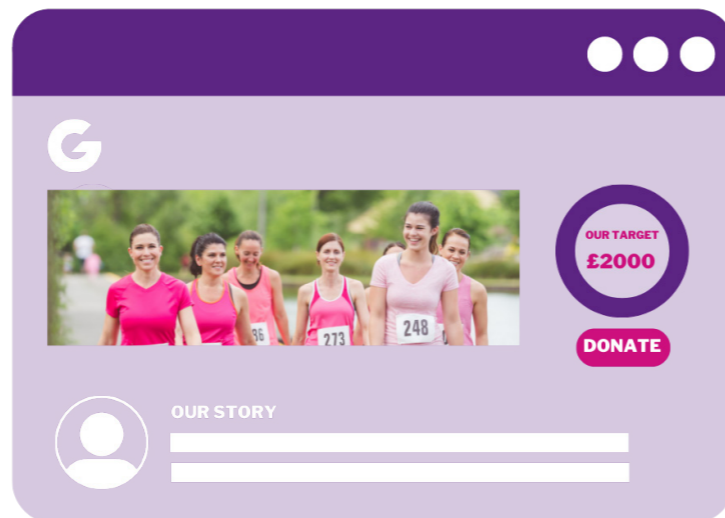
To keep your page personal!

A target

Setting a target is not only a great way of motivating yourself, but it's great also encouraging for your supporters!

Your story

Gives people a reason to want to give to your cause, it makes them feel a part of your journey!



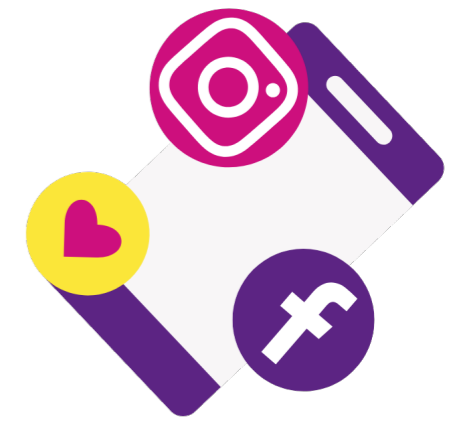
Small changes can mean big donations!

- Add the JustGiving link to your email signature and ask colleagues to do the same
- Photos of your journey can boost donations!
- Keep your page open, even after your event!
- People often match the first donations on a page, so ask your most generous friends and family members first!



SOCIAL MEDIA

Social media is one of the easiest, and fastest ways to increase your donations!



Share your JustGiving Page

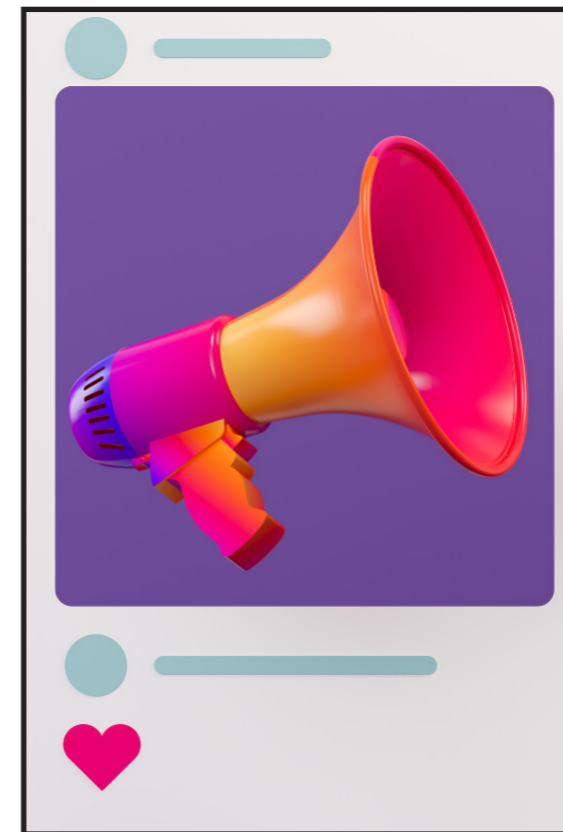
Share the link, pin a post and adding the URL to your social bio will make it super easy for your network to donate to your cause.

Use Photos and Videos

Photos, videos and gifs are much more eye catching to people so get more views and interactions than posts with just text so be sure to use them in your posts!

Social media top tips

- Post regularly to keep momentum
- The best time for social posts are usually 8am and 5pm
- Post around payday when people are feeling generous
- Don't overdo the hashtags; pick two or three relevant tags to use on your posts



Say hello on social

Tag us in your posts so we can say hi and thank you, and share for more engagement!



#EKHCharity

EVENTS

CALENDAR FOR 2023

MARCH

26th March

Hampton Court
Palace Half
Marathon



APRIL

2nd April

Paris
Marathon

2nd April

London
Landmarks Half

2nd April

Brighton
Marathon

15th/16th April

Tough Mudder
Finsbury Park



MAY



20th May

Colour Obstacle
Rush London
Kempton Racecourse

20th/21st May

Inflatable 5k
Series
Brands Hatch

28th May

Ride 100
London to Essex
Brands Hatch



JUNE

28th June

Chase the Sun
205 mile Cycling
challenge



JULY



5th July

NHS Big Tea
75th Birthday
Celebrations

15th July

Thrill Seeking
Wing Walk
Headcorn

OCTOBER

8th October

Royal Parks Half
Marathon

1st October

Run
Thorpe Park

to be
confirmed

Survival
Betteshanger Park



NOVEMBER

1st November

Chase the Moon
Olympic Park

DECEMBER

to be
confirmed

Santa in the City
London

throughout
December

Amazon Wish List
Appeal

To find out more about any of the events listed, or to register for your spot, please visit:

ekhcharity.org.uk

Or scan here

SCAN ME



WAYS TO SEND YOUR MONEY



Online

To pay in your money online, visit our website ekhcharity.org.uk



By post

Remember to include a covering note with your name and address, and any sponsorship forms. Make cheques payable to EKH Charity and send to:

East Kent Hospitals Charity
Level 3 Trust Offices,
Kent & Canterbury Hospital,
Ethelbert Road, Canterbury,
Kent CT1 3NG



In person

Pop in to our office and say hello – there's always a cuppa, and maybe a biscuit waiting for you!



To our friendly cashiers

Drop your donation at the cashier's office of your East Kent Hospitals University Trust hospital and we can come and pick it up.

A HUGE

THANK YOU

**FOR SUPPORTING EAST KENT
HOSPITALS CHARITY!**

For more information visit
ekhcharity.org.uk/support-us



East Kent Hospitals Charity
Registered Charity Number: 1076555



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Registered with
**FUNDRAISING
REGULATOR**