



making **everyone** matter

Sandwell & West Birmingham NHS Trust Charity



**Sandwell and  
West Birmingham**

**NHS Trust**

**MMUH • City Hospital • Sandwell Hospital • Rowley Regis Hospital • Community Services**



**FUNDRAISING  
PACK**



Registered with  
**FUNDRAISING  
REGULATOR**

# Thank you for your support!

Our mission is:

***“To enhance the experience of all people using our services including staff, patients and their families. We will do this by providing additional facilities and supporting innovative projects that create a comfortable and secure environment.”***

Your Trust Charity adds value to vital services at City Hospital, Sandwell General Hospital, Rowley Regis Hospital, over 150 community-based services, and the Midland Metropolitan University Hospital in Smethwick, currently under construction. Our work also includes supporting specialist facilities such as the Birmingham & Midland Eye Centre and Leasowes Intermediate Care Centre. This is essential work within an area which is situated in one of the most deprived local authorities in England, where 29 per cent of children and older people live in poverty.

The Covid-19 pandemic has had a huge impact on our staff and how they care for patients, as well as the communities, patients and families that we serve. Fundraising for Your Trust Charity has never been more important. Covid-19 has also impacted on fundraising activities due to restrictions on meeting together and the requirements of social distancing. Please be aware of the local and national coronavirus guidelines to ensure safe fundraising activity and compliance with restrictions. YTC can help with any questions you have.

Without your support, we would not be able to continue delivering new projects and continuing our essential work.

This pack is full of top tips to make your fundraising a huge success, whether it is a bake sale, a 10km run, a marathon, or for those of you who like to live life on the edge - a skydive.

We will support you every step of the way, so please get in touch.

Thank you for your support and good luck on your fundraising.

**Your Trust Charity Team**



making everyone matter

Sandwell & West Birmingham NHS Trust Charity



Registered with  
**FUNDRAISING  
REGULATOR**

**Registered Charity No: 1056127**



# Inspirational stories from our fundraisers

We want to say a huge thank you to our fundraisers who really have helped to make a difference to our patients, their families and our staff, by going that extra mile.

Here are some of their stories which we hope will inspire your fundraising journey.

## U can't touch this!

Dr Nick Makwana dons his dancing shoes for charity dance-a-thon



Dr Nick Makwana, Group Director of Women and Child Health completed a 12 hour dance-a-thon. Coinciding with Children in Need it was his way of doing something fun – all in the name of charity. And once he hit the dancefloor - his colleagues couldn't wait to join him.

Dr Makwana said: "Your Trust Charity has been making a huge difference to the lives of patients and staff locally which I wanted to support. Raising over £7,000, Dr Makwana had the full support of the Trust behind him.

To find out more about what Your Trust Charity are doing follow us on social media @SWBHCharity

*Your  
Trust  
Charity*

making everyone matter

Sandwell & West Birmingham NHS Trust Charity



Registered with  
**FUNDRAISING  
REGULATOR**

Registered Charity No: 1056127

# Chan gets the chop for charity!



Chan's first child, Chayten was born prematurely and spent the first four months of his life in the care of the Neonatal Team at City hospital. Chan revealed: "This was one of the most stressful times in our lives. I began growing my hair and beard in honour of my son.

"When Chayten was 15-months-old I decided to mark the occasion by having my hair cut, and beard shaved off for charity. I wanted

to the money raised to go to the Neonatal Department as a way to say thank you for the care they'd given to Chayten."

Chan's friend Damian, who runs The Gentleman Barbers in Brindley Place, carried out the cut - leaving him looking fresh faced and dapper.

Chan had originally aimed to raise £1,000 but he exceeded his target - pocketing £2,295 for Your Trust Charity.

## Nurse completes London Marathon - raising £500 for Neonatal Unit

When Corrine Dacosta, a Sister on the Neonatal Unit, decided to take up running to lose weight, little did she realise it would end with her taking part in the UK's most challenging marathon.

She said: "When I took up running, the club I joined really encouraged me to take part in the London Marathon. So I applied and was shocked to find out I had won a place."

Corrine decided to use the opportunity to raise money for Your Trust Charity's Neonatal Unit fund. "I wanted to promote the neurodevelopment of our babies and enhance our families' time on the neonatal unit," she said. "And I was delighted to raise £500. I'm thankful to everyone who supported me."

When talking about her marathon experience, Corrine said she would have liked to have completed the run in five hours. "I did it in five hours 43 minutes," she explained. "It was a lot harder than I expected even though I'd trained really hard but I'm just glad I had the opportunity to run it and complete it!

"Getting to the finishing line was absolutely emotional, my feet ached so bad but I couldn't believe I'd actually done it! It was an amazing feeling and all I kept thinking was - I need to do that again."



Registered with  
**FUNDRAISING  
REGULATOR**

Registered Charity No: 1056127

# Get involved and support our work

There are so many different and imaginative ways in which you can fundraise. From setting yourself personal challenges, to challenging your family and friends.

If you need some ideas, why not get in touch with us and we'll support you every step of the way. You can start by having a look at some of the suggestions below.

## Fundraising Ideas...



### Skydive

Join your fellow thrill seekers and leap 10,000 feet out of a plane.

You will be strapped to an instructor and fly through the clouds.



### Run or Cycle

Why not set yourself a solo goal by running or cycling a set amount of miles over the month or year? You could even challenge your friends or family to compete against you!



### Virtual Quiz

Host a virtual pub quiz or even a video games tournament with a suggested donation to participate! Use sites and apps such as Skype, Zoom, Google Hangouts or Facetime to help unleash your competitive side!



### Dress Down Day

Have you ever wanted to dress casual for work, why not have a dress down day once a month and everyone pay £1 in your department. Nice and easy fundraiser.



### Birthday Fundraiser

Create a birthday fundraiser for Your Trust Charity.

Ask friends and family members to forgo birthday gifts and donate to your fundraiser instead.



### Dye your hair

Set yourself a fundraising target and let your supporters know that once this target has been reached, you'll dye your hair or beard a crazy colour! Spice it up by letting everyone who donates choose a different colour to add to the mix!



### eBay auction

Why not run an online eBay auction and link it to the charities eBay page. You can auction off gift sets, hampers, tickets to events, toys, jewellery and so much more.



Registered with  
**FUNDRAISING  
REGULATOR**

Registered Charity No: 1056127

# A helpful guide to raising money online

You'll find it much easier to encourage friends, family and colleagues to donate towards your fundraising if you make the most of your time online.

Setting up a web page will make it easy to share what you are doing and also give regular updates of your progress. Once you have created an online page you can share on social media and invite supporters.

## Set up a JustGiving or VirginMoney page



Setting up a page is quick and easy and you link to '**SWBH NHS Trust charity**'. You simply share your page and all donations come direct to us. Update your page with your progress and engage your supporters. Link your page to other apps including strava, twitch, runkeeper to name a few.

**JustGiving** Menu Start Fundraising Search Log in Sign up

**6559%**  
**£32,796,357**  
raised of £500,000 target  
by 1,519,441 supporters

Donate  
Facebook

**Captain Tom Moore**  
**Captain Tom Moore's 100th Birthday Walk for the NHS**  
Cpt Tom Moore is walking 100 lengths of his garden for NHS Charities Together because our fantastic NHS workers are national heroes

**Supporting NHS staff and volunteers caring for Covid-19 patients**  
run by NHS Charities Together  
NHS staff, volunteers and patients impacted by the COVID-19 crisis. Together, let's show our respect and gratitude as NHS staff, volunteers...

Charity Registration No. 1186569

**Story**  
Thank you for visiting Captain Tom Moore's fundraising page. This page has now closed for donations to his 100th Birthday Walk for the NHS, in aid of the NHS Charities Together Covid-19 Urgent Appeal.  
Tom's phenomenal record-breaking efforts continue to make a difference to NHS staff, volunteers and patients, and you can still play your part in supporting them in the fight against Covid.  
Make a donation or fundraise for the appeal. Visit <https://nhscharitiestogether.justgiving.com> for more information.  
Please visit [www.captaintom.org](http://www.captaintom.org) to follow Captain Tom's journey further.

**Supporters** 1,519,441

Gail Bon 3 months ago  
£10.00 + £2.50 Gift Aid

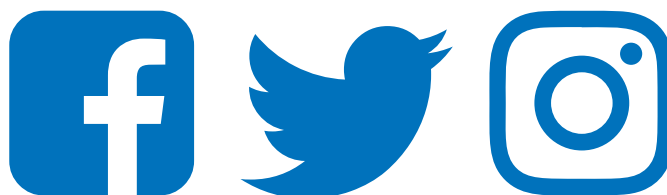
Geoff ZhanZhuang 3 months ago  
£30.00 + £7.50 Gift Aid

Anonymous 3 months ago  
£10.00 + £2.50 Gift Aid

## Share your story

We all have a different reason for fundraising. Whether you or a family member have experienced amazing care at one of our hospitals, just want to support your local hospital, an emotive touch can help. The more you tell your story the more people will want to support you and help make a difference.

## Share on Social Media



Make sure what you share on social media is in line with the current Covid-19 restrictions and doesn't compromise patient or staff confidentiality.

For help with appropriate use of social media please contact the Trust's Communications Team on [swbh.comms@nhs.net](mailto:swbh.comms@nhs.net) / 0121 507 5303



# Hints & Tips to help you

Whatever you are doing to raise money, there are a few simple things you can do first to maximise your chances of success. Making the effort at the start will make all the difference at the end, so follow these rules.

## 1. Where to start

- ✓ Make sure you are aware of the latest Covid-19 restrictions.
- ✓ Set a date for your event
- ✓ Select a venue – think about size, facilities, transport and disabled access
- ✓ Set a budget and stick to it – always ask stores for charity discounts or donations of goods. If you get in touch with the team we can supply you with a letter of support.
- ✓ Register your event with us

## 2. Set yourself a target

Fundraisers often tell us they find it helpful if they set themselves a target. It's a great way to keep yourself motivated all the way until the big day.

## 3. Don't forget to Gift Aid it

Make sure all UK taxpayers tick the Gift Aid box in your sponsorship form. For every £1 they donate HMRC will give us an extra 25p – at no extra cost to the donor.

## 4. Always check if you can double your money

Lots of companies run match funding schemes, which double the amount of money you raise. Check whether your employer offers it, if not ask if they would like to support your fundraising and make a donation.

## 5. Stay safe and keep it legal

You'll be responsible for carrying out necessary risk assessments and taking precautions for health and safety and insurance cover for your event. This includes ensuring you comply with the current Covid-19 restrictions.



making everyone matter

Sandwell & West Birmingham NHS Trust Charity



Registered with  
**FUNDRAISING  
REGULATOR**

Registered Charity No: 1056127

# How to stay on the right side of the law...

It is very important that when you are fundraising that you do it in a safe manner. Here are some tips to help you out:

## Compliance with Covid-19 restrictions

The restrictions on activities in light of Covid-19 can change rapidly. Make sure your fundraising activity is within the Covid-19 government restrictions and that you are following all the right guidance including wearing of face masks and social distancing. Contact the YTC team for help and advice.

## Collecting Donations

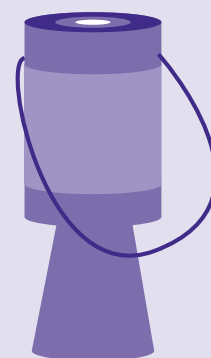
Only use a collection tin from YTC and take a letter of authorisation with you

### On private property

For example a shop, pub or supermarket. Ask the owners permission in advance. Leave plenty of time in case the person you ask has to check with someone else.

### On public property

For example a park, street or square. For this you will need a licence. You can get these from your local council, but this can take a few weeks or even longer. So make sure you allow plenty of time before your collection date. You will need to inform your local police about the event.

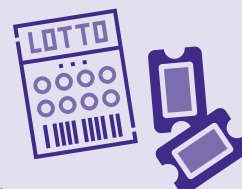


## Gaining Permission

An event held in a public place will need permission from the local authority first. You may also need permission if you are planning an event that may impact on the area, or the public, such as a noisy event or an event the public will be invited to.

## Raffles, lotteries and prize draws

Activities such as raffles, lotteries and prize draws, where a winner is chosen by chance, are governed by gambling legislation. These activities are permitted when they take place at a fundraising event and the winner is announced at the event, otherwise a licence may be required. We have lots more information available on these activities so please contact us if you have anymore questions.



making everyone matter

Sandwell & West Birmingham NHS Trust Charity



Registered with  
**FUNDRAISING  
REGULATOR**

Registered Charity No: 1056127



# It's almost time to start your fundraising event!

## You're almost there and ready to start your fundraising....

You've completed an event registration form from Your Trust Charity team, decided on your event/challenge, set your target, selected a date, set up your online fundraising page and made all the necessary checks. You may be thinking I could do with a sponsorship form... don't worry we have that covered for you at the end of the pack!

Remember to ask each of your sponsors to fill in their details and don't forget to ask them about Gift Aid and ticking the box, for every £1 they donate HMRC gives us an additional 25p at no extra cost to the donor.

## We're here to help you...

Your Trust Charity team love to help our fundraisers and will support you every step of the way.

When it comes to advertising your event we can work with you on posters and also link in with our communications team to promote the event on our own social media, staff bulletin and Heartbeat magazine.

If you have any questions or just want to reach out to us please call the team on **0121 507 5196** or email **trustcharity@nhs.net**

## Thank you and good luck!

All that's left to say is a huge thank you and good luck for your event, we look forward to hearing all about it and seeing pictures.

Without your support we cannot enhance the journey of all those using our services, including patients, families and our staff.

Don't hesitate to contact us and we will be happy to help.

☎ 0121 507 5196    🐦 @SWBHCharity    📘 @SWBHCharity

✉ trustcharity@nhs.net    [www.swbh.nhs.uk/charity](http://www.swbh.nhs.uk/charity)



making **everyone** matter

Sandwell & West Birmingham NHS Trust Charity



Registered with  
**FUNDRAISING  
REGULATOR**

Registered Charity No: 1056127

# Sponsorship and Gift Aid declaration form

Name	
Address	
Postcode	
Email	
Phone No.	
Event name & date	

### Gift Aid

If you pay tax, the government will give us an extra 25p for every pound you donate -at no extra cost to you. All you have to do is tick the box below marked 'Gift Aid?'.

By ticking the box, you are confirming that:

- you want Imperial Health Charity to claim Gift Aid on your donation
- you are a UK taxpayer
- you understand that if you paid less Income Tax and/or Capital Gains Tax in the current tax year than the amount of Gift Aid claimed on all your donations it is your responsibility to pay any difference

MUST BE COMPLETED IN SPONSORS OWN HANDWRITING TO QUALIFY FOR GIFT AID						
Full name	Home address <small>(only needed if doing Gift Aid)</small>	Postcode	Amount pledged	Amount given	Date paid	Gift Aid? *

[illegible]

**Registered Charity No: 1056127**



# Event Donation Form

Please use this form to send any money you have through your event not paid in via your online fundraising page.

Name	
Address	
Postcode	
Email	
Phone No.	
DOB	

We would like to keep you informed about our work so that you can see how your gifts are making a real difference. If you would like to hear from us please select from the following options:

- ☐ By Post
- ☐ By email
- ☐ By Phone

## Please return this form with your gift to:

**Your Trust Charity**  
Sandwell and West Birmingham Hospitals NHS Trust  
Trinity House – Ground floor  
Sandwell General Hospital  
Lyndon  
West Bromwich  
B71 4HJ

## Payment

If you are writing a **cheque**, please make it payable to **SWB NHS Trust Charity** and send to us at the address above.

**By Bank transfer** – contact us for our bank details or scan this QR code



☎ 0121 507 5196

🐦 @SWBHCharity

📘 @SWBHCharity

✉ trustcharity@nhs.net

www.swbh.nhs.uk/charity



making **everyone** matter

Sandwell & West Birmingham NHS Trust Charity



Registered with  
**FUNDRAISING  
REGULATOR**

Registered Charity No: 1056127