



Liverpool Women's
Charity

Charity No. 1048294



Fundraising Pack



the
newborn
appeal



The Bond
of Love

Liverpool Women's Charity....

Putting patients first is at the heart of everything we do. Liverpool Women's Charity is registered with the Charity Commission for England and Wales – registration number 1048294. The charity works hard to raise funds on behalf of the Trust to enhance overall patient experience by providing services and equipment above what is normally funded by the NHS. These enhancements make a big difference to the comfort and well-being of our patients.

The aim of Liverpool Women's Charity

Our charitable programmes fully support the entire range of patient services. The aim of the Liverpool Women's Charity is to support the care given to patients and their families. Alongside that main aim we also help to fund research and staff welfare initiatives as well as providing greater access to training and development opportunities.

Our Mascot

The Liverpool Women's Charity is supported by our mascot 'Kitty', named after the famous female Kitty Wilkinson (1785-1860) who pioneered the public Wash House movement in Liverpool

What does Liverpool Women's Charity raise funds for?

Liverpool Women's Charity raises money for all areas of the hospital. These areas are broken down to separate "funds" and you can choose which fund you wish to raise money for, these include:

- Newborn Appeal (Neonatal Unit Fund)
- Honeysuckle Bereavement Fund
- The Cancer Research Fund
- Reproductive medicine Fund
- Medical Education Fund
- Assisted Conception Fund
- Fetal Centre Fund
- Staff Welfare Fund
- Training and Development Fund
- General Purpose Fund
- Miscarriage Fund
- Gynaecology Oncology Nurses Fund



For more information regarding the different funds please our Fundraising team on 0151 702 4044 or email fundraising@lwh.nhs.uk

Where to start....



There are lots of ways you can get involved to raise money for Liverpool Women's Charity.
Here are a few ideas....

**Sponsored Walk Cake Sale Cycle Ride Head Shave Chest
Wax 10K Quiz Night Marathon Auction Sponsored Slim
Raffle Bingo Night Dress Down Day Mountain Climb
Company Charity Of The Year Collection Tins Tombola
Guess The Weight Of The Cake Guess The Teddies Name
Summer Fair Dance Night Race Night Karaoke Night Car
Wash 24 Hour Spinathon Coffee Morning BBQ 5K Santa
Dash Triathlon Tough Mudder Games Day Donation Instead
Of Sending Christmas Cards Fashion Show Bag Packing
Easter Egg Hunt Supermarket Collection Carol Singing Disco
Talent Show Skydive**

Remember: Before you undertake any fundraising for Liverpool Women's Charity please fill in and return the **Registration Form** contained in this pack and return to:-

Liverpool Women's Charity
Liverpool Women's NHS Foundation Trust
Crown Street
Liverpool Women's NHS Foundation Trust L8 7SS

Tips and Ideas for Your Fundraising....

The best way to fundraise is to plan and prepare well in advance. All successful fundraisers are well organised!!

- Create an action plan- say exactly what you want to achieve and how you are going to do it
- Think about your contacts and who you can approach for support and funding. Many employers operate a “match funding” scheme and will match what you raise
- Tell everyone what you are doing and why, use social networking sites to promote your fundraising and update people on your progress
- Set a fundraising target and be ambitious!!

Organising Publicity....

It is really important that you publicise your event in order to maximise the amount of funds you are able to raise.

Liverpool Women's Charity can help you to publicise your event in the following ways:

- By providing you with posters and flyers to place in shops, your workplace, places you regularly attend such as the gym
- By advertising your event on the 'Liverpool Women's Charity' Facebook page
- By advertising your event in our regular Newsletter

You can help to publicise your event in the following ways:

- Ask your local newspapers, magazines or radio to feature your fundraising
- Write a press release about your fundraising and follow it up afterwards with another press release to tell people how much you raised.



Fundraising Online....

Online Fundraising is an increasingly popular way of collecting donations, for many reasons:

- The process is simple and secure
- Donations are paid directly into Liverpool Women's Charity bank account
- No paper sponsorship forms means no chasing people for their donations after the event
- Online companies automatically collect Gift Aid on donations made, this saves the charity having to put together written applications to HMRC

Liverpool Women's Charity is registered with two online giving companies:

Just Giving

1. Log on to www.JustGiving.com
2. In the "Find a Charity" box type in "Liverpool Women's Charity"
3. You can then set up your own fundraising page
4. Just Giving can only be used to raise money for one charity per fundraising page
5. Liverpool Women's pays 5% commission charge on all donations made via Just Giving

JustGiving™

DONATE NOW ►

Virgin Money Giving

1. Log on to www.virginmoneygiving.com
2. Click on the "set up a fundraising page"
3. You then enter the details of your event
4. Virgin Money Giving can be used to raise money for more than one charity per fundraising page
5. Liverpool Women's gets charged a 2% transaction fee via Virgin Money Giving



moneygiving

Fundraising Offline....

- Traditional paper sponsor forms can be provided by the charity by post or email. They are personalised with your name, event and the specific area of the hospital you are fundraising for.
- Ask your friends and family to collect sponsors on your behalf
- Try and collect the sponsorship immediately to save you time after your event
- Ensure your supporters know that their details will not be passed on to any third parties.
- Contact fundraising@lwh.nhs.uk if you would like paper sponsor forms

Sponsor Forms and Gift Aid....

- It is **extremely important** that sponsor forms are **fully completed** and returned to Liverpool Women's Charity as this allows the charity to submit a claim for **Gift Aid** to Her Majesty's Revenue and Customs
- Gift Aid can be claimed back from HMRC for any sponsorship made someone who currently pays tax.
- Gift Aid does **not cost** the sponsor or Liverpool Women's Charity anything.
- Gift Aid claimed back is **25p** for every **£1.00** someone sponsors you. So when a tax payer sponsors you £10.00 you are actually raising £12.50.
- To claim Gift Aid the sponsor form **must clearly display clearly the full name and address (including house number and post code)** of the person who is sponsoring you.
- Ensure that your largest sponsorship amounts are listed at the top of your sponsor form as this is an excellent way of encouraging sponsors to give generously!



Legalities....

Street Collections and Collections on Private Property

- It is illegal in this country to hold a street collection without obtaining a Street Collection License from your Local Authority. Contact your Local Authority or type "Street Collection License" in the search facility on your Local Authority website
- To collect money on private property, such as a supermarket or pub, you must first get the permission of the owner/ manager. It may help if you are wearing a Kitty T-shirt or have an official collection tin. Please contact the charity directly regarding these.

Raffles and Alcohol

- There are 3 types of raffles: small, private and public. For small raffles at a one off event where the raffle is not the main focus of the event, you do not need a license. For a private raffle such as one you hold in your workplace or club, you do not need a license. A public raffle, which is a raffle open to a wide audience over a long period of time, **will** need to be registered with your Local Authority. For more information and to ensure you adhere to the law regarding raffles, please visit www.gamblingcommission.gov.uk
- You are **not** allowed to sell alcohol at an event **unless** the premises have a license. You will normally need a premises license in order to hold a raffle with alcohol as prizes too. We recommend that you check the Gambling Commission website before your event.

Insurance and Fundraising

- You may be required to have Public Liability Insurance if you are running an event in a public place for example; running a stall or stand
- Liverpool Women's Charity does not have its own insurance

Photography

- Always seek permission from people if you are going to take their photograph, particularly if you plan to publicise this in any way.
- If you take pictures of children, make sure you have their parent's/ guardian's permission first

Completed your fundraising?

Please let us know when you have completed your fundraising so we can...

- Send you a thank you letter and certificate from the charity
- Tell our online followers about your support
- Invite you to meet the hospital staff so we can thank you personally



Fundraising Registration Form

Important: Please complete and return this form for every event you organise or take part in for Liverpool Women's Charity. We must have a record of fundraising taking place, should we receive queries from the public or Local Authority

NAME.....

ADDRESS.....

.....POST CODE.....

EMAIL.....

TELEPHONE NUMBER.....

EVENT/ACTIVITY BEING ORGANISED.....

.....

DATE/S.....TIME/S.....

LOCATION/ VENUE.....

FUND BEING RAISED FOR.....

PLEASE TICK HEREIF YOU ARE UNDER THE AGE OF 16 AND ASK A PARENT OR GUARDIAN TO SIGN BELOW:

PARENT/GUARDIAN.....DATE.....

PLEASE TICK HERE..... IF YOU ARE HAPPY FOR LIVERPOOL WOMEN'S CHARITY TO PUBLICISE YOUR EVENT (WE WILL NOT DISPLAY YOUR CONTACT DETAILS)

PLEASE RETURN THIS FORM TO: Liverpool Women's Charity, Liverpool Women's, Crown Street, Liverpool, L8 7SS

EMAIL- fundraising@lwh.nhs.uk WEBSITE- www.liverpoolwomens.co.uk/charity

Contact Us....

If you have any queries, ideas or comments we would love to hear from you!

Email fundraising@lwh.nhs.uk

Nadia nadia.alsafaar@lwh.nhs.uk

Lisa lisa.masters@lwh.nhs.uk

Telephone Nadia 0151 702 4194

Lisa 0151 702 4044

Facebook Liverpool Women's Charity

Website www.liverpoolwomens.co.uk/charity

Address Liverpool Women's Charity

Liverpool Women's NHS Foundation Trust

Crown Street

Liverpool

L8 7SS



Thank you for your support!