

Volunteer Fundraising Guide





Hi there,

Thank you for choosing to support the Liverpool Women's Hospital Charity.

As a volunteer fundraiser, you will be making a huge difference in the care our families and babies receive here at the hospital.

You may already know about the challenges NHS trusts face, but as a registered charity we work hard to raise funds on behalf of the Trust to help enhance overall patient experience by providing services and equipment above what is normally funded by the NHS.

Every penny you raise will make a huge difference.

Because you care enough to do something amazing, our families and babies will be able to receive the best care possible.

Because of your support, we can enhance the patient experience by providing services and equipment above what is normally funded by the NHS. We can also fund research projects and staff wellbeing initiatives.

As a small charity responsible for supporting the only specialist Trust for women and babies in the country, we truly value your support.

If you have any questions about fundraising, please get in touch with the team on **0151 702 4194** or email **fundraising@lwh.nhs.uk**

Thank you again for your kindness and support for the Liverpool Women's Hospital Charity.

Kind regards,
The Fundraising Team





Contents

Welcome to your volunteer fundraising guide	6
The different funds in Liverpool Women's Hospital Charity	6 - 12
Get Inspired	13
Join a #TeamLWH Challenge Event	13 - 15
Get Registered	16
Planning your Event	16
Organising Publicity	18
Online Fundraising	18
Sponsorship Forms	20
Say YES to Gift Aid	20
Celebrate your Success	20
Tell us what you've achieved	20
Sending the Fundraising Money in	21
Stay Safe and Keep Things Legal	22 - 24

Welcome to your volunteer fundraising guide

Putting patients first is at the heart of everything we do. Liverpool Women's Hospital 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 Hospital 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 Wellbeing initiatives as well as providing greater access to training and development opportunities.

The different funds in Liverpool Women's Hospital Charity

Liverpool Women's Hospital 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:

- Neonatal Unit Fund (also been known as the Big Tiny Steps Appeal and The Newborn Appeal)
- Honeysuckle Bereavement Fund
- Gynaecology Fund and Cancer Fund
- Fetal Medicine Unit Fund
- Staff Wellbeing Fund
- General Purpose Fund
- Hewitt/Fertility Fund
- Maternity Fund
- Research Fund

Neonatal Unit Fund

Our Neonatal Intensive Care Unit or NICU is a recognised centre of excellence for the care of premature babies and babies born with a condition requiring specialist medical treatment. Our NICU cares for more than 1000 babies and their families born in the north west each year.

Work is underway at Liverpool Women's to build a bigger, better, Neonatal facility which will help to improve the patient and family experience, with the new unit due to open in Summer 2020. The Big Tiny Steps Appeal aims to raise £250,000 to provide cot-side

comforts and essential family facilities for the new Neonatal unit. For the first time ever, the Neonatal unit will have an outdoor garden space for our patients and families to use to escape the busy clinical environment and help develop their babies' senses.

We have recently just completed the first phase of the appeal which has allowed the babies to now move into the new unit.

Your support will make a big difference to the appeal, helping us provide these important facilities for our most vulnerable babies and their families.



The Gynaecology and Cancer Fund

As one of the only trusts in the UK dedicated to the care of women, we understand the sensitivities of female health and offer a comprehensive range of gynaecology services. Put simply, gynaecology is the clinical area focused on the health of the female reproductive system.

As well as providing a specialist service for urogynaecology - bladder and prolapse conditions - and miscarriage, we are the

specialist regional centre for cancer services, known as gynaecology oncology within the Merseyside and Cheshire Cancer Network.

We also have a 24 hour gynaecology Emergency Room and an Early Pregnancy Assessment Unit, giving rapid access to medical treatment and ultrasound scans for women who experience a gynaecology emergency especially in the early stages of pregnancy.

Each year in the UK, over 21,000 women are diagnosed with some form of gynaecological cancer. This equates to 58 women receiving this life-changing news every day. Sadly 21 women will die from a gynaecological cancer every single day, yet still Gynaecological Cancer receives little publicity.

There are five Gynaecological Cancers (Ovarian, Womb, Vaginal, Vulval) but awareness levels of these cancers is very low. One of the aims of this fund is to provide provisions for enhancing the

education of Gynaecological staff in the areas of Oncology and Palliative Care, whilst empowering staff to enhance their skills.

As a Gynaecological Cancer Centre for the Merseyside and Cheshire region it is vital we shine in the care we deliver. All donations to this fund will help us fulfill our ambitions of ensuring all staff on the Gynaecology wards and outpatient areas have been on every course that is applicable to their level of skills.



Honeysuckle Bereavement Fund

The Honeysuckle Team are the dedicated baby bereavement team at Liverpool Women's NHS Foundation Trust. The team provide care and support to women and their families following pregnancy loss at any of stage pregnancy, stillbirth and early neonatal death. The team offer families practical advice and information at the time of their loss, this includes explaining the formalities that are involved and helping to guide families through the choices they may face at such a difficult time in their lives.

The team also provides ongoing support to families through a number of ways including:

- A monthly support group offering families the opportunity to meet and share their stories with others who have gone through similar experiences in a relaxed environment as well as meeting individuals from local and national organisations who can provide specialist support
- On social media through 2 closed Facebook groups
- A library of books and leaflets that can offer support to all family members including siblings and grandparents
- Events such as annual summer picnic and annual remembrance service offering families the opportunity to come together to celebrate and remember their babies.



Fetal Medicine Unit Fund

We have a specific unit providing specialist antenatal care to patients and families who require this. This fund helps us to investigate the causes of sickness in the unborn child as well as prevent, treat, cure and defeat sickness.



Staff Wellbeing Fund

This fund helps employees within the Trust by focusing on staff well being and enhanced performance.



General Purpose Fund

This fund is for any charitable purpose relating to Liverpool Women's Hospital that enhance the services provided to our patients and their families.

The Hospital's Volunteer Services are funded by donations made to the General Purpose Fund. The Volunteer Services at Liverpool Women's offer opportunities to the local community whilst helping to support the care given to all of our patients.



Hewitt/Fertility Fund

The centre gives couples their very best chance of a successful pregnancy. The Trust has substantially invested in the very latest technologies to get success rates of the centre to the point where they are actually as good as the very best in the world, and certainly the best in the North West. When you

consider that it is also the largest reproductive medicine facility in the country, performing an average of over 3,000 treatment cycles a year, that is quite an achievement!

This fund helps to make a family's journey through fertility treatment as comfortable as possible.



Maternity Fund

This fund raises money to support the services on our Maternity Unit, Community Midwives and help care for Mothers and babies.



Research Fund

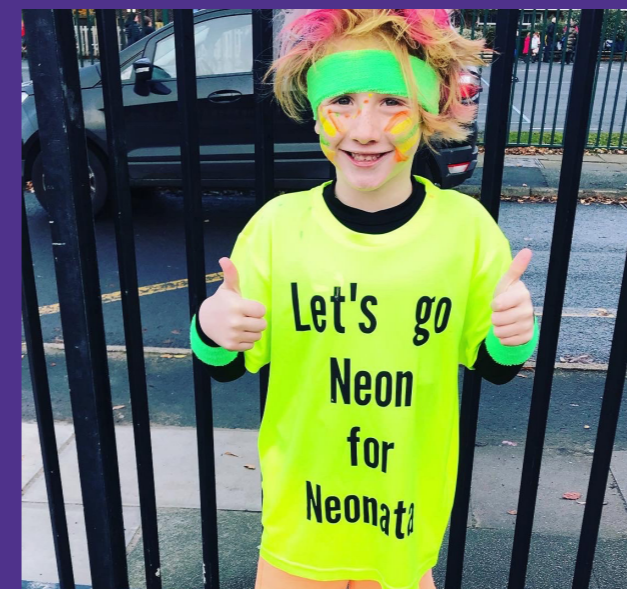
This fund is advancing education and research into topics related to pregnancy and the problems related to giving birth and gynaecology, advancing education and research in areas that relate to infertility in women and furthering research and education in topics related to infertility, miscarriage and menopause.



Get Inspired

Maybe you already have a fundraising idea? Or maybe you're looking for inspiration? There are lots of ways you can get involved to raise money for Liverpool Women's Hospital Charity.

You can choose to:



Join a #TeamLWH challenge event



Run your own event

Join a #TeamLWH Challenge Event

You can take part in professionally organised events and raise funds through sponsorship. Events include:



Running



Swimming



Walking



Cycling

Could you lace up your running shoes, pull on your cycling shorts, or put your swimming goggles on for the Women's?

You can take part in events like the London Marathon, Prudential Ride London and Great North Swim. Find out more about these events online:

- Bigfunrun.org
- Greatrun.org
- Greatswim.org
- Nightrider.org.uk
- Prudentialridelondon.co.uk
- Thamespathchallenge.com
- Virginmoneylondonmarathon.com
- findarace.com/5k-runs/liverpool.com
- btrliverpool.com/santa-dash.com



Parachute Challenges

Could you take to the skies for the Women's?

To skydive you will need to raise a minimum of £350 to cover the cost of the skydive and fundraise for the charity unless you were happy to pay the £250 yourself.

Unfortunately, the trust is not allowed to fund sky dives so if you were to do this you would have to pay the £250.

Contact us to find out more and register your jump: fundraising@lwh.nhs.uk



Global Challenges

Could you cycle from London to Paris, ride a bike through Vietnam, walk the Great Wall of China or trek across the Icelandic volcano for the Women's?

You can take part in global challenges and raise funds through sponsorship. Find out more about these events online:

- Actionchallenge.com
- Beyondtheultimate.co.uk
- Charitychallenge.com
- Classictours.co.uk
- Doitforcharity.com
- Discoveradventure.com



Running Your Own Event

Running your own event means that you choose what to do. Whatever you already love doing could be a fantastic way to raise awareness and funds!

Maybe you'll be inspired by our amazing volunteer fundraisers:

- Mary sells knitted items offsite at organised fairs
- Oliver went neon in school for the day
- Lee has run the London marathon seven times
- Ashleigh hiked up Snowdon with her son
- Steve planned a charity event by performing with his ukulele band.
- Paula planned a fashion show
- Sarah planned a family picnic day
- Kate walked 10k steps a day for 30 days
- Emma asked her children's primary school to pick our charity to support at their Christmas production.
- Cheryl planned a charity body shop party

Could you do something like this? Could you do something new?

Get Registered

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

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

Whatever you decide to do, it is really important to register your fundraising activity with us.

When you tell us about your fundraising plans, we can support you by:

- Adding your event to our online calendar
- Promoting your event through social media using the hashtag #TeamLWH
- Sending you a fundraising pack that includes merchandise, posters, logo and media guidance.

We are here to help and happy to answer your questions.

Unfortunately LWHC cannot purchase places for events (runs, treks, challenges, etc) and these must be funded by the supporter.

If you would to email back the registration form - fundraising@lwh.nhs.uk

Planning your Event

A successful fundraiser is an organised fundraiser!

Get your fundraising off to a great start by making a plan. Think about:

WHAT you're going to do and what you want to achieve.

- Give yourself enough time to prepare.
- Set yourself an ambitious but achievable fundraising goal – and don't forget to cover your costs.
- Decide how you're going to raise money. Will you hold a raffle or auction? Will you sell cakes or gifts? Will you charge an entrance fee? Will you get sponsored?

We can provide secure collection boxes that carry our logo and charity details. Please fill in the **request form** in this guide and send it to us.

WHEN you're going to hold your event. Avoid holding your event on a day when other important events are happening.

WHO can help, support or sponsor you.

- Tell people what you're doing. Use social media, email and your local newspaper to spread the word.

- Ask local businesses to donate prizes or display your poster.
- Ask your employer if they run a matched giving scheme, where they'll match your fundraising pound for pound. If they don't, ask if they'd like to make a donation.

We can send you an official letter confirming that you're fundraising for us.

WHO you are doing this.

Tell people why the Liverpool Women's is a cause that means something to you. If this involves someone close to you, please discuss this with them if you feel comfortable to do so. Get permission to tell their story.

Tell people how they can give

It's important to tell people how they can give. You can use online fundraising tools or a sponsorship forms to collect donations.



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 Hospital 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 and story on all social media platforms – Facebook, Twitter, Instagram and LinkedIn.
- 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.

Online Fundraising

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

- The process provides a safe, secure and simple way to fundraise.
- Its quick and simple to set up your personal fundraising page online.
- Donations are paid directly into Liverpool Women's Hospital Charity bank account.
- Using these tools means no more paper sponsorship forms and you won't need to spend time collecting donations after your 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 Hospital Charity is registered with three online giving companies:

JustGiving™

1. Log on to www.JustGiving.com
2. In the "Find a Charity" box, type in "Liverpool Women's Hospital Charity"
3. You can then set up your own fundraising page
4. When explaining why you are fundraising, please make it clear where you would like your fundraising to go to within the hospital.



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. When explaining why you are fundraising, please make it clear where you would like your fundraising to go to within the hospital.



1. Log on to <https://visufund.com/charities/liverpool-womens-charity>
2. Click onto "Fundraise for Liverpool Women's Charity"
3. Search through the different templates available and click "Create a page with this template"
4. We pay 3.9% commission charge on all donations made via Visufund

Other Ways Of Fundraising

- One off donations
- Regular donations
- Volunteering for bucket collections
- Purchases from Little Woollens Shop
- Corporate support
- Legacy

Sponsorship Forms

We can send you paper sponsorship forms that carry our logo and charity details.

Get a team together to use the forms and get sponsors! Your team could include family members or close friends.

Try to collect donations when people fill in the form. This is easier than collecting sponsorship money after your event.

Put generous donations at the top of your sponsorship form. This encourages other people to give more generously.

Say YES to Gift Aid

Please ask your supporters to say yes to Gift Aid when they sponsor you. This means that we can claim an extra 25p for every £1 you raise – at no extra cost to you or your supporters.

Gift Aid makes a £100 donation into £125, and a £1,000 donation into £1250!

It is extremely important that sponsor forms are fully completed and returned to Liverpool Women's Hospital Charity as this allows the charity to submit a claim for Gift Aid. To claim Gift Aid the sponsor form must clearly display the full name and address (including house number and post code) of the person who is sponsoring you.

Celebrate your Success

Have you completed a successful fundraising event? You're amazing!

Celebrate your success by telling your supporters what you've achieved. Say thank you for their support. Use social media, email and your local

newspaper to share your good news.

We like to invite our fundraisers to come into the hospital and visit the charity team and dependent on the amount raised we do cheque presentations on wards (in the area they have fundraised for).

Tell us what you've achieved

Let us know how well you've done – we love to share your pictures and shout out about good news. You could inspire other people to do something amazing!

Sending the Fundraising Money in

There's just one thing left to do! Make sure that the money you've raised gets to us safely.

You must pay all the money raised from your event to the Liverpool Women's Hospital Charity. You must tell people before they give if any of the money you raise will not be paid to us.

Collect your donations. Then decide how to send us the money.

You can:

Make a bank transfer

Barclays Bank, Liverpool Lord Street, Liverpool, L2 1TD
Sort Code: 20-51-01
Account Number: 00551716

Please include your name + the area of the hospital you wish to donate to at the end as the reference (for example, RMcDermott Honeysuckle)

Send us a cheque

Cheques should be made payable to 'Liverpool Women's Hospital Charity' and can be sent to:

When sending a cheque to please specify what fund you would like the money to go to.

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

Please do not send cash through the post.

Please let us know when you're sending the funds you've raised. Contact **Rhianna** on **0151 702 4194** or at **fundraising@lwh.nhs.uk**

If you're raising funds through a website like **JustGiving** or **Visufund**, the money will come directly to us. When you're setting up your page, don't forget to include the date that your page closes to new donations.

Stay Safe and Keep Things Legal

Fundraising should be fun! But you must also stay safe and keep things legal.

If you do something that isn't safe or legal, we will ask you to stop fundraising.

Health and Safety

Is your event going to involve the public? Then you must have first aid cover.

Voluntary first aid organisations St John Ambulance and British Red Cross can help. Check out sja.org.uk and redcross.org.uk

for advice.

When you're planning your event, think about possible hazards and how you can reduce any risks. A simple risk assessment can help your event run safely and smoothly.

Insurance

If your event involves the public, you may need public liability insurance. Your venue may already have the insurance you need – check this with them.

If you're using suppliers or contractors, get a copy of their risk assessment and public liability insurance.

Contact us to find out more at fundraising@lwh.nhs.uk

Photos

We love your fundraising photos. They help us to share the good news about your fundraising success – and inspire other people to do something amazing.

But, remember – if you're taking photos you'll need to get permission from the people at your event. If you're taking photos of children at your event, you must get their parent and guardian's permission.

Lotteries and Raffles

Are you planning to hold a lottery or raffle? The law on lotteries and raffles can be confusing. If your lottery lasts longer than 24 hours you will need a

lottery licence and printed tickets.

Check the latest information and advice at gamblingcommission.gov.uk

Alcohol

Are you planning to sell alcohol at your event? You can only do this if your venue has a license to sell alcohol.

Are you planning to include alcohol prizes in your raffle? You may need a licence for this.

Check the latest information and advice at gamblingcommission.gov.uk

Food

Are you providing food at your event? Then you'll need to follow the Food Standards Agency guidelines.

event? You must get a copy of their food hygiene certificate and their public liability insurance.

Are you using a professional caterer at your

Check the latest information and advice at food.gov.uk

Data Protection

If you're collecting personal data from supporters, you must have their permission. You must store their details securely and confidentially.

Check out the latest advice on data protection from the independent Information Commissioner's Office at ico.org.uk

Collections

There are lots of ways to collect money – and they all have different rules.

Are you planning to collect money in a pub, supermarket or other private venue? You'll need written permission from the owner or manager.

We can send you a letter that carries our logo and charity details to confirm that you are raising money for us.

It is also important that your collection box-

es are secure.

We can send secure collection boxes that carry our logo and charity details – please fill in the request form in this guide and send it to us.

Check the latest information and advice on charitable collections from the Institute of Fundraising at institute-of-fundraising.org.uk

Or contact us to find out more at fundraising@lwh.nhs.uk

Under 18s

More and more of our volunteer fundraisers are children and young people – which is fantastic!

Are you under 18? If you are, then please share this fundraising guide with your parent or guardian. Make sure they are happy with your idea before you get started.

Forms

Ready to do something amazing?

Please complete and send your registration form by post or email. Our contact details are on the form.

Want us to send you secure collection boxes and an official letter confirming that you're raising money for us?

Please complete and send your collection box request form. Our contact details are on the form.

Thank you to our wonderful supporters, because of you we are able to continue providing the best care possible for our babies and families.





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

Tel: 0151 708 9988

Web: www.liverpoolwomens.nhs.uk

