

Fundraising Pack

About Beacon, Solent NHS Charity

# Solent NHS Trust specialise in providing high quality, best value, community and mental health services to people living in Portsmouth, Southampton and in some parts of Hampshire.

We are the main provider of community health services in Portsmouth and Southampton and the main provider of adult mental health services in Portsmouth.  We also provide a number of pan-Hampshire specialist services, including sexual health and specialist dentistry.

We support families to ensure children get the best start in life, provide services for people with complex care needs and help older people keep their independence. We also provide screening and health promotion services, which support people to lead a healthier lifestyle.

We actively promote strong out of hospital services and take an active role in integrating care. Working closely with other Trusts, primary care, social care providers and the voluntary sector we make sure care is joined-up and organised around the individual.

We always endeavour to maintain our focus on providing safe, effective and quality services and pride ourselves on being a learning organisation. We are creating a culture of continuous improvement, providing our staff with the tools, capability and capacity to continuously improve to ensure we provide people with the best, and most effective, service we can.

# Our Story – why we exist

At Solent NHS Trust we all share an ambitious vision to make a difference by keeping more people healthy, safe and independent at, or close to, home.

People, values and culture drive us. The best people, doing their best work, in pursuit of our vision.

People dedicated to giving great care to our service users and patients, and great value to our partners.

We aspire to be the partner of choice for other service providers. With them we will reach even more people, and care for them through even more stages of their lives. Ultimately it is the people we care for who will tell us if we are successful and who will help shape our future care.

# Beacon, Solent NHS Charity

Beacon, the Solent NHS Charity is proud to support the patients, services users, carers and the families of all who come into contact with Solent NHS Trust.

We raise money for areas not covered or fully supported by NHS funds. Healthcare services are funded by central government and Solent NHS Trust works hard to provide outstanding care to the people we see.

Beacon, our charity, raises money to make a difference to the experience people have when they come to us. This can be anything from improving a waiting area, or buying a more comfortable chair for relatives, to creating a multi-use outdoor sports area for those staying with us on a longer term basis. Sometimes it’s the smallest things that can make the biggest difference.

We hope that everything we do has a positive impact on those who use our services.

# Making a donation

At Beacon, we are really very grateful to everyone who helps raise money for us. We realise every penny counts and we work hard to ensure your donations are spent wisely.

There are many ways you can get involved. You could make a simple donation, organise a fundraising event or donate in memory of a loved one.

To make a donation you can visit our online donations page at <https://www.cafonline.org/my-personal-giving/start-giving/donate-now>

Or, you can set up a Go Fund Me page and link Solent NHS Charity to it.

Alternatively you can write a cheque to **Solent NHS Charity**. You can specify the team you would like your money allocated to, or you can ask that it be put to best use in the general fund. Please use the donation form at the end of this pack.

Gift aid is one of the simplest and most effective ways of giving to charity. Gift aid is worth 25p for every £1 donated. All you need to do is print and complete the Gift Aid Form at the end of this pack and send it in with your cheque.

Cheques, donation forms and gift aid forms should be sent to:

Solent NHS Charity

Finance Team

Highpoint Venue

Bursledon Road

Southampton

SO19 8BR.

# Fundraising for Beacon

There are many ways you can fundraise for the charity. From a sponsored event, to a coffee morning to a more physical challenge, they are all welcome. If you would like to chat an idea through with the Communications Team then please do get in touch, they can be found at [communications@solent.nhs.uk](mailto:communications@solent.nhs.uk) or on 0300 123 4156. The team can provide advice and guidance.

## Register with the Communications Team

The Charity asks everyone who fundraises for them to fill in an agreement form before they start stating that they are fundraising in aid of Beacon, Solent NHS Charity. By agreeing to fundraise in aid of Beacon you are raising funds but acting in your own capacity. Once you have filled in the agreement and sent it to the Communications Team they will send you a letter of authority, saying that you are raising money in aid of the Charity. This will come in useful if asking for prizes or sponsorship.

## Personal challenges

Personal, inspirational challenges can be a great way to raise money for charity. From fun runs to bike rides, mountain treks and jumping out of a plane there are plenty of challenges out there.

An open challenge is a fantastic way to do this, with a group of like-minded people all raising money for different charities. At present Beacon is not running any bespoke challenges , but if you can find a challenge to sign up for where the money can be donated to us then the communications team would love to hear from you.

## Getting started on creating a fundraising event

### Can you do this on your own or do you need a team to help you?

Consider exactly how this event is going to happen and who will be responsible for what. Use people’s strengths and skills, and give them jobs that they will enjoy.

### Set the date and time

Try and choose a date that works for you, giving you enough time to plan your event properly. Check what else is happening in your area and that the date doesn’t clash with anything.

### Set the budget

Think very carefully about how much it is going to cost to make your event happen. By keeping costs low you can maximise the amount of money you raise for the charity. Once you know what you need to make your event happen, try to think of different people that may be able to help make it happen, either by providing different elements or some generous sponsorship. We regret that we are unable to underwrite the cost of any event.

### Find an appropriate venue

Where you hold your event can have a big impact on how successful it will be. It needs to be in the right place and of the right size for the event you are planning.

#### Other things to consider:

* a plan for wet weather if your event is outside
* has all the equipment been checked and is it safe
* do you have permission to hold the event in this location (e.g. from the council or owner)
* is your venue accessible
* have you informed your local highways office or police if you are likely to disrupt the traffic
* have you obtained permissions to collect money (if applicable)
* are you covered by public liability insurance if members of the public are attending
* do you need a licence e.g. a public entertainment licence or a licence to sell alcohol
* is it easy for people to get to
* are the fire escapes clear and do people know where to go in the event of an evacuation

### The health and safety bit

Please ensure that your event is organised as efficiently and as safely as possible. Beacon, Solent NHS Charity cannot accept any responsibility for your event, nor for anyone who participates in it. You must make sure you are properly insured, either through a group or personal policy.

You should conduct risk assessments to make sure you have proper plans for the safety of participants. The Health and Safety Executive has further information [www.hse.gov.uk](http://www.hse.gov.uk).

Food hygiene is also really important, after all, no one wants to make their guests feel ill. Please take great care when handling food. A food standards agency booklet ‘Preventing Food Poisoning – Good hygiene at home’ can be downloaded from [www.food.gov.uk](http://www.food.gov.uk).

Have you considered first aid at your event? Think about who will be the qualified first aider and who will supply the first aid kit.

Please ensure that participants are fully briefed about the event, including any risks, fitness requirements, special equipment or clothing required and standards of behaviour expected. Please ensure that your event is properly and adequately supervised.

There are specific rules that apply when children and young people are involved.

## Using the charity name and charity branding

All of your fundraising materials should make it clear that you are raising money ‘**in aid of’** Beacon, Solent NHS Charity, but that you do not represent the charity. The communications team can supply you with copies of the logo, to be used in agreement with them. All materials **must** be signed off by the communications team before they go out. Email [communications@solent.nhs.uk](mailto:communications@solent.nhs.uk) .

By law you are required to put our **charity number 1053431**, and **in aid of** **Beacon, Solent NHS Charity** on all fundraising materials.

# Keeping it legal

There are certain procedures that must be followed when fundraising. These are laid down by central and local government in order to protect you, the fundraiser, and your donors. More information can be found on the Charity Commission’s website: [www.gov.uk/government/organisations/charity-commission](http://www.gov.uk/government/organisations/charity-commission)

### Collecting money

All the money you raise in aid of Beacon, Solent NHS Charity, must go to the charity and must not be used for any other purpose.

#### Counting money

All money raised should be counted in the presence of at least two unrelated people. When counting money use a private place, rather than in front of the public. The total must be agreed by all present and signed by the person counting the money and a witness. Bank the cash as soon as possible, if you need to or make arrangements to keep it in a safe if necessary.

#### Setting up an online donation page

Beacon, Solent NHS Charity, has an online donation page at<https://www.cafonline.org/my-personal-giving/start-giving/donate-now>

#### Running a lottery or raffle

A raffle is just another word for a lottery. If you hold a small raffle on the day of your fundraising event you do not need a licence, so long as all ticket sales and the draw itself takes place during the main event. Tickets must be sold for the same price with no discounts applied. You must make it clear who is running the raffle.

If you wish to sell raffle tickets in advance of your event or for a larger draw you will usually need a local authority licence. Check the latest information and guidance at [www.gamblingcommission.gov.uk](http://www.gamblingcommission.gov.uk)

## Notifying the local council and the police

If your event is to be held in a public place, e.g. on roads which could cause traffic disruption, then you are legally required to notify the police and local authority. You will also need licences for collecting money on the street.

## Insurance

You are responsible for running the event and Beacon, Solent NHS Charity is not responsible for the health and safety of others at an event that you are organising. Please ensure you have notified the appropriate authorities and have public liability insurance in place.

## Children and young people

There are specific laws regarding children and young people and fundraising. These include providing proper adult supervision, checking that the child’s parents or guardians have given permission for them to take part, carrying out appropriate background checks on the adults who are having unsupervised access to children.

## Promoting your event

Before and after your event you will want to generate as much publicity as possible.

**Photography**

A picture tells a thousand words. Photographs before, during and after your event are worth so much but remember to ask people’s permission first. Beacon is very proud of our supporters and like to tell people about what is happening.

### Media and press releases

The local media may be able to help your publicise your event and are often looking to feature stories that of interest to local people.

The best way to gain coverage of your event is to create a press release and send local media outlets.

You can find guidance to help you write a press release here:



Please send your press release to our Communications Team on [communications@solent.nhs.uk](mailto:communications@solent.nhs.uk) for agreement before issuing.

**Social media**

We also use social media to promote the work of the Trust, you can find us on Facebook, Twitter and Instagram. Please tag our social media accounts in your posts: Instagram: @[solentnhs\_trust](https://www.instagram.com/solentnhs_trust/)  
Twitter: @SolentNHSTrust

Facebook: @solentnhstrustnews

## Fundraising Agreement Form

This agreement is between the volunteer organiser and Beacon, Solent NHS Charity.

If you are planning to raise money in aid of Beacon, Solent NHS Charity the charity need to have a written agreement from you. This is required by the Charities Act 1992 and the Charitable Institutions (Fundraising) Regulations 1994. It reflects the commitment of Beacon, Solent NHS Charity to fundraise in line with the Institute of Fundraising Code of Best Practice.

Please complete both pages of this form

Personal details

|  |  |
| --- | --- |
| Name |  |
| Address |  |
| Postcode |  |
| Telephone contact details |  |
| Email address |  |

Fundraising details

|  |  |
| --- | --- |
| What is your fundraising activity |  |
| Name of your event |  |
| Date of event |  |
| Which Beacon donation fund would you like the proceeds to go to? Or would you be happy to donate to the general fund? |  |
| Will you be using an online donation page? If yes, please provide details |  |
| Would you be happy for our communications team to share information about your fundraising? |  |
| Will you be talking about this on social media? If yes, please give details of accounts |  |

## Fundraising Agreement Form (page 2)

### Agreement

|  |
| --- |
| * I agree that all proceeds raised from the above mentioned event will go to Beacon, Solent NHS Trust Charity. * On all promotional activity including flyers, tickets, receipts etc. I will state that I am raising money: **In aid of Beacon, Solent NHS Charity, registered charity no 1053431**. * I will not use the logo without the prior consent of the communications team. * I will not bring the charity name or logo into disrepute in any way whatsoever. * I will ensure all monies are counted in the presence of another person and that the money will be paid into a charity bank account until it is transferred to Beacon’s account. * All money will be paid to the charity no more than 28 days after the event. * I will keep separate, detailed financial accounts and allow inspection if requested. * I understand that Beacon will not be held liable for any outstanding costs either pre or post event. * I will be responsible for arranging insurance cover for the event. I understand that Beacon, Solent NHS Charity cannot take responsibility for any event organized in aid of the charity or for anyone who participates in it. Including injury, loss or damage. * I will undertake full risk assessments and ensure I have proper plans for the safety of participants. The Health and Safety Executive has further information. * I will ensure all health and safety, charity and local authority laws are complied with, including applying for the appropriate licences when necessary. * Where children and young people are involved I will make sure that there is proper adult supervision and that permission is given by their parents and appropriate background checks have been carried out for those with unsupervised access to children. * I will not use any money raised to employ, or provide renumeration to anyone who may be involved in the fundraising activity. * I understand that Beacon, Solent NHS Charity may institute legal proceedings against me to enforce their rights under this agreement. If it is found that I have breached this agreement I will then pay to Beacon, Solent NHS Charity all costs which may have been incurred. * I will not undertake any fundraising activities until I have received a countersigned agreement from Solent NHS Trust. |
| Signed: |
| Date: |
| Name (please print): |

Please return this form to Communications Team, Highpoint Venue, Bursledon Road, Southampton, SO19 8BR.

## Donation form

Thank you for your donation to Beacon, Solent NHS Charity.

Donor’s details:

|  |  |
| --- | --- |
| Name |  |
| Address |  |
| Postcode |  |
| Email |  |
| Amount of donation |  |
| Please indicate which area of Solent NHS Trust you would like your donation to benefit:  (If you do not have a preference your donation will go in to the general charitable fund that supports all our services.) |  |
| Do you require a receipt? |  |

Donations should be made payable to:

Solent NHS Charity

Finance Team

Highpoint Venue

Bursledon Road

Southampton  
SO19 8BR.

Alternatively donations can be made via BACs to:

Solent NHS Charity

CAF Bank

Account number: 00018955, sort code: 40-52-40.

## Gift aid

By using Gift Aid you can make your donation go further. For every pound that you give we can reclaim an extra 25p from the Inland Revenue at no extra cost to you.

I confirm that I have paid or will pay an amount of Income Tax and/or Capital Gains Tax for each tax year (6 April to 5 April) that is at least equal to the amount of tax that all the charities I donate to will reclaim on my gifts for that tax year. I understand that the charity will reclaim 25p of tax on every £1 that I give.

|  |  |
| --- | --- |
| Date |  |
| Signature |  |
| Name (please print) |  |

## Beacon, Solent NHS Charity

## Sponsorship Form

|  |  |
| --- | --- |
| Name |  |
| Event |  |
| Date |  |
| Email |  |
| Telephone |  |

We, who have given our names and addresses below, and who have ticked the box entitled Gift Aid, would like Beacon, NHS Charity to reclaim tax on the donation detailed below, given on the date show.

We understand that each of us must pay Income Tax or Capital Gains Tax equal to the tax reclaimed by the charity on the donation.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| Full name | Home address | Postcode | Amount pledged | Amount given | Date given | Gift aid (tick) |
|  |  |  | £ | £ |  |  |
|  |  |  | £ | £ |  |  |
|  |  |  | £ | £ |  |  |
|  |  |  | £ | £ |  |  |
|  |  |  | £ | £ |  |  |
|  |  |  | £ | £ |  |  |
|  |  |  | £ | £ |  |  |
|  |  |  | £ | £ |  |  |
|  |  |  | £ | £ |  |  |
|  |  |  | £ | £ |  |  |
|  |  |  | £ | £ |  |  |
|  |  |  | £ | £ |  |  |
| Total | | |  |  |  | |

**Appendix 1: Press release guidance**

What would you like to publicise?

When is it taking place or are there any important dates?

Why is it happening?

Who does it involve?

How is it happening?

Any other important information

Are there any opportunities for photographs?

Are any other organisations involved?

Where can people go for more information?