



**GREAT ORMOND STREET  
HOSPITAL CHARITY**

# **Your fundraising guide**

**Top tips for planning  
your fundraiser**



# This guide has everything you need to make sure your fundraising is fun, safe and legal

## Contents

- How you can make a difference
- Choosing your fundraising activity
- Liability
- Using our logo
- Holding an event
- Holding a collection
- Holding a raffle, prize draw, auction or competition
- Working with children
- Raising funds online, handling cash and paying in your donations
- Collecting and using data
- Complaints procedure
- Get in touch



# Thank you for choosing to fundraise for Great Ormond Street Hospital Charity (GOSH Charity)

We stop at nothing to help give seriously ill children the best chance and the best childhood possible.

Without incredible fun-raisers like you, Great Ormond Street Hospital (GOSH) couldn't be the extraordinary place it is today.

With your support, we can continue to fund:

- Groundbreaking research
- Cutting-edge medical equipment
- The building and refurbishment of child-centred facilities
- Essential support for children, families and staff



# Meet Millie

**Millie was just eight weeks old when she was diagnosed with hypoplastic left heart syndrome, a condition usually diagnosed in the womb. She was transferred to Flamingo Ward and spent the next three-and-a-half months at GOSH.**

Millie's mum, Roxy, first noticed something was wrong when Millie wasn't feeding properly. She took her to their local hospital, where they stayed for five days. Initially, doctors thought Millie was dehydrated, but they soon found that she had lost weight, and she was referred to a paediatrician.

From there, everything moved quickly. X-rays showed three holes in Millie's heart, and she was urgently referred to GOSH.

"Three days after arriving, we talked to the consultant about open heart surgery, which was the procedure Millie needed," Roxy says. "I still remember her going down for surgery and waiting for her to come out. It was stressful, but the nurses and Family Liaison team were really reassuring."

After months at GOSH and multiple surgeries, Millie was finally able to go home.

"I never thought I'd be at GOSH, but my experience was amazing. You never feel like you're on your own," says Roxy. "Everything we would've done at home, we did there, like reading stories and having cuddles. It does feel like a home to me."



# Choosing your fundraising activity

There are lots of fun and creative ways to fundraise for GOSH Charity, and we're here to support you every step of the way. Whether you're planning an event, taking things online, going solo or fun-raising as a group, we have lots of ideas to help you get started.

On [our website](#), you'll find lots of [guides and resources](#) to help organise your activities, as well as top tips for keeping things safe, legal and straightforward.

That said, there are some activities we can't accept funds from. To protect GOSH and GOSH Charity's reputation, we follow a Moral and Ethical Fundraising Policy. This means we will not accept donations linked to tobacco, weapons, fossil fuels or gambling winnings.

GOSH Charity will also not be associated with or accept donations from activities that could be harmful to children's health and wellbeing, or anything that might negatively impact how people see GOSH or GOSH Charity.

Need support or want to chat through your plans? Simply drop us a line at [community.events@gosh.org](mailto:community.events@gosh.org). We'd love to hear from you.

## Let us know about your activity

We'd love to hear all about your fundraising activity! Don't hesitate to share all the details with us so we can offer help and advice where possible. You can [register your event](#) on our website or [email us](#) with any questions you may have.

## Liability

Please make sure it's clear you're fundraising '**In aid of GOSH Charity**', and that your activities are independently organised and not managed by us.

GOSH Charity cannot accept any responsibility for your event or for those taking part.

### Using the GOSH Charity logo

If you'd like to use the charity logo to help promote your event or activity, please [contact the fundraising team](#). We may send you our 'in aid of' logo alongside some guidance on how to use it, and we'll need to approve any materials that include it before you print or share them.

### Holding an event

Big or small, your fundraising event needs to meet all health, safety and legal requirements.

### Risk assessment

In order for your event to run smoothly and safely, you should consider completing a risk assessment which can help you to spot potential hazards and put things in place to reduce risks that you've identified. We've got a template risk assessment available which our team are happy to send to you, and please remember we're always on hand to provide advice if you're planning to run a particularly high-risk activity.

If you need any permissions, licences or permits, your local authority or emergency services may ask for a risk assessment before giving the green light.

Here's what to think about when writing a risk assessment:

- Look at all aspects of your event, from set-up to clean-up. Where could things go wrong?

- Think about the impact if something did go wrong. Is it low, medium or high?
- Consider the likelihood of it happening and prioritise again as low, medium or high.
- Write down any actions you'll take to control these hazards and mitigate the risks.
- Get those safety actions done before your event and review your risk assessment as things change.

Need more support? [The Health and Safety Executive](#) has lots of helpful advice on how to complete a risk assessment.

## Insurance and event licenses

Take a moment to check whether your event needs insurance cover or any special licences. If your event involves the participation of the public, we strongly advise looking into public liability insurance. There are a range of companies out there who can provide this for you and who may recommend you consider other relevant insurance products. If you're planning to fundraise in public, like at a station or on the street, you'll need a permit or event licence.

If your event includes serving alcohol or hosting entertainment, you might need a Temporary Event Notice. You can check with your local authority or head over to the [government website](#) to find out more.

**If you're planning a raffle or lottery, you may need a licence for that too. See page 8 for more info.**

## Promoting your event?

Your fundraising should be upfront and clear, and everyone should know you're supporting GOSH Charity. If you'd like some GOSH Charity t-shirts for your fundraiser, please contact us. Your attendees should also know what to expect at your event, and how they can join the fun.

By raising money for GOSH Charity, you'll help fund groundbreaking research, cutting-edge medical equipment and life-changing support for seriously ill children. You can find out more about where donations go on [our website](#).

**Please don't say donations will go to a particular project, activity or piece of equipment unless this has been agreed with us or you're fundraising as part of a specific appeal.**

Event promotions should clearly state that all funds raised will go to GOSH Charity. Donations shouldn't be used to pay for event fees or expenses unless agreed with GOSH Charity beforehand. If this is the case, ensure it is clearly stated. For example:

*'Tickets are £20 for dinner and entertainment. 10% of the ticket price will be used to cover essential event fees and expenses. Fundraising will take place on the night via a raffle and auction, where 100% of all proceeds will be given to GOSH Charity (registered charity no. 1160024).'*

Please note, as an in-aid-of fundraiser, you can't take payment for your fundraising.

## Serving food and drinks

Food must be prepared and served hygienically. For advice on this, please contact your local council's Environmental Health department or visit the [Food Standards Agency website](#).

Serving alcohol? Check your venue has the correct licence. Promotion of alcohol through sponsorship, gift in kind or competitions should be done responsibly and never targeted at anyone under 18.

## Sponsorship forms

Please use [GOSH Charity-issued sponsorship forms](#) for your event. In the unlikely event that your fundraising activity doesn't go ahead (for example due to ill health or injury), it will ultimately be your responsibility to contact the people who have donated to you and offer them the option to request a refund. Please note that it's also your responsibility to collect all sponsorship pledges and send them across to us within six weeks of your activity taking place. Please do [get in touch](#) at any time if you've got any questions about the process.

# Holding a collection

If you're planning to collect donations out and about, like on the street or in a public place, you'll need to contact your local council for a collection licence.

Collecting on private property, like a shop, café or supermarket? You'll need to get permission from the property owner or manager. We'll need to see a copy of your licence or permission before we can send you any GOSH Charity collection boxes or buckets.

**Please do not conduct any door-to-door requests for donations.** These require a specific licence from local authorities, and we only support this through the use of trained third-party organisations.

## Who can collect?

Anyone under 16 is not permitted to take part in public collections.

If you're under 16 and want to get involved, you can do so as long as you're joined by somebody over 18 and as part of an organised group like Guides or at school.

Find out more about [fundraising at school](#) or [through your club](#).

## How to collect?

There are a few simple but important rules to follow when collecting. Head to our website to find out more on [organising collections](#).

While you're collecting, make sure you keep the money safe. See 'Handling cash and paying in your donations' (page 9) for more guidance.

Please return any collection buckets, tins and resources using the returns label that came in your order.



# Holding a raffle, prize draw, auction or competition

Adding an auction, raffle or prize draw to your event is a great way to generate larger funds at little to no extra cost.

But before you start gathering prizes, there are a few rules you need to know. Raffles and lotteries are regulated by law, and in some cases, you may need a licence. Before you get started, **please get in touch with us to share your plans and get permission from GOSH Charity to host your prize draw.** We can support you to make sure it's compliant.

Here are a few key things to note:

- You'll need to include specific info on all prize draw or competition materials, including your name, GOSH Charity's details, and the terms and conditions.

- Make sure it's super clear to your donors how they can enter and how the competition or prize draw works.
- When undertaking your prize draw, all entries must be included, the winning pick made at random, and all results recorded.
- Once your winners are drawn, do your best to contact them and hand out the prizes. Unless the winner has requested not to, it's a good idea to share their basic details publicly.

[Head to our website](#) to find out more about how to host a raffle, auction or lottery. For advice on responsible gambling, visit [The Gambling Commission](#) and [Gamble Aware](#).

## Working with children

If children will be attending your event, make sure you've taken extra steps to keep them safe. This should include responsible adult supervision, and if any adults will be alone with children, make sure they've had proper background checks.

Some other things to consider when fundraising with children include:

- Children under 16 aren't allowed to purchase raffle tickets.
- Children under 16 aren't allowed to take part in bucket collections unless joined by somebody over 18 and as part of an organised group like Guides or at school.

- Don't fundraise with a school unless you're part of that school's community.
- Ensure the activity and any communications run are age-appropriate and tailored to the age of your audience.

If children will be photographed at your event, be sure to get permission from their parent or guardian beforehand.

If you're organising a larger event, ensure all helpers and volunteers know what to do if a child gets lost.



# Raising money online, handling cash and paying in your donations

## Fundraising online

There are lots of ways to raise money online from your events, but we'd recommend using JustGiving, Facebook and GiveStar. Doing an event? We'd recommend making a JustGiving page, [here's](#) how to set up your own page. Please note that anyone donating to your page doesn't need to give a tip to the company through which they're making the donation to cover any fees.

## Keeping cash safe

Raising money is amazing, but keeping it safe is just as important. Always have two people present when counting collected money, and ensure it's kept securely, particularly when on the move.

## Gift Aid

Gift Aid is an easy way to maximise your fundraising. But there are a few rules to follow.

Gift Aid cannot be claimed on ticket sales, raffles, auctions or group collections – only individual donations count. More info can be found on [our website](#).



## Paying in your donations

Please get all donations to us within six weeks of collection. Together with your generous gifts, we can help protect childhood for seriously ill kids.

There are several ways to pay in:

- Online at [gosh.org/donate/payin](https://gosh.org/donate/payin)
- By phone on 020 3841 3131
- By cheque or CAF vouchers to: Community Fundraising, Great Ormond Street Hospital Children's Charity, 40 Bernard Street, London, WC1N 1LE

Raised money through JustGiving or Facebook fundraising? There's nothing you need to do – the money will make its way straight to us.

Need to pay by bank transfer or another method? Please [email us](#), and we'll help you through it.

## Collecting and using data

As part of your fundraising, you may come in to contact with personal data and information belonging to people involved in your activity. You're responsible for ensuring that any data you hold complies with the [Data Protection Act 2018](#).

As a rule of thumb, you should always store data securely to protect it from loss, damage or unauthorised access. Only keep data for as long as necessary, and don't share information about someone without their permission.

If you used sponsorship forms, don't forget to post them (with your contact details) to: **Community Fundraising, Great Ormond Street Hospital Children's Charity, 40 Bernard Street, London WC1N 1LE.**

# Our values

At GOSH Charity, we strive to treat patients and their families, supporters, volunteers and anybody else involved in fundraising with fairness, respect, kindness and dignity.

If you're fundraising for GOSH Charity or representing our name in any way, we ask that you carry these values with you and represent the charity in a positive way.

## If something's not quite right

At GOSH Charity, we hope to meet your expectations all the time. However, we know

there may be times when we fall short. We take all complaints seriously and treat them as opportunities to develop. That's why we're very grateful to those who are willing to take the time to help us improve, and we always thank people who contact us with problems, concerns or worries.

If you have a complaint, please [email us](#) or call us on 020 3841 3131.

You can find more details on our [complaints procedure online](#).

# Want to learn more?

We have lots of [online resources](#) to help you plan your fun-raiser, whether you're planning a bake sale, a raffle, or something else.

## Useful links

- [Fundraising Regulator: Code of Fundraising Practice](#)
- [The Health and Safety Executive](#)
- [The Gambling Commission](#)

If you're fundraising from outside the UK, be sure to check your local fundraising laws and best practice guidelines.

## Get in touch

If you have any questions or need further support, we're here for you.

Email us at [community.events@gosh.org](mailto:community.events@gosh.org)

Call us on 020 3841 3131



**GREAT ORMOND STREET**  
HOSPITAL CHARITY

Registered with



FUNDRAISING  
REGULATOR