



GREAT  
ORMOND  
STREET  
HOSPITAL  
CHARITY



**HOW TO**

**HOLD A COFFEE  
MORNING**

# **Every day** brings new challenges at Great Ormond Street Hospital.

Every day, around 750 seriously ill children and young people are seen at GOSH from all over the UK for lifechanging treatment and care.\* Every day, doctors and nurses battle the most complex illnesses, and the brightest minds come together to achieve pioneering medical breakthroughs.

**And every day is a chance for you to make a difference.**

This extraordinary hospital has always depended on charitable support to give seriously ill children the best chance to fulfil their potential.

**A better future for seriously ill children starts here.**

\*These figures are based on annual data for 2021/22 financial year.

**What could be better than raising money for GOSH through coffee and cake?**

**A coffee morning is a fundraising favourite, and we have plenty of ideas for you to help make yours a success. No matter if you bake or buy your own, every pound goes towards helping to fund groundbreaking work at the hospital.**



## FIRST THINGS FIRST

- Choose a date that doesn't clash with any national holidays.
- Put together a time plan, both for the run-up to the event and for the day itself.
- Choose your venue: at home, in a local community centre, church hall or at work.
- Rally up your friends, family and colleagues to help you plan and manage the day. Make sure you have enough helpers to set up, serve the coffee and bake cakes.
- Not everybody likes coffee: include soft drink options and savoury snacks!



# MONEY, MONEY, MONEY

- To motivate donors, set yourself a fundraising target. This can be an estimate, but it will help everyone to work towards a goal!
- If you end up spending money on your coffee morning we recommend that you stick to a three to one ratio, where you raise three times the amount you spend.
- Try to keep your costs as low as possible. To help you secure a charity rate on anything you need to pay for, we can send you a letter of support to show to potential venues or local businesses.
- Freebies are the way forward – don't be afraid to approach people for anything you might need, such as ingredients or drinks. Telling your story and explaining why the hospital needs donations can be a great way to get businesses involved.
- Think carefully about how you're going to raise money – will you offer food and drink for a suggested donation, or will you have other activities, such as a raffle, as well?
- Whatever you decide to do, make sure you collect donations in a prominent place. Don't be ashamed to ask for donations or talk about your fundraising cause – that's why people are there!
- Does your workplace offer matched giving? Check and apply if they do – it can be a real boost to your fundraising total!

Please ensure you have two people present when counting any money raised.

You should do this in a secure location and not in public.

Please return the money you have raised as soon as possible and in any case no later than six weeks after the date of your event.



## Why not make the morning more exciting with some extra activities?

**1** Host a baking competition and ask your friends to vote for their favourite cake.

**2** Guess the weight of the cake – whoever is closest wins!

**3** Hold a raffle – get friends and local businesses to donate prizes for free.

**4** Challenge your guests to decorate cakes or biscuits, and ask them to donate to take part.

**5** How about holding a themed coffee morning, such as treats from around the world or different regions in the UK?

# SPREAD THE WORD

Once you've finalised the details, make sure you use every avenue you can to publicise your coffee morning. Here's what we recommend doing to keep everyone in the loop:

- 1** Share details about your event on your social media and post an online flyer in Facebook groups and pages for your local area. See if you can get a mention in any newsletters or email bulletins.
- 2** Create posters and ask if you can display them in your office, local shops, cafes, libraries and community centres. We have handy blank poster templates you can fill out at [gosh.org/promote-your-fundraising](https://gosh.org/promote-your-fundraising).
- 3** Invite everybody that you and your team can: friends and family, colleagues and members of local organisations and groups.
- 4** Ask people to RSVP so you don't underestimate the number of guests. Keep in mind what you might do with any leftovers on the day, and where you could donate these to avoid waste.
- 5** On any posters or publicity you do, explain why you're raising money for GOSH and encourage guests who can't attend to make a donation instead. You could set up a JustGiving page for the day so all money goes straight to GOSH: [justgiving.com/greatormondstreet](https://justgiving.com/greatormondstreet).
- 6** Encourage people to take lots of photos on the day! Tell people to tag us on Facebook ([facebook.com/GreatOrmondSt](https://facebook.com/GreatOrmondSt)) and Instagram ([@greatormondst](https://instagram.com/greatormondst)) and tweet us ([@GOSHCharity](https://twitter.com/GOSHCharity)).

## BAKE IT BETTER

If a bake sale is your thing, why not join in with our big baking challenge, Bake it Better?

For more information, visit: [gosh.org/bakeitbetter](https://gosh.org/bakeitbetter).



## BEFORE THE DAY

- Plan and practice your bakes: cupcakes, tray bakes, fridge slices, and homemade biscuits... the list is endless! Make sure you get a team of bakers lined up and keep a record of what everyone is bringing to ensure variety!
- Contact us to order free promotional materials – banners, posters, collection boxes, stickers and much more. Email [community.events@gosh.org](mailto:community.events@gosh.org) or call **020 3841 3131**.
- Visiting the venue beforehand is a good way to spot anything that needs addressing, such as access to kitchen facilities or audio/visual equipment if needed.

## ON THE DAY

- You will probably require a cash float. Give anyone who is handling cash a detailed breakdown of the float so that there are no discrepancies at the end of the event.
- Allow enough time to set up. You want everything to be ready for the arrival of your first guest, and it's inevitable that some people will arrive early.
- Make your event look beautiful with cake stands, napkins, flowers, bunting, a charity display table and whatever else takes your fancy.
- Encourage people to take lots of photos – this will be a day to remember!
- Try and sell any leftovers at the end – have bags or boxes ready to package them up and discount them to get some extra cash.



## DON'T FORGET

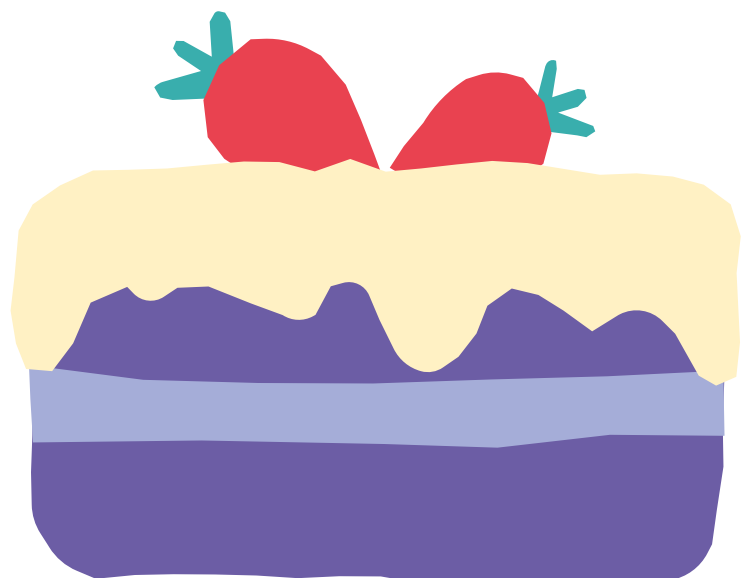
- Once the day is over, thank your volunteers for their help.
- Count up any money in front of a witness. To pay in your money, please call us on **020 3841 3131** for our bank details, or you can send a cheque made payable to "Great Ormond Street Hospital Children's Charity" to Great Ormond Street Hospital Children's Charity, 40 Bernard Street, London, WC1N 1LE.
- Follow up the event with photos, details of how much was raised and further thanks to all those who made it possible – you can post this on your Just Giving or Facebook page, or send everyone an email.
- Hit your fundraising target? You could send a press release to local news! Contact us on [community.events@gosh.org](mailto:community.events@gosh.org) for a template.

### Keep it safe

Take a look at the Food Standards Agency website – [food.gov.uk](http://food.gov.uk) – to ensure that you follow their guidance when selling food. It's good practice to accurately label any food with ingredients that could cause an allergic reaction.

Visit [gosh.org/guidelines](http://gosh.org/guidelines) for more details on keeping your fundraising safe and legal.

For more ideas, tips  
and materials, visit:  
[gosh.org/fundraise-for-us](http://gosh.org/fundraise-for-us)



# PLEASE DO GET IN TOUCH

## Contact the team

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

020 3841 3131

## Find out more

[gosh.org](https://gosh.org)

## Follow us



GreatOrmondSt



@GOSHCharity



@greatormondst



## OUR VALUES

At GOSH Charity we strive to treat patients and their families, supporters, volunteers and anybody else involved in fundraising for the Charity with fairness, respect, tact and dignity. We expect anyone involved in fundraising for GOSH Charity, or anyone representing the GOSH Charity brand, to uphold these values too.



Registered with  
**FUNDRAISING  
REGULATOR**