

# fundraising pack



Supporting your NHS in Northumberland and Tyneside

# welcome to #teambright!

Thank you so much for supporting Bright Northumbria Healthcare Charity. It is amazing people like you who make a difference to patients, loved ones and hard-working NHS colleagues across our family of hospitals and community facilities in Northumberland and North Tyneside.

We fund things that the NHS does not, including better facilities for patients and their families, and support for our incredible staff helping them to provide the best of care that you need.

Without your wonderful fundraising, this will not be possible. From transforming ward spaces to make patients with Alzheimer's feel safer, to providing teams with cutting edge equipment, our communities are at the heart of everything we do.

This pack includes some ideas to get you started and advice about how to get the most out of your fundraising. We would love to hear about your plans, and we are here to help. Please do get in touch if you would like to talk things through.

Thank you,  
**Rob Graham**  
**Head of Northumbria Healthcare Charity**





# how your support helps

Every penny that you raise for Bright Charity is used to create a better and brighter experience for our patients and staff and supports brighter futures for thousands of people across Northumberland and in North Tyneside.

## Your donations could provide:



### patients

**£10**

A Living with Cancer wellbeing box, or a gift on Christmas day.

**£200**

Specialist feeding cups for patients who find it difficult to swallow.

**£1000**

A set of mobile Hoist Scales for community nurses.

### staff wellbeing/arts

**£10**

Audio books to improve wellbeing and creativity.

**£200**

A 'thank you' hamper to celebrate our hard-working teams.

**£1000**

Specialist trauma training sessions to support staff.

# be inspired with some fundraising ideas

You can fundraise in so many ways; it's a brilliant chance to get creative!

From a quick and easy activity or even something that requires more planning, we have shared some ideas below to get you started.

If you enjoy doing something already, such as a sport or hobby, why not organise something around that? Add in a challenge, commit to a time... or make it a competition!

## Whatever you choose to do will make a difference!



# fundraising ideas...



## fundraising in the workplace

- ♥ *Wear something yellow!*
- ♥ *Decorate your department*
- ♥ *Host sponsored activities like walks, bike rides, or even a "sponsored silence"*
- ♥ *Organise a coffee morning or afternoon tea*
- ♥ *Host a charity movie night and ask for donations*
- ♥ *Hold a competition: drawing, talent show, quiz or bingo*



## fundraising with family and friends

- ♥ *Host a karaoke night*
- ♥ *Host a dinner party*
- ♥ *Organise a party or ball*
- ♥ *Hold a collection at a birthday, anniversary or wedding*



## fundraising with sport

- ♥ *Sky dive or bungee jump*
- ♥ *Host a tournament*
- ♥ *Challenge yourself*
- ♥ *Sweep stake*

Our fundraising team are here to help, contact us at [BrightCharity@northumbria-healthcare.nhs.uk](mailto:BrightCharity@northumbria-healthcare.nhs.uk) to book in a chat

# fundraising checklist ✓

## Tell your story:

Tell your supporters why you're raising funds for Bright Charity - connecting with your supporters is crucial.

## Choose your activity:

Check out our [website](#) or the previous page for some ideas!

## Set your fundraising target:

Set a goal and work towards it, even better smash it!  
Setting a fundraising target can increase the amount you raise.

## Get digital and share:



Set up an online fundraising page, collect donations and chart your progress. Use the power of social media to help share your progress and smash your goals.

If you are using an online fundraising platform like JustGiving make sure you link it in your posts. Tag us on social media [@brightnorthumbria](#) [#TeamBright](#).

## Choose your date:

Check any major clashes with public events, do you want to tie it in with a national holiday, will it be better midweek or weekend?

## Choose your venue!

Is it at home? Work? Online? Is it accessible for your guests?

## Promote!

Send out invitations with plenty of time for responses. Share your event and tag us on socials [@brightnorthumbria](#). We can support with a range of promotional items for your event. Check out our downloadable resources [here](#).

## Keep it legal and safe:

Making sure your event is safe and legal is an important part of fundraising. It's your responsibility to do a risk assessment and consider the safeguarding of any children and young people. You will also need to look at whether you need insurance.

## Give thanks:

Thanking your supporters is a great way to finish your activity and make them feel special.

## Gift Aid it!

If you are fundraising for us, please encourage your supporters to Gift Aid their donation. Gift Aid is a government scheme which allows charities to claim 25p for every £1 donated. It can only be claimed on individual donations and not on a collective fundraiser such as event tickets or a bake sale.

If you want to talk through any of this, book a chat in with us by contacting [BrightCharity@northumbria-healthcare.nhs.uk](mailto:BrightCharity@northumbria-healthcare.nhs.uk)

# How to create an online fundraising page

- 1 Visit our JustGiving page and click 'Fundraise for us'
- 2 Personalise your page
- 3 Set a fundraising target
- 4 Keep it updated and track your progress
- 5 Share your page with all your friends and networks



# How to pay in your donations

-  **Online:** Click 'Donate' on our JustGiving page - [Bright Northumbria - JustGiving](https://www.justgiving.com/bright-northumbria)
-  **Cash:** Email us for the details - [BrightCharity@northumbria-healthcare.nhs.uk](mailto:BrightCharity@northumbria-healthcare.nhs.uk)
-  **Cheque:** Please make your cheque payable to 'Northumbria Healthcare Charity' and send to: Bright Charity Office, Northumbria Healthcare NHS Foundation Trust, 7-8 Silver Fox Way, Cobalt Business Park, North Tyneside, NE27 0QJ.
-  **Bank Transfer:** Email us for the details - [BrightCharity@northumbria-healthcare.nhs.uk](mailto:BrightCharity@northumbria-healthcare.nhs.uk)
-  **Pay by phone:** Ring our team on **0191 203 1535**
-  **Text to Donate:** Text **BRIGHT5** or **BRIGHT10** to **70255** to donate £5 or £10. You must be 16 or over and have the bill payer's permission. Each text to this number costs the donation amount, for example £5, plus your standard network message charge (based on your service provider rates). Bright Northumbria Healthcare Charity is a charity registered in England and Wales with charity number 1083122. For full terms and conditions and more information, please visit [JustGiving](https://www.justgiving.com/bright-northumbria). View our [Privacy Policy](#).