

Your Guide to **Success**



Getting the most out of your fundraising

**Changing lives,
pioneering care.**

Welcome to the King's College Hospital Charity family!

Thank you so much for choosing to support King's College Hospital Charity. Your efforts will make a real difference to patients at King's, their families, and the staff who look after them.

Your fundraising journey begins here. If you plan well, get the word out and most of all – have fun! – you'll create your own fundraising success story.

You can use this pack for guidance and inspiration. And remember – we're here to help at any point, so get in touch if you need us.

Call

020 4526 8051

Email

info@supportkings.org.uk

Visit

supportkings.org.uk

Connect

   **@supportkings**



About the Charity

King's College Hospital Charity is dedicated to supporting life-changing care for patients at King's College Hospital NHS Foundation Trust. With your support, we're able to enhance our hospital services over and above what NHS funding can provide, so that staff can deliver the very best care to patients and their loved ones.

Thanks to fundraisers like you, we've been able to:

- Refurbish the Children's Emergency Department to create an environment that's less daunting for our young patients and their families
 - Purchase cutting-edge surgical equipment that's enabling neurosurgeons to carry out procedures deep within the brain
 - Maintain vital support networks that help young people with chronic liver conditions make the transition from paediatric to adult care
 - Provide radios, personal DVD players, puzzles and games to wards, to help patients who might be struggling with boredom and loneliness
 - Provide free Wi-Fi across our hospitals, transforming the way patients stay connected to the outside world while they're in hospital
 - Plus so much more!
- Visit supportkings.org.uk/our-impact



“

Thanks to your donations, we can now provide our patients with neurosurgical care that goes over and above the normal standard.”

Professor Keyoumars Ashkan,
Consultant Neurosurgeon at
King's College Hospital

Get inspired!

Decide what you're going to do based on what suits you best. Whatever your situation, these fundraising ideas work as well at home as they do in any other space. So... do any of them take your fancy?

Give It Up

Whether it's your morning coffee, your evening glass of wine or your beloved chocolate – give up the treat you love the most for a month. Now that's a challenge! You could even donate the money you save towards your final total.

Craft It Up

Show off your skills by making items to sell, or invite loved ones to donate-to-take-part in a crafting session. Crocheting, jewellery making, painting, sculpting...there are so many options!

Get Active

Take advantage of your local area with the Kilometres for King's challenge. Decide your distance and whether it's 1km or 1,000kms; walking, running, cycling, hopping, skipping or jumping - do it your way. Register at supportkings.org.uk/K4K

Get Quizzical!

Competitive fun doesn't have to be about getting physical – try getting quizzical instead! Whether it's done virtually, at home or in the pub, everyone taking part can donate to play.



“

The staff at King's saved me and without them, I would not have survived to become a big brother.”

Brandon

10-year-old Brandon completed 10,000 laps of his backyard to say thanks to King's for the lifesaving care he received when he was a baby.



Laura braved bitter winter conditions and ran every day throughout January to express her gratitude to King's for saving her Dad's life.

“

The blisters, aching hips, tight hamstrings, face-planting the road and running in all weathers has been totally worth it!”

Laura

Put a Movie On

Catch up with friends and family by hosting a movie night. Whether it's in-person with friends or connecting with a loved one while they're in hospital, sharing a movie is a great way of bringing people together.

Birthday Bonanza!

Ask your friends and family to donate to King's on your birthday. Maybe it's instead of a gift, or just to honour your big day. Find out more on [Facebook's Fundraisers](#) page.



Put the Kettle On

It's important to keep in touch with your loved ones, so why not catch up over a cuppa for King's? Hold a coffee morning for your friends, have a laugh...and eat cake!

“

Family from Australia were due to be arriving in the UK at this time during lockdown, so instead we gathered around our computers and shared bonhomie!”

Susan

Susan Oliver got her family together virtually to share a drink in support of King's from opposite sides of the world!

Prize Giving Bonanza!

Who doesn't love winning prizes?! Encourage people to enter a draw to win something in exchange for a donation of their choice. You can also ask local shops and businesses to support by donating prizes.

If you're holding a raffle or auction, or any other activity where prizes are up for grabs, ensure your fundraising is safe and legal. Find out more information at supportkings.org.uk/fundraising or contact our community fundraising team.



Time for a haircut?

Making a dramatic change to your appearance is impressive – take the plunge and chop off those locks in exchange for support from your family and friends. It could be a haircut, a beard shave, or maybe even a dye-job! How daring do you feel?

Time for festivities!

Maybe you're looking to do something in your community – it could be an Easter bake sale, fireworks on Bonfire Night or a Santa's Grotto. Holding an event to complement the calendar always puts a fun spin on things. Let the seasons guide you and get creative.

“

I can't run very fast or swim very far. What I do have, that I love and that is a huge part of my personality, is my hair. That I can give.”

Rebecca



Rebecca cut off nine inches of her hair to show her thanks for when staff at King's saved her son, Dexter's life as a baby.

Get planning!

A good plan will make everything feel more manageable and run more smoothly, leaving plenty of space for fun. Here are our top fundraising tips.

Timing is everything

Give yourself plenty of time to prepare for your fundraising event, and make sure the date works for other key people who are involved.

Break it down

Set yourself a big target, but then break your fundraising into smaller amounts. Choose different fundraising activities for you and your friends to enjoy, with realistic fundraising goals allocated to each of them.

Be a storyteller

Help people connect with King's by telling the story behind your fundraising. Whether it's your own personal experience with the hospital, your family's, or you're fundraising on behalf of a friend, providing the story for others to relate to is a powerful way of gaining support. And we love sharing our fundraisers' stories on our website and social channels too, so if you have an inspiring tale you'd like us to tell, let us know.

“

I wanted to fundraise to cover the cost of my care. I was in a coma for three weeks and King's saved my life.”

Owen



In 2019, Owen ran the London Landmarks Half Marathon for King's College Hospital Charity.

Share the load

Don't take it all on yourself! Get a dream team of friends on board to help you. From planning, to spreading the word, to holding the event – their support will make your fundraising easier.

Every year since 2005, the Stuart Lyddon Appreciation Group unite to organise a golf day at Wexham Park Golf Centre to fundraise and to celebrate the life of their dear friend, Stuart.



“

It's always a fantastic day out with lots of fun and frolics, remembering a great mate and raising money for a great cause.”

The Stuart Lyddon Appreciation Group

Make your fundraising page

The simplest, most effective way to share your story, collect donations and track your progress is to set up an online fundraising page. Grab people's attention by including photos and adding updates on your progress. And don't forget to include your fundraising target!

Post on social media. A lot!

When it comes to fundraising, social media is key. Shout about your plans on your social sites, linking to your online fundraising page and uploading photos. And don't forget to ask your friends to spread the word by sharing. If you tag us using **@supportkings** on Twitter, Facebook, and Instagram, we'll give you a hand with that too!

Go the extra mile

Make sure your supporters know about adding Gift Aid – this boosts your fundraising by 25%! And look into whether your employer has a matched giving scheme. Many companies will match the amount you raise, or make a donation to the charity you're fundraising for.

It's fun to say 'Thank You'

Think of fun, personal ways to thank people for their donations. It could be a message on social media or a video on your fundraising page – whatever effort you make will help them feel special and encourage more support.

Keep it safe and legal

You'll need to do a risk assessment and think about health and safety, as well as your insurance cover. Be extra mindful of the welfare of children and young people at your event. This is all very important – it's your responsibility, but we're happy to help, of course! Have a read of the legal bits here:

supportkings.org.uk/fundraising or contact our community fundraising team.

Fundraising goodies!



A great way to connect King's with your event is by painting it yellow! The Charity's bright yellow branding brings a splash of sunshine, no matter the weather.

Whether it's balloons, bunting or t-shirts, we can provide what you need. Visit our website to request the materials you'd like, and download printable resources at supportkings.org.uk/fundraising

Your online fundraising page

This is a really important tool for your fundraising, and JustGiving is the ideal platform to create your online page for King's. Register at [justgiving.com/kingsappeal](https://www.justgiving.com/kingsappeal), where you can make your own page and personalise it with your story and photos. Then get sharing! Email it, text it, post it on social media – the wider, the better.

3 Top Tips for a winning page

Tell your story

Explain why you're taking on your challenge and the reasons it's important to you. It may take a little longer but personal pages raise 60% more – so it's worth it. If you need some help, take a look at these story writing tips.

Target practice

Pages with a target raise a huge 75% more than pages without one. Try to make the first donation on your page a chunky one, as this inspires others to go large too. And as soon as you reach your original target, set a higher one!

Engage with your supporters

Write a personalised thank you message, which will be automatically sent to people when they donate. Then, post regular updates and photos on your page to let people know how you're getting on, or to keep them informed of anything they need to know about your event.



Helen chose to honour the team who saved her legs by running 19 races – one for each day spent in hospital.

“

I count my blessings every single day for the skill of the vascular team at King's, who managed to save my life and both my legs.”

Helen

Paying in your funds

After working so hard to fundraise for King's, make sure you're in-the-know about how to safely pay in the money you've raised.

Online donations

Donations collected via an online fundraising page are automatically transferred to us by the service provider (e.g. JustGiving). They will also collect Gift Aid on all eligible donations and send that to us too.

Offline donations

If you have cash to pay in, please do not post it to us. Safely bank it in your own account, then you can:

- Pay over the phone with a debit or credit card. Call **020 4526 8051** and our supporter care team will guide you through
- Pay via our website at supportkings.org.uk/fundraising
- Pay by cheque, made payable to King's College Hospital Charity with your full name written on the back of the cheque. Include a copy of your sponsorship form, posting them both to:
**King's College Hospital Charity,
PO BOX 78404 SW9 1FW**





Simon fundraised for King's
by completing a relay swim
from Jersey to France.
Photo by Rachel Sarah.

Thank you

Your fundraising really does make a huge difference.

Every donation helps fund life-saving equipment, life-changing research and better facilities – above and beyond what the NHS can provide.

Here at King's, world-leading academics, researchers and clinicians work to treat and solve some of the biggest health challenges facing humanity.

Your support is crucial to this work – we couldn't do it without you.

Contact us

Call

020 4526 8051

Email

info@supportkings.org.uk

Visit

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Connect

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