



**Milton Keynes
Hospital Charity**



Your Fundraising Toolkit

**Start fundraising
and show love for your local hospital**

fundraising@mkuh.nhs.uk



Registered with
FUNDRAISING
REGULATOR

Registered charity number 1048297

Hello!

If you're reading this, it means you're thinking about ways to raise money for Milton Keynes University Hospital (MKUH) - and that's music to our ears!

As the hospital's official charity, we help fund the 'above and beyond' extras that NHS funding can't. Things like state-of-the-art equipment, specialist training for staff, or refurbishments to wards, staff areas, and family rooms.

By making the amazing decision to fundraise for the hospital, you're joining our strong community of Milton Keynes Hospital Charity supporters - patients, their families, local people, our friends at MK-based organisations, and of course, our incredible #TeamMKUH staff.

So, grab a cuppa and browse through this toolkit for inspiration on how you can make a difference at your local hospital by doing something epic for our charity.



“ The BabyLeo incubators are now greatly enhancing patient care and the experience of their families at MKUH. We're incredibly grateful, and on behalf of all of us here on the Neonatal Unit, thanks to everyone who donated or was involved in making the BabyLeo project happen - it wouldn't be possible without your support. ”

Lisa Viola - Matron of MKUH's Neonatal Unit

NEED EXTRA GUIDANCE OR WANT TO FLOAT AN IDEA BY US?

Our friendly fundraising team's contact details are on the back page.

Where does the money go?

Whether you raise £5, £50 or £5,000, we don't see pound signs, we see lives changed.

Money raised can go to a particular ward or department, or it can go where the need is greatest within the hospital. The choice is yours.

Whatever your 'why' for fundraising is, we'll make sure your donations go towards the things that matter most to you.



could pay for arts and crafts materials to help keep patients active and social during their hospital stay

£150

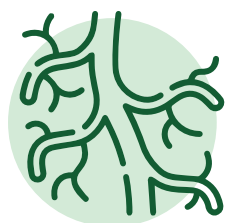


could go towards the purchase of colourful plants and trees to brighten up our ongoing programme of on-site courtyard transformations

£50



could fund a special baby book for parents to document their stay on the Neonatal Unit



£1,000

could fund specialist vascular teaching equipment for our Cancer Centre



could help improve rest areas so our dedicated staff can properly recharge during long shifts



could buy a Virtual Reality (VR) headset and games to help children awaiting surgery feel more at ease



could go towards end-of-life comfort boxes, offering solace during difficult times for patients and their loved ones



The hospital is rarely really appreciated for the work that it does. I am honoured and privileged to be able to raise money for such a valuable cause!

Gamiel Yafai – CEO, Diversity Marketplace



Put some FUN into FUNdraising!

Get creative and have fun with your fundraising. Here are some ideas to get you started...



Put on a bake sale

Whip up some treats, set up shop, and delight your 'customers' while raising funds



Settle in for a Movie-a-Thon

Grab your popcorn and cozy up for a cinematic experience with colleagues, friends, and/or family



Run a car wash

Interior, exterior, or both? Splash your way to fundraising success



Kick-off a footie tournament

Up the competition and rally teams to enter



Roll out the red carpet for a fashion show

Strut your stuff and showcase style while supporting a good cause



Arrange a sponsored walk, run, cycle, or swim!

Lace up, pedal, or dive into action and drum up support for your efforts



Brave the shave

Make a bold statement and raise funds by shedding some locks



Hold a raffle or auction

Excite participants with the chance to win some fab prizes, all in support of our charity



Nominate us as your company's Charity of the Year

Make a lasting impact through sustained support and collaboration



Host a golf day

Tee up for charity and swing into action on the fairway



Whatever you do, don't forget to shout about it!

Let us know you're fundraising for us and we'll make sure you're kitted out

with things like posters, collection tins, and t-shirts. We can also give advice on getting the most out of your fundraising!



TOP TIP:

You're doing something amazing for charity. That means you've earned 100% bragging rights!

Share your fundraising journey on social media to encourage more donations from friends and family. You could even share your feel-good story with local media to amplify your activity and gain extra publicity!

Make a note...

It's very important your fundraising is both safe and legal.

Licences

You'll need a licence to collect money in public, and you might need one to run a raffle. You should also check whether you need any licences for public entertainment, music, or to sell food or drink.



Health and safety

Doing a risk assessment is a sensible way to make sure your event or activity will be safe for everyone involved. Make sure any children taking part are properly supervised, and that you've got parent or guardian consent to be involved. Don't put yourself or anyone else at risk while you're fundraising!



Insurance cover

You might need Public Liability Insurance if your event is for the public. You should speak to any venue you're using to see if they already have this.



Photography

You must get permission from people before taking their photo. This is especially important for children or vulnerable people. You should let them know how and where their photos will be used.



Money matters

The sooner you send in your donations, the sooner patients, families, and staff will benefit.



PLEASE TRY TO SEND OR SUBMIT DONATIONS WITHIN ONE MONTH OF FINISHING YOUR EVENT OR ACTIVITY.



3 easy ways to pay in your fundraising

1 Donate online

Scan the QR code which takes you straight to our secure online donation portal. We trust 'Enthuse' to handle the processing of our online payments. You'll see their name mentioned on the form and in the address bar.

2 JustGiving

It's really easy to set up an impactful JustGiving page (more info here - [justgiving.com/for-fundraising/how-to-create-a-fundraising-page](https://www.justgiving.com/for-fundraising/how-to-create-a-fundraising-page)).

Simply select Milton Keynes Hospital Charity (Registered Charity number: 1048297) as your cause, complete a few fields including your target, add some personalisation, then share your JustGiving page link with friends and family. We then receive a notification every time someone donates.

Set up your own page from the 'Fundraise for us' button [justgiving.com/mkhcharity](https://www.justgiving.com/mkhcharity)

3 Cheque

You can send a cheque made payable to 'Milton Keynes Hospital Charity' at the following address: Fundraising Team, Milton Keynes University Hospital NHS Foundation Trust, Standing Way, Eaglestone, Milton Keynes, MK6 5LD.

Please include a cover letter with your full name, address and email address, as well as stating which ward, department or appeal you've fundraised for, or 'where the need is greatest'.



TOP TIP:

20% of donations come in after your event/activity's finished, so be sure to keep promoting your page (particularly around pay day when people may be feeling more generous!)



What about cash?

Any cash you've collected can be deposited into your own bank account. From there you can make a bank transfer to our charity (please ask us for our bank details when you're ready). Alternatively, you can donate through our website. Please don't send cash in the post!

Claiming Gift Aid

UK taxpayers can add 25p for every £1 donated, at no extra cost! Please make sure any paper sponsorship forms are filled out thoroughly and by the person making the donation. More info about GiftAid can be found at [gov.uk/donating-to-charity/gift-aid](https://www.gov.uk/donating-to-charity/gift-aid)

A handful of hospital charity heroes

Stories to leave you feeling inspired

Oscar the hair-oe

Eight-year-old Oscar spent two years growing his hair to raise over £2,000 for our Neonatal Unit where he and his little sister Ella were cared for. Oscar and his mum used a JustGiving fundraising page to collect sponsorship and donations, making it easy for friends and family to show their support for his heroic hair-growing efforts!

Grow your £1

Every year Giles Brook School in Milton Keynes organises a 'Grow your £1' challenge for its Year 6 students. Starting with just £1, the students set up mini businesses – baking cakes, walking dogs, washing cars, and doing lots of other inventive things to raise funds! The school helps with sponsor forms, admin, and looks after all the money that's collected.

The students have raised well over £30,000 since they started this annual challenge. We think that's a pretty incredible achievement.

Friends at ECG Healthcare

Local company ECG Healthcare Group have supported Milton Keynes Hospital Charity for several years. They've held mobile cake sales, fundraising networking events, tea parties and taken part in our Be Seen in Green, Big Tea and Christmas Jumper Day campaigns. They've also donated space for hospital support groups. So far, they've raised over £5,500 for the hospital by getting all their staff involved in their fundraising challenges.

Pedal power

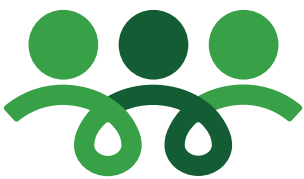
12 intrepid cyclists tackled the 55-mile course between London and Brighton to raise over £4,500 money for the hospital, supporting both dementia care and our Radiotherapy appeal. Dream team!



We only have one more thing to say...

**THANK YOU
#TEAMGREEN...**

It's time to make some fundraising memories.



**Milton Keynes
Hospital Charity**

Be sure to follow and tag us in your posts! #TeamGreen

 **@mkhcharity**

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Milton Keynes Hospital Charity is the registered charity for Milton Keynes University Hospital NHS Foundation Trust.
Charity number: 1048297.