

act

Addenbrooke's
Charitable Trust

Registered charity number: 1170103

You're about to
do something amazing
for Addenbrooke's
Thank you!



Welcome to the team!

We're so happy to have you with us. Our sole purpose here at Addenbrooke's Charitable Trust (ACT) is to make our great hospitals even better and to do that, we rely on amazing people like you.

Your fundraising will help patients to be diagnosed more accurately, to get the treatment they need faster, and to recover more quickly. Together with our supporters, we can do wonderful things, beyond what NHS funding alone can achieve. From investing in cutting-edge technology and pioneering research, to supporting our remarkable staff and providing the extra patient comforts that make all the difference. And that's why you're so important to us.

In this pack you'll find advice on how to tell the world about what you're doing, and all sorts of hints and tips that will make your fundraising fly even higher.

Thank you for joining us.



Fab fundraising ideas



When it comes to fundraising you can let your imagination run riot. Here are a few ideas to get you thinking.

With your community

Share a cuppa – get friends, family or your local community together for a coffee morning, or step things up with a fancy afternoon tea.

Get a haircut – make a bold statement and cut your hair or shave off your beard.

Go quizzing – host a quiz night at your local pub or village hall, add a raffle to the event to boost donations.

Do it virtually – hold a fundraiser online for your birthday, anniversary or just because you want to!

With Team Addenbrookes

Get active – grab a friend and sign up for an organised challenge: running, cycling, walking or swimming in locations all around the UK.

Set a daily challenge – set yourself an inspirational goal every day for a month, whether it's 10,000 steps or running 5km.

Do your own thing – running, cycling, swimming... do your favourite thing and fundraise for ACT.

With your school

Have a PJ day – wear your pyjamas to school in exchange for donations.

Be arty – pick a theme and host an art competition for your class or the whole school.

Get sponsored for sports day – use your sports day, whether that's running, swimming or even the egg and spoon race, to support your local hospital.

Book a mascot – surprise your friends and book our mascot, Brooke Bear, to come to your school.

With your company

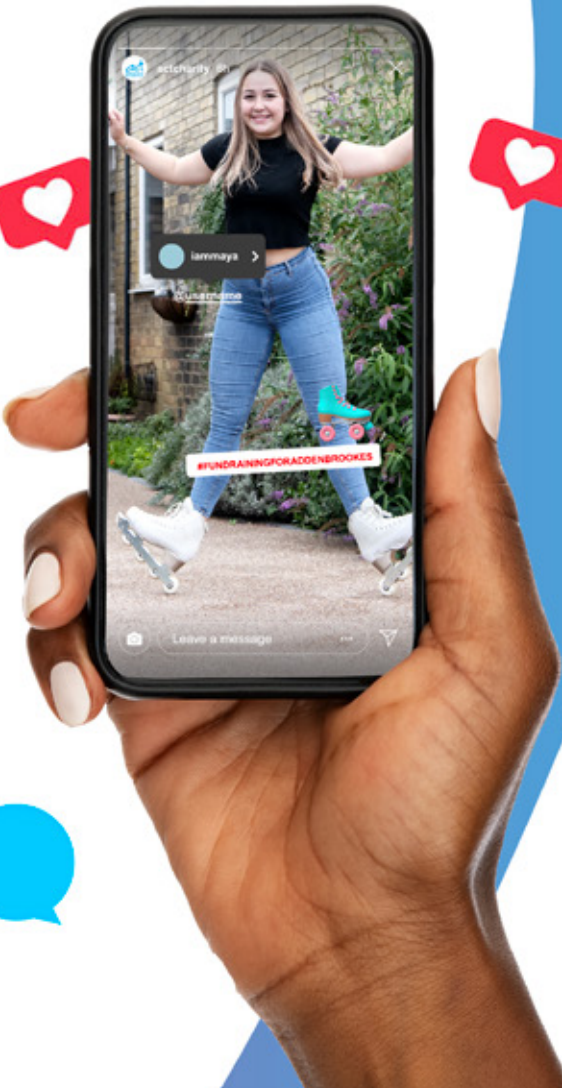
Partner with us – business partners of every size make a big impact and have lots of fun along the way!

Have a golf day – ditch the office and get everyone out on the golf course.

Matched funding – if your company offers matched funding, you'll double your donations.



Tell your story



“Addenbrooke’s saved my life. It has kept three generations of family together. My mother, who donated me her kidney, myself and my beautiful daughter who was born prematurely at 25 weeks and spent time in NICU. I will forever be grateful to Addenbrooke’s.”

Shout about it on social media

It’s fast, it’s free and if you already use social media, you have a ready-made network of support. Make sure you post regular updates with lots of photos and video clips to keep everyone engaged. Each update is an opportunity for even more donations.

Don’t forget to tag us! Use ACT’s social media details below to boost your updates and reach even more people.

 [actfundraising](#)  [@ACTcharity](#)  [actcharity](#)

Get snapping

Nothing inspires like an enthusiastic action shot! So, take plenty of photos and share them on social media and your fundraising page to get those donations rolling in.

Send a thank you

Your supporters will love to hear how well you’ve done and how important they were. Send them a thank you note or email, update them on social media with new photos and tell them how much you raised.

Do you have a story to tell? If people know why you’re fundraising for us, they may be more engaged and happier to donate. So, arm yourself with information about the wonderful things we do with donations so you can share how you can make a difference. We’ve put together a guide for you on page X.

Spread the word

Social media and emails are great ways to tell everyone what you’re doing and we’d highly recommend using an online fundraising page. You can set one up at JustGiving, which provides an easy way to share updates with all of your supporters.

The wonderful things your fundraising will do



Donations of every size help make our great hospitals even better. Here are just a few examples of how your fundraising will help.

£10

could help pay for specialist medical equipment such as mobile intensive care units for ambulances to help dangerously ill children and young people

£100

could help us increase vital emotional support for doctors, nurses and colleagues working across the hospital

£500

could help to pay for equipment like a 3D scanner so our cancer surgeons can work more accurately than ever to save lives

£1000

could help pay for equipment like a digital PCR machine that could help diagnose brain tumours much more rapidly, improving survival

£5000

could help to pay for technology to help change the way we treat brain cancer forever, perhaps saving countless lives in the future.

Turn your money into more money!



Did you know you can make your money go even further by barely lifting a finger?



Gift Aid

For UK taxpayers Gift Aid adds 25% at no extra cost to you. So, make sure your supporters are signed up! Unfortunately purchases of tickets or goods are not eligible.



Matched giving

If your company operates a Matched Giving scheme, it will instantly double the amount of money you raise. It's tax efficient for the company and it benefits their local hospital.



Online fundraising pages

Setting up an online fundraising page at [justgiving.com/act](https://www.justgiving.com/act) is simple and makes it easier for supporters to donate using credit or debit cards. People often give more online than they would in person.



Our top online giving tips

- **Take a selfie** - fundraisers with pictures on their page raise 14% more
- **Set a target** - pages with a target raise 46% more
- **Donate first** - donate on your own page, it encourages others to do the same
- **Share on social media** - people who share on their preferred social media raise more

Let's get your funds working



You did it! Here's how you can send us your hard-earned donations so we can put them to good use.



Via the ACT website

You can pay your donations online via act4addenbrookes.org.uk/donate



By post

Please make cheques, postal orders, or charity vouchers payable to ACT and send it to Addenbrooke's Charitable Trust, Box 126, Addenbrooke's Hospital, Hills Road, CAMBRIDGE, CB2 0QQ. Please mention your activity or event name.



Over the phone

Give us a call on 01223 217757 to either pay over the phone by card, or for our bank account details if you would like to pay by BACS. Monday - Friday, 9am - 5pm.



Online giving

Donations through JustGiving, Enthuse and Facebook come directly to us. If you are crowdfunding, let us know and we can help you transfer your donations.

Legal and useful information

Fundraising is fun, but it's important that everything is safe and legal for everyone involved. Here are a few organisational tips to help you plan ahead.

If you're holding an event ask the ACT Fundraising team for an event checklist by calling 01223 217757 or send an email to fundraising@act4addenbrookes.org.uk

Permission

If you're holding an event in a public place, you must get permission first, either from the local authority or the property owner.

Photos

Please make attendees aware if you plan to take photos at your fundraiser.

First Aid

For events involving many people, make sure that you have appropriate first aid support in place. You can get advice from St John Ambulance (sja.org.uk). As a basic guide, there should always be someone on hand to help for smaller events, but for larger events involving around 500 people there should be a minimum of two qualified first aiders on site.

Insurance

If your event involves the public, it's important to have Public Liability Insurance in place. Check first to see if your venue already has this (as will often be the case). If you're holding an event at home or on private property, check your insurance covers this too.

Fundraising with food

To keep everyone safe, check Food Standards Agency guidelines on preparing, handling, cooking and storing food at food.gov.uk

Public collections and raffles

If you are planning to hold such an event, please call our team first on 01223 217757 as you may need a license. We can also supply collection buckets or tins.

If you're under 18

You'll need to get permission from a parent or guardian to raise money for ACT if you're under 18 years old.

Data protection

Only collect the information you need. Keep it safe, do not share it and only keep it for as long as you need. You can find information about how we protect and use personal data in our privacy policy at act4addenbrookes.org.uk/privacy-statement

Join a fundraising group

We have an ever-growing network of ACT fundraising groups across the region. Joining like-minded supporters is lots of fun and, as they plan a whole range of events, it's a great way to raise money for ACT all year round.

To find out about local groups, or to find out how to set one up, simply give us a call on 01223 217757 or email fundraising@act4addenbrookes.org.uk

We're here for you

We're always here to support you and answer any questions you may have. We'd also love to hear how you're getting on and see any photos you've taken. Give the Fundraising team a call on 01223 217757 or email fundraising@act4addenbrookes.org.uk