

# ROYAL FREE CHARITY



Fundraising tips  
and guidelines



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Members of St Mary's of Finchley Church who raised an incredible £4,875 through a series of musical concerts pictured here with Royal Free Charity Ambassador Manny Hammond and fundraising team member, Carlo.

# Thank you

Thank you so much for supporting the Royal Free Charity – you're helping us to make a real difference for patients, staff and researchers across the Royal Free London NHS Foundation Trust.

From small acts of kindness to huge investments in discovery and innovation, everything we do changes lives for the better.

Our extraordinary volunteers enrich the experience of patients and the support they provide to NHS staff is transformational.

We're there when patients need us, thanks to the services we provide. And the grants that we make help our hospitals to accelerate vital medical research and invest in innovations to help patients and staff.

All this is made possible by the generosity of our supporters who help our hospitals go further and faster than the NHS could do alone.



# How your support helps patients with cancer

We funded London's first one-stop NHS lung cancer diagnostic and treatment service, based at the Royal Free Hospital, with the support of local residents and community groups. The new thoracoscopy service means patients with lung cancer could start treatment up to four weeks earlier.

We have also funded the expansion of a digital mammography service at Barnet Hospital so that people with suspected breast cancer can have a quicker and more accurate diagnosis.

Jon Spiers, our chief executive said: "We're incredibly grateful to everyone who donated to this appeal. Thanks to your generosity, we're going to fund projects that will speed up diagnoses for lung cancer and breast cancer – getting patients onto their treatment pathways sooner than would otherwise happen."



## We're here to help

Our friendly team would love to talk to you about your fundraising – please just get in touch on [fundraising@royalfreecharity.org](mailto:fundraising@royalfreecharity.org) or call 020 7317 7772.

In this guide you'll find some tips and ideas for maximising your fundraising as well as important information about how to make sure you're keeping all your activity safe and legal.

If you have questions about anything to do with your support, then please just let us know.

# Tips for fundraising success

## Give yourself time to plan

Whatever you're thinking of doing for the Royal Free Charity, make sure you give yourself plenty of time to prepare.

You might need time to plan an event or you might be training for a challenge. We recommend allowing yourself at least three months to make sure everything goes brilliantly on event day – and more than that for a complex event, a big challenge or where you have lots of people involved in planning.



## Ask for help

It's amazing how generous people and companies can be when you ask for donations for a good cause. We can supply you with a letter to confirm that you are fundraising for us which may help you secure support from local businesses.

# Maximise your fundraising

- Set yourself a target and tell people about it. Friends and family will want to help you achieve your goal!
- Make it easy for people to support you by setting up an online fundraising page using a platform like JustGiving.
- Make it personal. Share why you have chosen to support the Royal Free Charity and what makes it so important to you.
- Promote what you're doing. Make sure you spread the word through social media, through friends, family and colleagues, and perhaps through posters at local venues. You could also contact your local newspaper or radio station to share your story.
- Consider matched funding. Many companies offer matched funding or additional donations for employees who are supporting a charity – check if this is something you're able to access.
- Check out the Royal Free Charity fundraising hub for more helpful tools and resources.

[royalfreecharity.org/get-involved/fundraising-hub](https://royalfreecharity.org/get-involved/fundraising-hub)



Students at UCL Medical School Boat Club (RUMSBC) taking part in a 24-hour rowathon pictured. The boat club raised an incredible £1,400 to support emergency and urgent care teams.

[justgiving.com/page/rumsbc-rowathon-2023](https://justgiving.com/page/rumsbc-rowathon-2023)

# Full steam ahead for rail fundraisers!

Simon Farrow and his family arranged a steam excursion in memory of their late father John Farrow, founder of popular rail tour company UK Railtours, raising an amazing £10,000.

John's family arranged the fundraising event to thank Royal Free Hospital staff for the care and compassion they showed him when he was admitted to the hospital for bowel cancer surgery in late 2019. Sadly, John struggled with post-surgery complications and contracted COVID while in hospital. He died during the first national lockdown.



*Simon recalls: "I'm grateful that I was allowed to visit him in his last few days with us. Throughout his time in hospital, which was four months in total, the care he received was second to none. He was so well looked after."*



## Using our logo

You can use our 'Fundraising for the Royal Free Charity' logo to promote your event and make clear your relationship with us.

The logo is available to download on our [website](#) along with guidelines for its use. Please read these carefully and check materials with us before printing anything.

We also have branded t-shirts and posters available – please get in touch if you would like these.

Fundraising for the

**ROYAL FREE**  
**CHARITY**



# Guidelines and recommendations

Your amazing support makes a real difference to patients, staff, families and researchers across our hospitals – thank you so much.

Your safety and wellbeing is really important to us. Please read these fundraising guidelines and ensure you adhere to legislation and health and safety regulations relevant to your event.

## Liability

We're not able to accept any responsibility for your event or anyone attending it so please be clear about the fact that you are fundraising in support of the Royal Free Charity independently.

If you are taking part in a challenge event then please familiarise yourself with our challenge event terms and conditions which can be found [on our website](#).



Children at Kerem School—pictured here with Mrs Walters, their teacher, and Carla from the Royal Free Charity—raised over £3,000 through collections and a sponsored run!

# Event insurance and licences

Consider whether your event requires insurance or any special licences. If you are holding a public event then you may need public liability insurance or a public entertainment licence. If alcohol is available at your event then this may also require a licence. You may also need to arrange a temporary event notice with your local council. You can find out more on the government website: [www.gov.uk/temporary-events-notice](http://www.gov.uk/temporary-events-notice).

If applicable please ensure you carry out a risk assessment as part of your planning.

# Cash collections

All street collections or collections on public property need to be registered with your local authority, who will give you a permit for this activity. Please note that under 18s are not permitted to fundraise through public collections.

Please do not conduct any door-to-door requests for donations or sponsorship.



Lucy Heard, founder of the House of Ballet dance school, with her pupils who completed a danceathon raising an amazing £2,132. Pictured with Tanya and Steph from the Royal Free Charity.



Ben Milan ran the TCS London Marathon in 2023 in honour of his father Chris, who passed away from scleroderma. Ben raised an incredible £10,000 and told us: *“The Royal Free Hospital looked after him the whole way through and they were his best hope of survival. They are leading the way in finding treatments and trying to find a cure to this disease.”*

## Raffles and lotteries

Holding a raffle at your event is a great way of generating additional funds.

Please bear in mind that there are strict laws relating to lotteries and raffles and there may be circumstances where a licence is needed. Speak to us for advice or visit [gamblingcommission.gov.uk](https://www.gamblingcommission.gov.uk) for more information.

## Data

As part of your event or fundraising you may have access to personal data or information relating to attendees or sponsors. Please ensure that any data you acquire is stored securely. Do not keep data for any longer than you need it and do not share information about anyone else without their permission.

## Handling cash

Ensure that cash is stored securely and always have two people present when counting cash. Please make your donation to the Royal Free Charity as soon as possible after your event and within four weeks at the latest. You can pay in your fundraising online, by cheque or bank transfer. Visit our website [Pay money in – Royal Free Charity](#) for more information.

## Event costs

If your event incurs costs then you should aim for an income-to-cost ratio of at least 3:1. This means that for every £1 spent, at least £3 should be raised.

All promotions of your event should clearly state whether all funds raised at the event will go to the charity or whether any money will be used to pay for costs. For example, for a dinner you might include: ticket price of £20 for dinner and entertainment. Fundraising on the night via raffle and auction for the Royal Free Charity'.



## Representing the Royal Free Charity

At the Royal Free Charity, we treat our supporters, volunteers and staff with respect and appreciation. We expect that when fundraising on our behalf, you represent us with positivity and inclusivity and in compliance with these guidelines.

# How your support makes a difference

**£20** could provide an hour of volunteer companionship for one of our elderly patients, who can often find hospital visits very disorientating, overwhelming, and frightening.

**£26** could provide massage for a patient or a member of hospital staff.

**£55** could pay for one Christmas hamper for a ward, department or team working on Christmas Day.

**£60** could support three hours of Pets As Therapy (PAT), provided by specially assessed dogs who spend time visiting patients to offer affection, support and comfort.

**£80** could help us provide four hours of mealtime support to help patients who are struggling to feed themselves properly, ensuring they're able to have a meal and freeing up nursing time to support others.

**£1,000** could help our support hub prevent a vulnerable patient from becoming homeless upon discharge, by helping with benefits, housing, and wellbeing.

**£1,000** could contribute to the equipment costs for our complementary therapy service which helps to reduce stress, anxiety and helps people cope better with the illnesses and uncertainties they face while in hospital.

**£2,000** could contribute towards sleep well packs, helping to improve the quality of patients sleep and reduce disturbance at night by providing crucial items for a good nights' rest.

**£4,000** could help us provide a month of volunteer meet and greet support. Volunteers will direct and escort patients to their clinics and will transport them in wheelchairs where needed.



# Get in touch

[Fundraising@royalfreecharity.org](mailto:Fundraising@royalfreecharity.org)

020 7317 7772



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

Search 'Royal Free Charity'

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