



THE ROYAL ORTHOPAEDIC HOSPITAL
CHARITABLE FUND

FUNDRAISING

With a rich history spanning over 200 years, we've had some help along the way. Why not help us by fundraising for the hospital, whether that is in the community, in your workplace or right here at the ROH we'd love to work with you!

Fundraising can be really fun and anyone can do it! The more support you have the more successful your fundraising will be, that's why we are here to help.

HOW DO I SET UP MY OWN EVENT?

There's are few things you need to remember to ensure your fundraising event is successful. Here we have listed all the things you need to consider:

WHERE TO START

Of course it all depends on the type of fundraising event you are thinking about doing, but here's some of the basic things to think about:

1

REGISTER YOUR EVENT ONLINE VIA ROH.CHARITABLEFUNDS@NHS.NET, THIS WILL MEAN YOU'LL BE GIVEN A LETTER OF AUTHORISATION TO SHOW THIS IS A LEGITIMATE FUNDRAISING CAMPAIGN.

2

DON'T FORGET TO SIGN UP ON WWW.JUSTGIVING.COM/ROH

3

SET A DATE AND A VENUE. THINK ABOUT THE WEATHER, THE AMOUNT OF PEOPLE YOU WOULD LIKE TO ATTEND, FACILITIES AVAILABLE, DISABLED ACCESS ECT.

4

DON'T FORGET TO ASK ABOUT FREEBIES! BUSINESSES MAY BE INTERESTED IN DONATING THINGS OR GIVING A DISCOUNT CODE FOR A GOOD CAUSE. THIS IS GREAT FOR THINGS LIKE RAFFLES, BAKE SALES OR TOMBOLAS, SO NEVER BE AFRAID TO ASK!

5

SET A BUDGET FOR THE EVENT, MAKE A LIST OF ALL THE ESSENTIALS YOU'LL NEED AND STICK TO IT.

6

SET A REALISTIC FUNDRAISING TARGET, AND GIVE YOURSELF ENOUGH TIME TO SET A PLAN OF HOW TO ACHIEVE IT!

RESPECTING THE COMMUNITY

Don't forget that there are laws around where and when we can fundraise. We would ask that you respect local businesses and members of the community by adhering to the below rules:

- Collecting donations on private property, for example a shop, supermarket or pub. Make sure you ask the owner's permission in advance. Leave plenty of time in case the person you ask has to check with someone else.
- Collecting donations on public property, for example a public park, square or street. In order to collect donations in the public place you will need a licence. For details around this contact us at roh.charitablefunds@nhs.net
- If you are organising an event in a public place you will need permission from the local authority first. We can help you with this if need be, just let us know where and when the event will be and we'll look into whether this is feasible.

SHOUT ABOUT IT!

Don't forget to tell people about your event or campaign! If people don't know about it, they won't donate. Below are just a few things you can do to publicise your event:

Fundraising Material

For events, posters, flyers and online ads are a great way to spread the word within the local community. Don't forget we're always here to help with this, if you need it!

Use social media!

Social media is a great way of letting a lot of people know about your event without much work.



Write a post and don't forget to tag **@FundROH** or **#loveROH** and we'll share or re-tweet! If your organising an event, don't forget to tag any other businesses involved and get them to share the post too!

Press releases

If you think your event is press worthy, contact the communications team via roh.comms@nhs.net and we'll talk through this with you.

Use ROH facilities

We're here to help with all things fundraising, whether this is sending an invite to all our stakeholders, or putting a poster in our monthly newsletter we can help.

JustGiving

Share your JustGiving page everywhere you can; facebook, twitter and via your website if you have one. Write updates on your JustGiving page telling everyone how you are getting on.

Why not add the link to your JustGiving account in your email signature.

ON THE DAY OF YOUR EVENT

- Make sure you have a clear plan of the day and arrive in enough time.
- Make sure you have enough volunteers to help out or cheer on!
- Make sure you ask for consent to take any photos of people at the event. Your welcome to request photography consent forms from us via roh.charitablefunds@nhs.net
- Post on social media throughout the event!
- Have fun!



LET US KNOW HOW YOU GOT ON!

- Collect up any sponsorship forms and donations. Chase for any pledged donation if these haven't already been received.
- Count up all donations and money raised. Make a cheque payable to The Royal Orthopaedic Charitable Fund for the amount.
- Send the cheque to us along with any sponsorship forms and a covering letter detailing your names, address, telephone number and event details. Don't forget to include your JustGiving page details and we'll thank all the donors for you! You can either send this in the post to the below address or pop in to see us!
- Don't forget to forward us any stories, photos (along with consent forms) to roh.charitablefunds@nhs.net.



www.rohcharity.org

RAISED £228

I am taking part in the SimplyHealth Great Birmingham Run half marathon to raise money for the hospital to help ensure that they carry on giving life changing care to those in need. Every run I do is tough for me, but not nearly as tough as what Niamh has been through and hopefully remembering this will get me round the course.



RAISED £550

I'm doing a charity boxing match in aid of the paediatric ward at The Royal Orthopaedic Hospital. The hospital is a pioneer for its amazing surgical techniques and advanced treatment for people with bone and joint disorders.



RAISED £3,570

I will be travelling to Tanzania to tackle the challenge that is climbing Mount Kilimanjaro via the Machame route. At 5,895m it's a challenge I want to undertake to help raise money for The Royal Orthopaedic Charitable Fund.



My brother Nick has attended the ROH in Birmingham for the past few years, undergoing not 1 but 4 spinal operations to help correct his scoliosis. We are all thankful for the expert team who have looked after him and the wonderful care he has received there.





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