

# Fundraising at **work**

Your handy guide full of ideas and tips



Alex, age 7

# Five quick wins

- 1** **Collection box** on your reception desk [gosh.org/collectionboxes](https://www.gosh.org/collectionboxes)
- 2** **Sweepstake:** who will win Strictly Come Dancing or the Rugby World Cup?
- 3** **Bake it Better:** join in and hold a cake sale [gosh.org/bakeitbetter](https://www.gosh.org/bakeitbetter)
- 4** **Dress down day:** everyone pays £1 to dress casual.
- 5** **Matched giving:** your employer could double your money!

**Great Ormond Street Hospital changes the lives of sick children and their families from across the UK and abroad.**

Without the fantastic fundraising of our supporters the hospital simply wouldn't be the great institution that it is.

You can help us to provide world-class care for our patients and families. For more information, visit [www.gosh.org](https://www.gosh.org)

# Get the workplace on board

## Get the word out

Get your fundraising in the **staff newsletter**, on the **intranet**, **website** or **social media sites**. Ask your director to mention it in an all-staff meeting.

## Double your money

Many companies offer a **matched giving scheme** and will contribute up to twice as much as you raise.

There are other ways your work can help, from providing a venue for an **event** or **prizes** for a **raffle**. How about a free day of **annual leave** as a prize, or a much-sought-after reserved parking space for a year? Could you ask everyone to **donate** one hour of their pay from the final day before Christmas?





# Snack time

Your sweet-toothed colleagues will love these tasty ideas:

## **Bake it Better**

**Got a few budding bakers in your team?**

Join our nationwide event in October and ask them to rustle up some tasty cakes to sell [gosh.org/bakeitbetter](https://gosh.org/bakeitbetter)

## **'Desk drop' challenge**

Everyone is given a tube of Smarties with an **'eat me, fill me, donate me'** label. They get a treat and simply have to fill the tube with coins afterwards.

## **Tuck box**

Buy a selection of snacks and ask your colleagues to donate.



# Dare your boss

## Set up a company JustGiving page

Staff can donate and vote for a **daring challenge** for your director at the same time. Seeing the boss in a silly outfit is always a crowd-pleaser! It could be a terrible wig, Santa outfit or a fashion faux pas.

[justgiving.com](https://justgiving.com)



# Bad Hair Day

## Take part in Bad Hair Day with your colleagues!

**Who will style the meanest Mohawk, don the wildest wig or be brave enough to go for the shave?** Set up a **JustGiving** page for your workplace so that your cashless colleagues can donate, and don't forget to share a snap of your creation on social media

**#BadHairDay**

[gosh.org/badhairday](https://gosh.org/badhairday)



# The work do

**Add a bit of sparkle to your staff party by introducing a fundraising element.**

**You've got to be in it to win it**

Raffles and auctions are always popular, or for added fun try a **'tree of life'**.

Guests buy an envelope for a set price and every envelope wins a prize. Make this more interactive by hanging the envelopes from a tree, and by tiering ticket prices. See our 'how to' guides for more advice on how to run a raffle or auction legally, and for tips on sourcing prizes

[gosh.org/how-to-guides](https://gosh.org/how-to-guides)

**Heads and tails game**

A fun and simple game which works well if everyone is seated. Participants add an agreed amount to an envelope.

**Everyone stands up and asked to choose 'heads' (putting their hands on their head) or 'tails' (putting their hands on their bottom).** A coin is tossed and the result announced. All those who lose sit down and this continues until you are left with a winner who gets a prize.

**Afterparty breakfast**

Serve your colleagues with bacon sandwiches and coffee the morning after the staff party for a suggested £5 donation. **They'll love you for it!**



# Team events

**Fundraising is a great way to get everyone to work together towards a common goal. It can be a chance for a bit of healthy competition between teams.**

## **Apprentice challenge**

Each team gets a small budget. Their task is to **use their wit and skill** to multiply their funds in an agreed amount of time (legally and safely!).

## **Virtual challenge**

Climb Mount Everest or run a marathon without leaving the gym, or ask everyone to take part in a step challenge. **Use a pedometer smartphone app and aim for a collective number of miles**, which could be racked up by walking up the stairs, to work or between offices.

## **Bike**

Use your **combined pedal power** to make a difference for our patients. From city to countryside, in the UK and overseas, by day or by night, we've got lots of cycle challenges to choose from [gosh.org/bike](https://gosh.org/bike)



### Skydive

Imagine a group of you **taking the plunge with the challenge of a lifetime:** a freefall from 12,000ft. That's definitely something to feature in your staff news! We work with London Parachute School, who will co-ordinate your jump wherever you work in the UK **[gosh.org/skydive](https://gosh.org/skydive)**

### Run

Put your feet to the test! **We've got runs for everyone,** from 5k to marathons **[gosh.org/run](https://gosh.org/run)**

### Trek

Goodbye, meetings and deadlines, hello, great outdoors! **Escape the office and take on an exciting team trek.** Organise your own adventure or join us for one of our events, from the beautiful British Isles to incredible challenges across the globe **[gosh.org/trek](https://gosh.org/trek)**

### Tri-hard

If a run or bike ride on its own won't cut it, throw some water into the mix and conquer a triathlon **[gosh.org/triathlon](https://gosh.org/triathlon)**





# Top running events for teams:

## **RBC Race for the Kids:** **annually, London**

Our 5k fun run is for all ages and abilities. Join as a team and bring your families along to our biggest event of the year [raceforthekids.co.uk](http://raceforthekids.co.uk)

## **London Santa Dash:** **December, London**

Kick-off the festive fun at work by taking part in a 5k or 10k run with your colleagues dressed as Santa! Everyone who enters will get their own Santa suit  
[londonsantadash.co.uk](http://londonsantadash.co.uk)

## **Tough Mudder:** **various dates and locations**

Hardcore 10–12 mile obstacle course challenges that will test you and your colleagues' all-round strength, stamina and camaraderie  
[gosh.org/tough-mudder](http://gosh.org/tough-mudder)

## **Spartan Run:** **various dates and locations**

Six challenging obstacle races designed to test a runner's true grit and determination. This is guaranteed to bring out your inner warrior  
[gosh.org/spartan](http://gosh.org/spartan)



# When I grow up themed week

## Back to school

Hold a big kids sports day with wacky races, rounders and a picnic. Organise teams into 'houses' for added competition!

## Retro party

Invite everyone to dress up as what they wanted to be when they grew up. Sell retro food or sweets and hold a raffle, quiz or talent contest. Add a retro fancy dress box and photo booth for guests to dress up for a small donation.

## Photo competition

Guess the celebrity or team member from their baby picture, £2 to enter.



## Meet our stars

We want to say a massive thank you to the amazing patients and siblings who star in this guide: Louis, Alex, Shiloh, Rosie and Drew.

Fundraising at work

Why not ask your boss  
about payroll giving?  
[gosh.org/payroll-giving](https://gosh.org/payroll-giving)

# Year-round fundraising ideas

## January

### Make a difference

Pledge to make a difference for you and our patients. Get sponsored to give something up, learn a new skill or take on one of our exciting challenge events

[gosh.org/challenges](https://gosh.org/challenges)

## February

### Bad Hair Day

You and your colleagues can join people from across the UK by going wild with your hair [gosh.org/badhairday](https://gosh.org/badhairday)

## March

### Quiz night

Brush up on your general knowledge and get quizzicle!

## April

### Easter treats

Raise some smiles and some funds with a tuck box or chocolate hamper raffle.





## Fundraising at work

### May

#### Spring clean

Organise a book and DVD sale or clothes swap.

### June

#### RBC Race for the Kids London

Join our 5k fun run, our biggest event of the year!

[raceforthekids.co.uk](http://raceforthekids.co.uk)

#### Big Kids Sports Day

Organise a work sports day with rounders, sack races and a picnic.

### July

#### Wimbledon

Sell strawberries and cream or hold a sweepstake.

#### Golf day

A great opportunity to network with business contacts for a good cause. Secure corporate sponsorship for the event, suggest clients pay for adverts in the brochure or hold a raffle or auction.

### August

#### Ice cream sale

Bring some summer vibes to the office by dishing out delicious lollies.

### September

#### Rugby World Cup 2015

Hold a sweepstake or screen an England, Scotland, Wales or Ireland game. Ask everyone to pay £1 to watch.

### October

**Bake it Better** We need budding bakers in your workplace to join in and hold a bake sale or bake-off contest!

[gosh.org/Bakeitbetter](http://gosh.org/Bakeitbetter)

### November

**Wine tasting night** The perfect way to unwind with your colleagues after a hard day's work!

#### When we were young party

Ask everyone to dress up as what they wanted to be when they grew up. Sell retro sweets, hold a talent contest and 'guess the baby' competition with photos of staff when they were young.

### December

#### London Santa Dash

Be part of our brand new festive fun run, dressed as Santa!

This exciting new event is guaranteed to get you and your colleagues in the Christmas spirit.

Everyone who enters will get their own free Santa Suit

[londonsantadash.co.uk](http://londonsantadash.co.uk)

#### Festive fun in the office

Hold a mince pie and mulled wine sale, Christmas jumper day or gift-wrapping station.

For more ideas, tips and materials:  
[gosh.org/fundraising](http://gosh.org/fundraising)  
[fundraising@gosh.org](mailto:fundraising@gosh.org)  
020 7239 3131

