



GREAT
ORMOND
STREET
HOSPITAL
CHARITY



RBC RACE FOR THE KIDS

Fundraising Guide

THANK YOU

Thank you for signing up to the first ever virtual RBC Race for the Kids! We can't wait, but now it's time to kick-start your fundraising challenge.



Great Ormond Street Hospital (GOSH) has always depended on charitable support and this is your chance to give seriously ill children the best chance to fulfil their potential.

We're here to support you and make smashing your fundraising as easy and achievable as possible! We've put together our top tips for you to get inspired.

TAKING THE FIRST STEP

It's never too early or late to start raising money! The easiest way to kick-start your fundraising is by setting up your free online page.

This should have automatically been created when you signed up, but you can always go back into your dashboard and personalise and update your fundraising page anytime. Simply log into your RBC Race for the Kids account (check your inbox for links to this in your confirmation email). Please contact raceforthekids@gosh.org if you are having any difficulties.

TOP TIPS FOR YOUR PAGE

- **Set a target!** People with a target on their page raise on average 46% more than those who don't. There's no limit – just break it down into achievable goals. For example if you want to raise £150 ten days before the event, you could aim to get £15 a day
- **Make it personal** – if you have a special story or motivation, share it with sponsors so they understand why you're taking part. Don't forget to add photos, this could boost your fundraising by 14%
- **Use the 'Updates' function** to keep your supporters in the loop. Tell them how any training or fundraising is going and don't forget to thank any donors!
- **Keep going!** 20% of donations come in after your fundraising event, so don't be afraid to shout about your achievement once you've crossed the virtual finish line.

GET SHARING

- Before you start sharing, be selective with your sponsors. Send your online page to those that you can rely on to donate a generous amount. Then once these donations have been made, contact everybody else. People tend to match what has already been pledged, so the higher your initial donations the more you should raise overall.
- Social media is the best way to spread the word about your fundraising. Create a buzz by using **#RBCRaceForTheKids**.
- Make the most of your company's communication channels, from newsletters and message boards to intranet sites.
- Get your emails GOSH-ed up with our bespoke signature - check it out [here](#). Remember to include a link to your fundraising page!



Over the last
10 years
RBC Race for the Kids
has raised over
£6 million
for seriously
ill children.



OFFLINE FUNDRAISING

Online fundraising isn't for everyone. We can provide you with sponsorship forms for those who prefer to donate on paper. These can be downloaded from our website [here](#).

Pay in the money you've raised online [here](#) or send it in using this [form](#).

The health and safety of all of our supporters is a priority. Due to the current challenges posed by COVID-19 we want to make sure that you're keeping safe whilst planning your event so please adhere to [government guidelines](#) when fundraising.

FUNDRAISING EVENTS

Whilst we want you to have fun and be creative with your fundraising, due to COVID-19, please ensure that you follow [government guidelines](#) around events and social distancing. Please also follow our [Community Fundraising guidelines](#) and ensure you adhere to all health and safety laws when organising or taking part in your event.

Once you know what you'd like to do and when, whether it's a quiz, bake-off or karaoke night, consider the best way to get together virtually.

There are lots of tools out there for people to use for video calls - whichever you prefer, share the details with your attendees before the event. It's sometimes helpful to have a small amount of time before your event starts to give everyone a chance to get online first.



MORE THAN 600

seriously ill children
arrive at GOSH every day.



MATCHED GIVING

If you work for a company that runs a matched giving scheme, this is an easy way to increase your fundraising total.

There will be different rules for each employer. If you raise £500, your employer may match this with another £500, others may offer an additional £1,000. It's always worth checking!

Please make sure you let us know if your employers are planning on matching your sponsorship.

THE LEGAL STUFF

Please check our [Community Fundraising Guidelines](#) for everything you need to know to keep your fundraising safe and legal.

Whether you choose one of our ideas or do something totally different, our team are on hand to offer all the help and advice you might need. We'd love to hear what you're doing at raceforthekids@gosh.org!

Contact us

Please feel free to give our friendly team a call or email us if you need any more information. We'll be happy to help in any way that we can.
T: 020 3841 3270

E: raceforthekids@gosh.org

Great Ormond Street Hospital Children's Charity
40 Bernard Street, London, WC1N 1LE

Great Ormond Street Hospital Children's Charity. Registered charity no. 1160024.

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**Print your own
fundraising totaliser
and colour in as you get
closer to your target!**

Some suggested targets are:

£35 could pay for one night's stay in nearby family accommodation so parents can stay close by while their child is in hospital.

£104 could fund a day's worth of laboratory goods, helping researchers transform cells from blood, skin and other tissues into almost any cell in the body, and discover new treatments and cures for children with complex and rare conditions at GOSH and across the UK.

£200 funds a clever bunny toy that helps the Play team explain medical procedures, like blood tests and intravenous drips, through play. These toys help prepare children for procedures, build their confidence and ease any anxieties.

£628 could buy special instruments that examine the health of a child's ears and eyes.

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Registered charity no. 1160024.

TARGET

£

