FUNDRAISING AT WORK

Your handy guide full of ideas and tips.
Great Ormond Street Hospital (GOSH) is a place where seriously ill children from across the UK come for life-changing treatments.
Every day brings new challenges at Great Ormond Street Hospital.

Every day, 618 children and young people from across the UK arrive. Every day, doctors and nurses battle the most complex illnesses, and the brightest minds come together to achieve pioneering medical breakthroughs.

And every day is a chance for you to make a difference.

This extraordinary hospital has always depended on charitable support to give seriously ill children the best chance to fulfil their potential.

A BETTER FUTURE FOR SERIOUSLY ILL CHILDREN STARTS HERE.
CHILDREN undergo life-changing operations at GOSH EVERY DAY.

potentially life-changing RESEARCH STUDIES are active at GOSH EVERY DAY.

More than half of our patients come from OUTSIDE LONDON.

*These figures are based on annual data for 2016/17 financial year.

Source: hospital data, 2015/16.
MEET MIA

Mia was born with a rare genetic condition and a life-threatening heart defect that urgently needed fixing. At just four days old, Mia had open-heart surgery at GOSH.

Mia’s genetic condition is called CHARGE syndrome, and severely affects her hearing, sight, airways and balance. Over the years, Mia has frequently visited GOSH for treatment and Claire, Mia’s mum, has stayed in nearby parent accommodation to be close to her daughter.

Now five years old, Mia is challenging herself to complete a 5K event to support the hospital. Claire says: “Despite having to work four times harder to walk, talk, listen and learn, Mia is keeping up with her peers and growing from strength to strength.”
REBUILDING AND REFURBISHMENT
Without you, we can’t help fund the wards and medical facilities designed around children and young people, letting the hospital treat more patients in the best possible surroundings.

GROUNDBREAKING RESEARCH
Without you, we can’t help fund pioneering research, from revolutionary gene therapy to tailor-made organs for transplant, to find treatments for the most complex childhood illnesses.

ADVANCED MEDICAL EQUIPMENT
Without you, we can’t help fund state-of-the-art medical equipment for treating the toughest and rarest conditions.

CHILD AND FAMILY SUPPORT
Without you, we can’t help fund services that can ease the burden on families, raise spirits, and support children and young people through their treatment.

The children and young people at GOSH need your help today to give them the best chance of a better future.
Fundraising ideas and inspiration

5 QUICK WINS

1. **Quiz night**
   Download our free quiz and battle it out with your colleagues, suppliers or clients at one of your company socials.
   [gosh.org/quiz](gosh.org/quiz)

2. **Collection can**
   on your reception desk. [gosh.org/collectionboxes](gosh.org/collectionboxes)

3. **Bake it Better**
   join in and hold a cake sale. [gosh.org/bakeitbetter](gosh.org/bakeitbetter)

4. **Back to the 80’s**
   Come to work dressed as your favourite 80’s icon, hold an 80’s quiz or let your hair down and organise an 80’s karaoke night with all your favourite 80’s tunes.

5. **Sweepstake**
   Run a sweepstake in your team whether it’s for Wimbledon, The X Factor, the Christmas Number One or The Grand National.
   [gosh.org/sweepstakes](gosh.org/sweepstakes)
**Dress up or down day**
Make a change from your usual workwear and wear something different for a day. You could go for an 80’s theme, a casual wear day or a celebrity lookalike challenge. Wear what you fancy, just make sure everyone donates!

**Virtual challenge**
Run a marathon, cycle from Land's End to John O'Groats or row the boat race without even leaving the office. Get a treadmill, exercise bike or rowing machine set up and work in teams to see who can get the best time. Collect sponsorship and turn it into a competition. You could also run, walk or cycle between your offices, clients or local landmarks.

**Work do**
A wine and cheese night, karaoke night, quiz night or bingo night are all perfect ways to unwind with your colleagues after a hard day’s work! Include an auction or raffle to boost your fundraising.

**Give it up for GOSH**
Help colleagues stick to their new year’s resolutions by sponsoring them for their month-long sacrifice.

**Bring and buy**
Ask colleagues to bring in any unwanted items for a pop-up shop in the office. Sell anything from DVD's, clothes and books to children’s toys. A good one for the new year or a spring clear out.

**Bake it Better**
Get some healthy inter-departmental competition going by holding an office bake-off. Sign up at gosh.org/bakeitbetter.

**Golf for GOSH**
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. Visit gosh.org/golf for more ideas.

**Charity of the year**
Partnering with us as your chosen charity is a fantastic way to unite your whole company and can help increase staff loyalty and motivation. Our friendly team is ready and waiting to develop a bespoke calendar of activities and can provide lots of fundraising materials, support and motivation along the way.

**Afterparty breakfast**
Serve your colleagues bacon or egg butties and coffee for breakfast the morning after the staff party, for a suggested donation.

**Festive fun**
Hold a mince pie and mulled wine sale, Christmas jumper day or gift-wrapping station and ask for donations.

**Matched giving**
Don’t forget to check whether your company runs a matched giving scheme – it could be a chance to double your money.
TEAM EVENTS

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

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 our trusted supplier, who will co-ordinate your jump wherever you work in the UK.

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.

RUN
Put your feet to the test! We’ve got runs for everyone, from 5k to marathons.

CYCLE
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.

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.

To find out more visit gosh.org/events.
RBC RACE FOR THE KIDS
Our 5k family fun run for all ages and abilities. Join as a team and bring your families along to our flagship event. gosh.org/raceforthekids

LONDON SANTA DASH
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. gosh.org/londonsantadash

ROYAL PARKS HALF MARATHON
The 13.1-mile route will take you through the heart of the capital and its beautiful Royal Parks, passing iconic London landmarks. gosh.org/royalparks

TOP RUNNING EVENTS FOR TEAMS
“My daughter has been a patient since she was five weeks old so Great Ormond Street Hospital means a lot to me. I was really proud to be able to encourage the company I work for, Peters & Peters Solicitors LLP, to get involved in fundraising for this amazing charity. From baking cakes to doing skydives, there was such a lot on offer and the support we received was first class. To be shown the direct impact our fundraising had on the Play team at the hospital was really special and it made all our efforts feel really worthwhile. I would definitely recommend getting your company involved in fundraising for GOSH.”

Caroline Mitchell,
Peters & Peters Solicitors LLP
FUNDRAISING CALENDAR

We can create a bespoke calendar of fundraising events tailored to your workplace and support you along the way to hit your fundraising target. Fundraising events can be a great motivator for your workplace and an opportunity to really engage your colleagues and customers too.

Here are a few examples to get you started!

JANUARY
Give it up for GOSH

FEBRUARY
Valentine’s Day

MARCH
Charity of the Year

APRIL
Virgin Money London Marathon
MAY
Bake it BETTER

JUNE
GOLF FOR GOSH

JULY
LONDON TO PARIS

AUGUST
DRESS UP OR DOWN DAY

SEPTEMBER
QUIZ NIGHT

OCTOBER
HALLOWEEN QUIZ

NOVEMBER
WORK PARTY

DECEMBER
LONDON SANTA DASH
£568 could fund a member of our play team for a whole week, bringing fun to the hospital and helping children cope with their illness.

£1,420 could buy a portable and wearable heart monitor to track the heart beats of our young cardiac patients.

£2,423 could buy a vital signs monitor, crucial for keeping a close eye on the condition of every patient at GOSH.

£12,682 could buy a defibrillator, a vital bit of kit used to restart a child’s heart if it suddenly stops pumping blood around the body.

£20,000 could fund 455 nights in our much-needed parent accommodation, meaning children and parents don’t have to be apart during their time in hospital.
MEET OUR SUPPORTERS

“Qdos Entertainment and staff at its sister company, HQ Theatres and Hospitality, have been fundraising for GOSH Charity since 2010 and in that time we have been delighted to have run marathons, endured mud races, jumped out of aeroplanes, baked cakes, held gala dinners and collected at our pantomime performances in aid of such a worthy cause. The team at GOSH have always been on hand supporting and championing our fundraising efforts, keeping us involved every step of the way and we look forward to continuing our charitable partnership with them to support their much-needed work in the future.”

Mark Jones, Marketing Executive

“At HPS we are all very proud to be associated with GOSH Charity. At any function we do, we always find people who come up to us and tell us stories of someone they know who has benefited from the tremendous skill and amazing care given at the hospital. We always find we only need to mention the word GOSH and people are already so very willing to make a donation, such is the tremendous reputation of this hospital and the staff who work there.”

Peter J. Wilson, Sales and Marketing Director
WE ARE HERE TO HELP

Our experienced Community team are here to support you with your fundraising, whether it is a one-off event or you choose us as your charity of the year and support us all year round. We have all the ideas and fundraising materials you could possibly need and will be on hand every step of the way to support you and your company.

WHY FUNDRAISE FOR GOSH?

By uniting staff to fundraise we can help increase levels of engagement within your business and raise the morale of your colleagues and customers. We understand that every business is different and will work with you to develop fundraising activities tailored to your company’s needs and objectives.

We look forward to hearing from you.

Start fundraising today, visit gosh.org
Eight-year-old Abdal on Eagle Ward.
A better future for seriously ill children STARTS HERE.

On the cover: Lewis, age four, from Surrey, on an isolation ward at GOSH.