



**GREAT  
ORMOND  
STREET  
HOSPITAL  
CHARITY**



# HOW TO

# HOLD A BUCKET COLLECTION

# 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.**

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



Whether it's at a supermarket or at a train station, bucket collections are a really simple and effective way to raise funds for Great Ormond Street Hospital Children's Charity. Have a look at some of our ideas and guidelines to get started!

Great  
Ormond  
Street  
Hospital  
Charity

# FIRST THINGS FIRST

There are many different forms of charitable collections and they all have different rules associated with them. You'll need to decide which you want to do and apply for the necessary permission. Some of the most common are:

## Street collections

If you're holding a collection in the street you'll need to obtain a licence from your local council ([gov.uk/find-your-local-council](https://www.gov.uk/find-your-local-council)). Some applications require further information about the charity, so if you're unsure, please contact us at [community.events@gosh.org](mailto:community.events@gosh.org).

## Private collections

If your collection is still open to the public but being held on private property, such as within a shopping centre, you must obtain permission from the landowner or manager. We will only be able to send you a collection bucket after we have seen proof from the owner or manager of the venue, so please get in touch with us for a permission form.

## London Tube collections

The charity will need to apply for a collection space on your behalf through Transport for London, and these will need to be booked in at least a month in advance, depending on the slots available. If you're not based in London, why not contact your local railway station and ask if you can collect there?

## Collection tins

We have plastic collection tins available for you to order for your workplace or business, such as a till counter, bar top, or reception area. The tins we send out all have seals with them and a securing chain – you can order them for free on our website: [gosh.org/get-involved/collections](https://gosh.org/get-involved/collections)





# WHAT SHOULD I DO NEXT?

## Talk to us

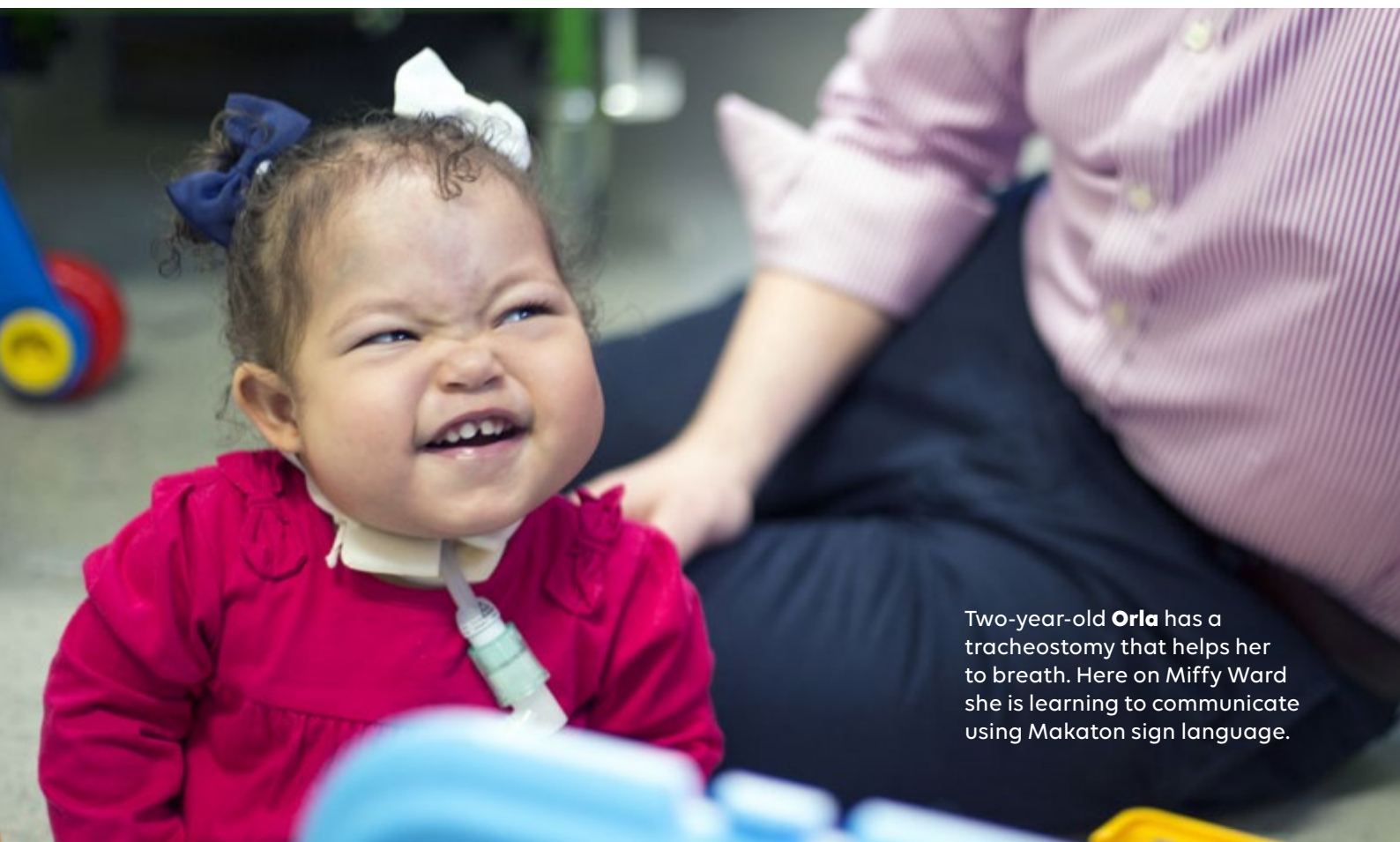
Get in touch with us by phone or email to discuss your collection. We can give you some tips on how to apply for a council permit or send you out a permission letter you can use for sites like shops and supermarkets.

## Materials

Once your collection has been approved, we would love to send you t-shirts, stickers, and buckets to help you grab people's attention, all fully branded with the GOSH colours. Let us know your t-shirt size and mailing address so we can send you everything you need.

## On the day

Keep your permit or collection permission letter on you for reference, and take some time to read our guidelines surrounding cash handling so you can count and bank the money you've collected safely. If at a private site, make sure that you take note of any sign in and sign out procedures to ensure you're safe.



Two-year-old **Orla** has a tracheostomy that helps her to breathe. Here on Miffy Ward she is learning to communicate using Makaton sign language.

# TOP TIPS

1

**Dress for the occasion!**  
Wear your Great Ormond Street Hospital Children's Charity t-shirt, or, even better, stand out from the crowd and wear a bit of fancy dress.

2

**Don't smoke or consume alcohol** while collecting or wearing your charity t-shirt.

3

**Hold the bucket at waist height** so it is clear to passers-by that you are collecting.

4

**Don't put yourself at risk** – if someone tries to take the bucket, let them have it.

5

**Don't pressurise people to donate**, or ask the same person several times. It's best to approach everyone with a polite and friendly smile.

6

While regulations do not directly state that you cannot 'rattle your tin', the Metropolitan Police encourage people not to.

7

**Know your stuff!** Before the day have a look at our website to familiarise yourself with what the Charity and Hospital do, just in case you are asked any questions.

8

**Place yourself at main routes of traffic** or where people have their wallets/purses out. For example, near ticket barriers at train stations or as people leave a shop. (However, be careful not to cause an obstruction. Some permits will specify where collectors can stand – observe these rules if they are specified.)



**"Qdos Entertainment and its sister company HQ Theatres and Hospitality staff have been fundraising for Great Ormond Street since 2010 and in that time we have been delighted to have collected at our pantomime performances in aid of such a worthy cause."**

*Mark Jones*

Marketing Executive,  
Qdos Entertainment

# AFTER YOUR COLLECTION

Always have two people present to count any money raised. We also recommend putting collection buckets in unmarked bags or in a wheeled suitcase. All donations collected should be sent to the charity within six weeks of collection.

You can pay in your money in one of the following quick and easy ways:

## Bank transfer

Please contact us on **020 3841 3131** for our bank details or email [community.events@gosh.org](mailto:community.events@gosh.org).

## Over the phone

Please call us and a member of the team will be able to take your card payment over the phone.

## Cheque

Please make a cheque payable to "Great Ormond Street Hospital Children's Charity" and send it to: Great Ormond Street Hospital Children's Charity, 40 Bernard Street, London, WC1N 1LE.

Please attach a note with your contact details and your supporter number. If you don't know your supporter number, please contact us on **020 3841 3131**.

## DON'T FORGET:

Write to the venue to thank them and let them know how much was raised – this is also a good opportunity to request a date for next time!

If you have arranged your collection through your council, be sure to fill in the return form stating how much you raised. Some councils require you to advise the local paper of the amount raised. If this is a requirement, please ensure that you do so, or the council are unlikely to grant another permit.

Good luck with your collection – we hope that you enjoy it!

## Keep it safe and legal

Please check our fundraising guidelines for everything you need to know to keep your event safe and legal: [gosh.org/guidelines](https://gosh.org/guidelines)

For more ideas, tips and materials, visit: [gosh.org/get-involved/fundraising-help](https://gosh.org/get-involved/fundraising-help)



# THE SAFETY STUFF

Your collection bucket must display a security seal that can be easily seen and should not be tampered with. You should receive security seals along with your bucket, but let us know if you need any more.

We recommend that you do not open the buckets at any point during the collection. Be sure to carry personal identification and the licence/permit or letter of authority to collect in case you are asked for it.

Avoid public transport with the collection cash and buckets. If possible, drive to the collection and park nearby or get somebody to drive you home once you've finished.

Collectors must be 16 or over, with anyone under 18 supervised by an adult at all times. Be sure to comply with the terms and conditions of the venue where you are collecting.

Upon arrival, check to see if there is anything you can't do, or anywhere that you can't collect.

We do not authorise door to door collections. If you'd like to involve your local area in fundraising for GOSH, why not organise a fundraising event? You can find plenty of ideas on our website at: [gosh.org/get-involved/fundraising-help](https://gosh.org/get-involved/fundraising-help)



# PLEASE DO GET IN TOUCH

## Contact the team

[fundraising@gosh.org](mailto:fundraising@gosh.org)

020 3841 3841

## Find out more

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

## E-news

[gosh.org/e-news](http://gosh.org/e-news)

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Eight-year-old **Abdal**  
on Eagle Ward.



Registered with  
**FUNDRAISING  
REGULATOR**