



**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.*



FIRST THINGS FIRST

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!

There are many different types 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.

Street collections

If you're holding street collection you'll need to obtain a licence from your local council (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.

Private property 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 once we have seen permission from the owner or manager of the venue where you would like to collect. To arrange this, please get in touch with us.

London Underground 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. Our tins all have seals with them and a securing chain – you can order them for free on our website: gosh.org/orderabox.



WHAT SHOULD I DO NEXT?

Talk to us

Get in touch with us 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.

Fundraising 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. 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 Hold the bucket at waist height** so it's clear to passers-by that you are collecting.
- 3** While regulations do not directly state that you cannot '**rattle your tin**', the Metropolitan Police encourage people not to.
- 4 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.)
- 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 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.
- 7 Don't put yourself at risk** – if someone tries to take the bucket, let them have it.
- 8 Don't smoke or consume alcohol** while collecting or wearing your charity t-shirt.



"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

Money

Please ensure you have two people present when counting any money raised. You should do this in a secure location and not in public. Please return the money you have raised as soon as possible and in any case no later than six weeks after the date of your event.

We recommend putting collection buckets in unmarked bags or in a wheeled suitcase.

How to make a payment

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

Bank transfer

Contact us on **020 3841 3131** for our bank details or email community.events@gosh.org.

Over the phone

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

Cheque

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 *Community Fundraising Guidelines* for everything you need to know to keep it safe and legal. Visit: gosh.org/fundraising-guidelines.

For more ideas, tips and materials, visit: gosh.org/fundraise-for-us.

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/pick-your-fundraising-idea](https://www.gosh.org/pick-your-fundraising-idea).



PLEASE DO GET IN TOUCH

Contact the team

fundraising@gosh.org

020 3841 3131

Find out more

gosh.org

E-news

gosh.org/e-news

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OUR VALUES

At GOSH Charity we strive to treat patients and their families, supporters, volunteers and anybody else involved in fundraising for the Charity with fairness, respect, tact and dignity. We expect anyone involved in fundraising for GOSH Charity, or anyone representing the GOSH Charity brand, to uphold these values too.

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



Registered with
**FUNDRAISING
REGULATOR**