HOW TO

HOLD A CHARITY FUN DAY
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.

Organising a fun day is a brilliant way to bring family and friends together. Whether you want to go all out and book a festival sized field, or hold a tombola in your local pub, every pound donated goes towards helping to fund groundbreaking research, advanced medical equipment, child and family support services, and the rebuilding and refurbishment of wards and medical facilities at GOSH.
Money on your mind

- It can be very helpful to set yourself a fundraising target and prepare an initial budget for the event to make sure that you can cover costs.
- Does your workplace offer matched giving? Check with your manager and apply if they do – it can be a real boost to your fundraising total!
- Think carefully about how much you’re going to charge people for entry, activities and food and drink. You’ll probably require a cash float. Give anyone who is handling cash a detailed breakdown of the float so that there are no discrepancies at the end of the event.
- Try to get a charity rate on anything you have to pay for, and as many freebies as possible.
- When you approach local businesses for tombola prizes, products to sell, or discounted entertainment, make sure they know why the GOSH needs their support. Refer to our website: gosh.org/why-we-need-your-help.
- If you end up spending money on your event, we recommend that you stick to a three to one ratio, where you raise three times the amount you spend. Try to keep your costs as low as possible.
MAKE IT A DAY TO REMEMBER

It’s a good idea to get a balance of entertainment and fundraising to make the day as fun as possible.

- Are there any local bands or dance groups who might be able to perform on the day? Try reaching out to performing arts schools or theatre groups.

- Do you know any local companies or groups who may want to run a stall? You could set a stall hire fee and donate the proceeds to GOSH.

- Get creative! Give your fun day a twist by choosing a theme for the day with fancy dress, tombola prizes and food all tying in. Find out more about the hospital’s historic link with Peter Pan: gosh.org/peter-pan.

- Don’t rely on the British weather if you’re outside: have a plan B for activities in case it rains. The more things there are to do, the longer people will stay!

WANT TO MAKE IT A TEAM EFFORT?

We work with companies throughout the year and can provide your organisation tools and support to raise money for GOSH. If you’d like more information about why you should choose GOSH as your charity of the year, email us on community.events@gosh.org.

Sadie has spent much of her young life at Great Ormond Street Hospital, but now she is ready to go home with her mum and dad, Nicola and Carl.
WHY NOT TRY OUT SOME OF OUR FUNDRAISING GAMES IDEAS?

Here are a few ideas to get you started in planning your fun day. Thought about something new? We’d love to hear your ideas!

- **Raffle** – approach local businesses and encourage them to donate prizes for free.

- **Bake off** – are you as good as Mary Berry? Advertise this competition in advance and find judges for the day.

- **Book stall** – get people to declutter before the big day and recycle some books for a good cause.

- **Lucky dip** – this one’s great for kids!

- **Guess the...** number of sweets in a jar / teddy bear’s name / weight of the cake – whoever is closest wins! You can use our ready-made ‘Find Bernard’ game, too: [gosh.org/sweepstakes](http://gosh.org/sweepstakes).

- **Wacky races** – from space hoppers (harder than it looks) to the traditional egg and spoon – hold these at regular intervals throughout the day, so everybody knows when they need to be ready.

- **Face painting** – do you have creative friends? One of the most popular areas at any fun day is a face painting stall.

- **Pamper area** – massages, nails, hair and make-up.

- **A Peter Pan themed treasure hunt** around the venue.

- **Arts and crafts** activities.

- **Magician** – encourage donations in a collection bucket while they wow your guests.

- **BBQ, ice cream, popcorn or candy floss** – these old favourites always go down well!
SPREAD THE WORD!

Once you’ve finalised the details, make sure you use every avenue you can to publicise your fun day! Here’s what we recommend doing to keep everyone in the loop.

- Share details about your event on your Facebook, Twitter and Instagram page, and post an online flyer in Facebook groups and pages for your local area.
- Encourage people to take lots of photos on the day. Ask everyone to tag us on Facebook (facebook.com/GreatOrmondSt) and Instagram (@greatormondst) and tweet us (@GOSHCharity).
- Create posters and ask if you can display them in your office, local shops, libraries and community centres. You can find blank poster templates at gosh.org/promote-your-fundraising.
- Invite everybody that you can: friends and family, colleagues and members of local organisations and groups. See if you can get a mention in any newsletters or email bulletins.
- On any posters or publicity you do, explain why you’re raising money for GOSH and encourage guests who can’t attend to make a donation instead. You could set up a JustGiving page for the day so all money goes straight to GOSH: justgiving.com.

On the day

It helps to be prepared. Make sure you know key timings so the day runs smoothly.

- Create a realistic timeline for the day, taking into consideration the time needed to set up and pack down. Make sure you have a description of everyone’s roles, as well as processes for medical emergencies and fires.
- Check when you can gain access to the venue and when you need to be offsite.

Don’t forget

- Once the day is over, thank your volunteers and any stall holders or sponsors for their help.
- Count up your money raised in front of a witness and secure it somewhere safe until it can be paid in.
- To pay in your money, please call us on 020 3841 3131. We can send you details of our bank account, or a paying in slip for your local bank branch.
- Follow up the event with photos, details of how much was raised and further thanks to all those who made it possible.
- Download and complete our template press release (gosh.org/promote-your-fundraising) and send it to the local press with photos.
Sally organised a fun day to raise money for GOSH and also to give her son, Jonathan, a fun day out with his friends. Jonathan was diagnosed with Perthes Disease, and spent a lot of time as an inpatient at GOSH. Due to Perthes Disease, Jonathan has been unable to participate in any contact sports and had to give up his Go Karting as well, so Sally decided on a Slot Car Racing Event at the local Pinewood Raceway.

"When we planned our event, we decided who was doing what with regards to approaching local businesses to ask for donations of prizes for our raffle and items to auction. It was a ticketed event at £10 a ticket for those racing, free to spectators, and we also had a few games to raise additional money, a BBQ, Tuck Shop and Tea/Coffee and Cakes that all took money. We created an invite on Facebook and sent it out to everyone we knew, with the option to share it on local community social media pages and school year group Facebook groups if we didn’t have enough interest nearer the time."

Sally’s top tip: “We had regular meetings with the venue organisers, so the day was therefore extremely well organised and went off without a hitch. We also had wrist bands to easily distinguish between the racers and spectators. Everyone had great fun and as there were games and things to eat and drink it gave people the chance to do something else that raised money when they weren’t racing.”
THE LEGAL STUFF

Money
Keep a record of any expenses. These should be costs for the day itself, such as venue hire and entertainment. Claiming costs for volunteer time or effort are not legitimate expenses.

Ask the venue if they have a safe you can use, and make regular sweeps of stalls during the day to ensure that volunteers are not holding on to a lot of money all day. Doing so will also help you keep track of your fundraising.

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.

Paying in your money
It’s quick and easy to pay in the money you’ve raised, and the sooner you do it the sooner we can put it to good use!

You can call us on 020 3841 3131 or visit gosh.org/donate.

Gift Aid
Gift Aid is an easy way to maximise your fundraising. However, there are strict rules relating to it. More information can be found on our website at gosh.org/giftaid.

Licenses
Do you need a temporary event notice to organise your event? The venue may be able to tell you if they hold a licence you can use. Alternatively, you can contact your local authority to check or find our more information here: gov.uk/temporary-events-notice.

Raffles
There are strict laws relating to all lotteries and raffles. There may be circumstances when a license may be required.

For more information please read our How To Organise a Raffle or Auction guide which can be found on our website: gosh.org/fundraising-guidelines.

You can also visit gamblingcommission.gov.uk for more information.
Health and safety
It is good practice to put together a risk assessment to identify anything that could potentially cause any harm on the day, and think about solutions: for example, having someone present who is trained in first aid. Ask your local council for advice or check out the Health and Safety Executive’s website for more information: hse.gov.uk.

Unfortunately, Great Ormond Street Hospital Children’s Charity does not provide insurance for fundraising events.

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.

Working with Children
Extra care should be taken if your event involves children. This should include proper adult supervision and you should carry out background checks if adults or suppliers at your event are to have unsupervised access to children.
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.