

The small book of **Big Ideas**



**Great
Ormond
Street
Hospital**
Charity



Meet our stars

Shiloh is a patient on Badger Ward, where she has made lots of friends.

She loves street dancing and karate, and even enjoys a bit of ballet when she's in the hospital. You can find out more about Shiloh on **page 7**.

Help us make a BIG difference

Great Ormond Street Hospital changes the lives of sick children and their families from across the UK and abroad.

Without the fantastic fundraising of our supporters the hospital simply wouldn't be the great institution that it is.

This little book is packed with lots of bright ideas to kick-start your fundraising. Whether you're planning to cycle the length and breadth of the UK, organise a non-uniform day, or bake up a storm in the kitchen, the money you raise will go a long way to help our patients.

Thank you!



Meet our stars

Drew loves all things superhero – her favourite is the Hulk! She comes to Great Ormond Street Hospital to visit her sister Rosie on Rainforest Ward, and can often be found sitting at the nurses' station with her colouring-in book.



Meet our stars

Rosie is Drew's sister, and she loves to dance! She has been at Great Ormond Street Hospital since birth for a gastric condition, and has to carry life-saving fluids in her backpack 24 hours a day.

Rosie is always smiling and happy and likes to tell a good joke. Her mum says she's a little trooper!

The power of your pounds

£21

could buy a **flowmeter** – a gadget that ensures children are getting just the right amount of oxygen while they recover.

£34

could help give one of our families a **good night's sleep in the hospital's parent and family accommodation**, and let a poorly child stay close to mum or dad.

£99

could fund a **special chemical measuring tool that lets our scientists find out the size of DNA molecules**, vital information that could reveal crucial clues about how to beat childhood diseases.

£766

could fund one of our **dedicated play workers for a week**, who help children to cope with the physical and emotional stress of illness.

£1,421

could fund a **portable heart monitor**, so that our doctors can keep an eye on their young patients' heartbeats.



Shiloh is a very bubbly little girl – she loves street dancing, karate and telling stories. She has a dressing up box at home, so was really excited when she was asked to star in our small book of big ideas.

Shiloh has cystic fibrosis and has been coming to Great Ormond Street Hospital (GOSH) for treatment since she was six weeks old. Recently, Shiloh stayed at GOSH for five weeks to have two operations to clean up her lungs to help her breathe.

Shiloh's favourite person on Badger Ward is her Play Specialist Lizzie, who helps patients cope with the experience of being in hospital. After her last operation, Shiloh said it wasn't the 'sleepy medicine' that sent her to sleep, but Lizzie singing 'Twinkle, Twinkle, Little Star'.

Regular physical activity is important in managing Shiloh's condition, so physiotherapists like Louisa also play an important role. Louisa helps patients to keep active by blowing bubbles, walking the hospital Pets as Therapy (PAT) dog, dancing or playing football.

Thanks to our amazing fundraisers, we can fund play specialists like Lizzie and support a physiotherapy programme that helps keep children like Shiloh fit and healthy. For more information about how your support will make a difference, visit gosh.org/why-we-need-your-help

Work

Sweepstake

Introduce some friendly competition to your office. Try sporting events, reality TV shows or even the name of a colleague's baby – there's always something to guess at. Download our sweepstake posters

gosh.org/sweepstakes

Quiz night

Brush up on your general knowledge and **get quizzical!**

Dress different for a day

Throw off that tie, ditch that corporate dress and **don something different for a day.**

Sweet treats

An apple a day may keep the doctor away, but the **treats from a sweet sale** taste so much better.



Raffle

Are you feeling lucky? Take a chance with a company raffle.

Team challenge

Teambuilding hits the next level! Take on a sponsored walk, a virtual marathon in the gym or set an ambitious fundraising target. Whatever you choose to do, work together for an amazing cause.



Challenge the boss

Turn the tables and **sponsor your boss to take on a challenge.** Take a staff vote on a silly outfit or a job for the day.

Schools

Peter Pan play

Celebrate the best bits about being a kid and **put on a play** about the boy who never wanted to grow up. Find out more about Peter Pan's connection to GOSH and order a free script gosh.org/peterpanatschool

Non-uniform day

Swap those school clothes for **something stylish** or silly!



For lesson plans and more fun ways to fundraise, visit : gosh.org/toolsforschools

Fun run or sporty challenge

It's a **race to the finish line** to raise as much money as you can.

End of term concert

Raise money by **selling tickets** to your end of term school spectacular.

Sponsored walk to school

Make that journey to school count as you get **sponsored for every step you take**.



Teacher challenge

Remember that homework you didn't enjoy? **Now it's your turn to set the challenge for your teacher!**

Fun loving

Charity ball with auction

Go big and bold with a charity ball and auction. Why not add a bit of glitz and glamour?

A night in

Staying in is the new going out!

Celebrate your evening with a dinner, film night or pamper party.

Fashion show

Strut your stuff on the catwalk with a show to set the fashion world on fire.



Celebrate and donate

Celebrate a special occasion: instead of gifts, ask for a donation. It's a piece of cake! gosh.org/celebrate

BBQ or picnic

Cook up a fundraising feast with friends any time of the year.

When we were young party

Get nostalgic and dress up in retro fashion, in a throwback to your younger years.



Bad Hair Day

February

gosh.org/badhairday

Wear your hair wild at school, work or with friends.
Snap a selfie and tag it **#BadHairDay**.

Trial a new style

Ask a friend or family member to style your hair for **Bad Hair Day** and donate.

Head teachers and bosses beware!

Sponsor your head teacher or boss to get their hair styled by staff members or pupils.

Hair dares

Dare a friend to do something wild with their hair: will they spray it purple, let friends loose on their locks or be brave and go for the shave?

#daretoshare

Go back to your roots

Recreate a childhood 'do' and share childhood photos.

Organise a Bad Hair Day party

A perfect excuse to **catch up with friends and compare hair!**



Set up a photo booth

A small donation is made by every person visiting the booth.

Bake it Better

Annually, October

bakeitbetter.org

Grab the flour and raise some dough during **Bake it Better** week!

Classic cake sale

The classics never go out of style, so keep it simple with a **cake sale**.

Cake raffle

Roll-up, roll-up, and take a chance on a tasty outcome.



Sell home-made lemonade

If life gives you lemons, then **make some tasty lemonade** and donate your profits.

Pie-throwing contest

It's not a waste of pie if the person you're throwing it at deserves it!



Match the cake to the baker
What does your sponge say about you?
Find out in this fun sponsored game.

Challenges

gosh.org/challenges

Bike

Get on your bike and use your **pedal power** to complete a two-wheeled challenge.

Trek

From the Isle of Wight to Mount Kilimanjaro, an **adventure of a lifetime awaits!**



Triathlon

Crank it up by combining running, biking and swimming to conquer a triathlon.

Jump

Thrill-seekers look no further – our adrenaline-filled skydives are the perfect fundraiser for you!



Run

Lace up your trainers and put your feet to the test in one of our **fantastic running events**.

RBC Race for the Kids

Annually, London

raceforthekids.co.uk

Whether you're a superstar sprinter or you prefer a leisurely stroll, we'd love you to join us for our biggest event of the year!

All ages and abilities are invited to come and take part in our **annual 5k fun run**. There will be plenty of other activities throughout the day to keep you and your family entertained.

raceforthekids@gosh.org



Sponsored by
Royal Bank of Canada



RBC Race for the Kids

Get your family and friends together to form a team and raise vital funds for Great Ormond Street Hospital.



London Santa Dash

Annually, December

londonsantadash.co.uk

Be part of our brand-new **festive fun run**, dressed as Santa!

This exciting new event is guaranteed to get you in the **Christmas spirit**. Be part of our brand-new festive run. Run like Rudolf, dressed like Santa!

Dash away over a 5k or 10k distance and help us make Christmas even more extraordinary for our patients.

Everyone who enters will get their own free Santa suit, ho, ho, ho!



Ideas to make **your money** go further

Gift Aid

Add an amazing 25 per cent to your donation in one easy step.

gosh.org/giftaid

Matched giving

Don't forget to check whether your company runs a matched giving scheme – it could be a chance to double your money! They could also offer sponsorship, donate prizes or help to get employees on board with your fundraising.

JustTextGiving

This is a great way to make it as easy as possible for people to sponsor you.

When you set up a JustGiving page, you'll be given a JustTextGiving code. Simply share this with all your contacts and watch your donations roll in!

Resources

Download handy fundraising guides and materials gosh.org/fundraising

Social media

Join #TeamGOSH today.

Spread the word about your fundraising to your friends and beyond. Whether it's sharing a **YouTube** clip of your trek training, posting photos of your headshave on **Facebook** or **tweeting** thanks to everyone who baked for your cake sale, social media is the best way to keep everyone in the loop.

Follow us.

 facebook.com/GreatOrmondSt

 [@GreatOrmondSt](https://twitter.com/GreatOrmondSt)

 youtube.com/GOSHCharity

Meet our stars

Louis loves drawing, basketball and going to his street dance classes. He has been treated for hydrocephalus and epilepsy since he was three months old and has had over 10 operations and procedures. Louis is a patient on Koala Ward and he thinks Wilson the ward housekeeper is a mega dude!






Meet our stars

Jamie is a science whizz and enjoys singing in his school choir. He has a neuromuscular condition called spinal muscular atrophy. In 2010, Jamie had a major operation at GOSH to help straighten his spine. Jamie received his first powered wheelchair when he was two years old. His chair enables him to get around at top speed – and to win slalom races at school!



Meet our stars

Alex loves cycling and animals. He looks up to his older brother, Jamie, who enjoys being in charge! Together, they like to be a bit cheeky and have fun. When he visits Jamie in hospital, Alex likes to hang out in the play room, watch films and play computer games.



GOOD
LUCK!

Find out more:

gosh.org

fundraising@gosh.org

0207 239 3131

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

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