



**GREAT  
ORMOND  
STREET  
HOSPITAL  
CHARITY**

Three-year-old **Connie** is treated at GOSH for a heart condition and will need a transplant.



# COMMUNITY FUNDRAISING GUIDELINES

# 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.*



Without the fantastic fundraising of our charity supporters, the hospital simply wouldn't be the extraordinary place that it is. Your safety and wellbeing is our priority, so with this in mind, please follow these fundraising guidelines and ensure you adhere to all laws and health and safety regulations when organising and holding your event.

## Liability

Please make sure that it is clear that you are fundraising in aid of Great Ormond Street Hospital Children's Charity and that your activities are not representing or organised by the charity. The charity cannot accept any responsibility for your event or anyone who participates in it. We advise that all fundraisers seek advice regarding public liability insurance if your event involves the general public. There are a range of companies available to provide this.

## Cash collections

All street collections or collections on public property will need to be registered with the local authority, who will issue a collection licence. Those on private property will require the permission of the property owner/manager. We will need to see a copy of this license/permission before issuing you with charity collection boxes or buckets. Under 16s are not permitted to collect money through public collections.

For more information, please download our ***How to Organise a Bucket Collection*** guide from our website: [gosh.org/fundraising-guidelines](https://gosh.org/fundraising-guidelines).

Please do not conduct any door to door requests for donations or sponsorship in aid of the charity. These require a license from local authorities and we do not support this activity, other than through the use of trained third party organisations.

## Your event

Ensure your event is organised efficiently and safely by completing a risk assessment and considering what insurance cover or any special licences you may need from your local council, eg. a public entertainment licence or a licence to sell alcohol.

*Promotion of alcohol through sponsorship, gift in kind, or competitions should be conducted in a socially responsible manner and should not be targeted at people under 18.*

All promotions of your event should clearly state whether all funds raised at the event will go to the charity or whether any money will be used to pay for any costs. For example: 'ticket price of £20 for dinner and entertainment. Fundraising on the night via raffle and auction for Great Ormond Street Hospital Children's Charity'.

If selling food, contact the Environmental Health department at your local council for advice.

## Top tip:

For specific information about different types of events, please see our website:

[gosh.org/fundraise-for-us](https://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. Some other things to consider when fundraising with children include:

- Children **under the age of 16** are not allowed to purchase raffle tickets.
- Children **under the age of 18** are not allowed to take part in bucket collections.

If children are photographed at your event, you should seek permission from their parent or guardian before doing so.

## Raffles and lotteries

Holding an auction or raffle at your event is a great way of generating big funds with minimal costs. 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](https://gosh.org/fundraising-guidelines).

You can also visit [gamblingcommission.gov.uk](https://gamblingcommission.gov.uk) for more information.

## Tell us about your event

The charity has a Moral and Ethical Fundraising Policy, to ensure fundraising activities do not damage the reputation or standing of the charity or the hospital.

Because of this, the charity will not accept donations that are derived from tobacco manufacture, the manufacture of weapons, or as winnings from bets. Additionally, the charity will not be associated with or accept donations from supporters participating in boxing related events, or activities that may be considered to be detrimental to children's health and wellbeing, or activities that may be likely to damage the reputation of the charity or the hospital in some way.

Please do give the fundraising team at the charity full details about your activity and they will be on hand to support you and offer advice wherever possible, for whatever fundraising activity you do. So, if in any doubt, please just ask.

### Top tip:

If you're organising a charity fun day or a large-scale event with children present, make sure volunteers and helpers know what to do in the situation of a lost child.

## Using the charity logo

If you would like to use the charity logo to help advertise your event or your fundraising activity please contact the fundraising team by emailing [community.events@gosh.org](mailto:community.events@gosh.org). The charity's 'in aid of' logo may be provided alongside guidance on its use. All materials displaying this logo should be approved by the charity before printing.

## Third party data handling

As part of your fundraising, or at your event you may come in to contact with personal data and information belonging to people involved in your activity. You are responsible for ensuring that any paper or electronic data you hold complies with the Data Protection Act 2018.

As a rule of thumb, keep any data you have stored securely and safe from loss, damage or unauthorised access. Do not keep data for any longer than you need it and do not share information about someone without their permission.

## Gift Aid

Gift Aid is an easy way to maximise your fundraising. However, there are strict rules relating to it. Gift Aid cannot be claimed on ticket sales, raffle ticket sales, winning auction bids or anything other than an individual donation. Also, it cannot be claimed on behalf of a group or as part of a collection. More information can be found on our website: [gosh.org/giftaid](https://gosh.org/giftaid).

## Event License

Some activity may require a temporary event notice. You can contact your local authority to check or find out more information on the government website: [gov.uk/temporary-events-notice](https://gov.uk/temporary-events-notice).

## Handling cash and sending in your donation

Always have two people present to count any money raised and all donations collected should be sent to the charity within six weeks of collection. You can pay in your donation online or find information on other ways to donate on our website at [gosh.org/donate](https://gosh.org/donate).

## Other resources

Find all of our *How To* guides at [gosh.org/fundraising-guidelines](https://gosh.org/fundraising-guidelines).

## Complaints procedure

At Great Ormond Street Hospital Children's Charity, we hope to meet your expectations all the time. However, we know that there may be times when we do not meet our own high standards, or our donors' expectations. We take all complaints very seriously and we treat them as an opportunity to develop. This is why we are always very grateful to hear from people who are willing to take the time to help us improve. We always thank people who contact us about their problems, concerns or worries.

If you have a complaint or suggestion for improvement, please contact us on **020 3841 3131** or email [supporter.care@gosh.org](mailto:supporter.care@gosh.org).

Please also see our complaints procedure at [gosh.org/complaints-procedure](https://gosh.org/complaints-procedure).

## Useful links

[The Health and Safety Executive](#)

[Fundraising Regulator: Code of Fundraising Practice](#)

[The Gambling Commission](#)

If fundraising outside of the UK please check your local fundraising laws and best practice guidelines.

For more ideas, tips and materials, visit: [gosh.org/fundraise-for-us](https://gosh.org/fundraise-for-us).

# PLEASE DO GET IN TOUCH

Contact the team

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

020 3841 3131

Find out more

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

E-news

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

Follow us



[GreatOrmondSt](https://www.facebook.com/GreatOrmondSt)



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



[@greatormondst](https://www.instagram.com/greatormondst)

## 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**