Your fundraising toolkit
What we have achieved so far

When HAIRraising was launched in 2010, John Frieda and the HAIRraising co-founders pledged to raise £1 million for two new neurosciences operating theatres at Great Ormond Street Hospital. Two years later, HAIRraising had reached its first major milestone, hitting the £1 million target; this wonderful achievement has only been possible because of the amazing support we have received from the hairdressing industry.

These are just some of the ways that you did it!
We launched HAIIRaising in 2010 and since that time I have seen the hairdressing industry come together in the most inspirational way to raise funds in so many different, creative and intelligent ways. The money that we have raised has helped fund important new operating theatres at Great Ormond Street Hospital, which have made a significant difference to so many children.

Thank you and congratulations to all of you who made this possible.

There is no doubt in my mind that having spent time at Great Ormond Street Hospital there is an on-going need for new facilities and I hope that you will join me reach our next million.

Best wishes,
John Frieda
Founder, HAIIRaising

What next...

HAIIRaising will now be turning our fundraising efforts towards the new Respiratory Unit, due to open in 2017. This unit sees some of the most ill patients in the hospital, from tiny babies to teenagers. This unit will provide more space for our families with the privacy that every child deserves during their treatment and better facilities for treating our patients.

Many children want the reassurance and comfort of their parents throughout their stay, and with the spacious new bedrooms with ensuite facilities parents have the room to stay with their child overnight and rest in comfort throughout the day.

HAIIRaising enables us to help more patients of Great Ormond Street Hospital.

Together, as an industry, we can do so much.
Planning your event

- Be creative – give your colleagues and clients something fun and original to get involved in. Think about the best time to hold your event and give yourself plenty of time to plan.
- Set yourself a target, and then break it down into bite-size chunks with a number of different fundraising activities.
- Check the calendar for any clashes that may affect your fundraising efforts.
- Tell us about your event and any online fundraising pages at HAIRraising@gosh.org.
- Visit www.gosh.org/HAIRraising for ideas and more information on materials available to you.

Get the word out

- Social networking websites will get your event in front of thousands of people. Also, remember to follow the HAIRraising Facebook page.
- Go online. Set up a personalised fundraising page in minutes at www.justgiving.com.
- Promote your event through HAIRraising posters in your local area.

Money, money, money

- Aim to raise at least three times as much as you spend.
- Keep expenses to a minimum and try to get items or services donated.

Offer free head massages to your clients in return for a donation.

Bake cookies or cupcakes and offer them in return for a donation.

Do something daring like dyeing your hair purple, shaving it off (consider this carefully!) in return for sponsorship.
Online fundraising

Set up a personalised fundraising page in minutes!

Use it to raise money from your Facebook friends, Twitter followers and everyone in your email address book.

- Set up a fundraising page now at www.justgiving.com. It takes less than ten minutes to set up a page and you’re ready to start fundraising.
- Personalise your page and keep adding new photos and videos of what you’re doing.
- Tell your friends, family, colleagues and clients all over the world to make a donation and help you raise more.

Keeping it safe and legal
We are so grateful to you for fundraising in aid of Great Ormond Street Hospital Children’s Charity and your safety and wellbeing is our priority. With this in mind, please follow our fundraising guidelines and ensure you adhere to all laws and health and safety guidelines when organising and holding your event.

For further guidelines and helpful information, please visit www.gosh.org/guidelines

Have a Salon ‘Swear Box’ – every time someone mentions the agreed word you add £1 to the tin.

Hold a marathon all-night opening and ask customers to donate to have their hair done ‘out of hours’.

Have a customer HAIRraising quiz, match the celebrity to the hair and ask them to pay an entry fee to participate.
From birth Hope had difficulty with breathing and she was put on to a ventilator to help her. She did eventually breathe independently, but there was clearly something wrong.

After some investigation, Hope was diagnosed with a rare condition called congenital central hypo-ventilation syndrome; this only affects around 40 children in the UK. This genetic condition means that when the patient is sleeping their brain fails to send messages to the lungs to breath. This condition can be fatal without breathing equipment.

At only six weeks old, Hope was referred to Great Ormond Street Hospital and a number of sleep studies were carried out to help monitor her breathing patterns. Hope’s breathing problems became more severe. Firstly she had her tonsils and adenoids removed to keep her airways clear and finally it was decided that she was to undergo tracheostomy surgery, meaning that an artificial opening was created into her windpipe, so air goes through the tube and bypasses her nose and mouth.

Hope stayed at Great Ormond Street Hospital for a total of 16 months where she was cared for by nurses and her mum.

Her surgery was a massive success and although Hope still requires her family to be with her when she sleeps to make sure her tracheostomy tube remains clear and the ventilation unit is working, she is visibly more energetic, constantly running about and is now thriving at primary school.
Monies return form

Once you have finished your fundraising activity, please complete and return this form to the address on the right or call 0207 239 3131 to donate by credit card.

Your details

Salon name

Your title  First name

Surname

Salon address

Postcode

Salon telephone no.

Email

We’d love to keep you up to date with all our news. Please tick this box if you are happy to hear from us by email, text or by telephone.

The charity will hold the information you give us for administration purposes. If you do not wish to receive news or appeals from the charity in the future please contact us at Supporter Services, Great Ormond Street Hospital Children’s Charity, 40 Bernard Street, London, WC1N 1LE. Donations to the charity support the work of Great Ormond Street Hospital for Children NHS Trust and research undertaken by UCL Institute of Child Health. If you would prefer to not receive information about other services which will benefit the charity or allow other charities or organisations to write to you, please tick this box. If you are happy for the charity to contact you about our appeals, events and the work of the hospital via email, please tick this box.

Amount enclosed

We recommend that you count all funds in the presence of a witness.

Signed

Date

Cheques should be made payable to Great Ormond Street Hospital Children’s Charity and can be sent to:

Hairraising
Great Ormond Street Hospital Children’s Charity
40 Bernard Street
London WC1N 1LE

Please send your donation with this form.

Please do not send cash.

If you have any queries, please email:

hairraising@gosh.org

CC/HR14/CF0814/2BRGEN

Ask your customers if they wish to add a £1.00 donation to their bill.
thank you