East & North Hertfordshire NHS Trust
Charitable Fund

support your local hospital
At the East & North Hertfordshire NHS Charitable Fund we aim to make a real positive impact on patient care within the four local hospitals we support:

- Hertford County Hospital, Hertford
- Lister Hospital, Stevenage
- QEII Hospital, Welwyn Garden City and the
- Mount Vernon Cancer Centre including the Lynda Jackson Macmillan Centre

Since the charity was founded in 1996, our charity has made a real positive impact by helping our hospitals to provide excellent care to our community, making a huge difference to patients lives. By supporting great science, excellent patient care and staff wellbeing within state-of-the-art facilities, we are helping you and your local community to live longer, healthier and fuller lives.

Meet Libbie

Isobel ran the Bupa London 10k to raise money for the Bluebell Children's ward and Children’s A&E to say thank you for the care her daughter Libbie received there when she was diagnosed with an enlarged liver and spleen. Isobel comments “The nursing staff did everything they could to help us and we wanted to give something back and help other children spending time in hospital.” The money that Isobel raised made a huge difference to the Children's Ward, helping the team to continue to provide excellent care to very sick children.

Case Study: Isobel and Libbie Danaher
Here’s how your fundraising can help

£10 could buy red cups and saucers to encourage elderly patients to drink more

£25 could buy a mirror to help patients see their newly formed stoma and teach them how to manage

£100 could buy developmental care aids for pre-term babies’ baby nests

£250 could buy small toys for MRI department’s waiting room

£770 could buy 30 heart rate monitors

£1,125 could buy two breast pumps to promote breast feeding in maternity and neonatal care

£2,000 could buy a hot cot to warm pre-term babies effectively and quickly

£4,000 could buy a saturation monitor to monitor oxygen levels in a babies’ blood

FACTBOX

Every pound you raise really does make a BIG difference!
What can I do?

We care for thousands of people across Hertfordshire. By supporting us you are helping to ensure the best hospital care is available for our patients, you, your work colleagues and friends from your local community.

Here are some fun ideas you could use or take part in to help us provide life saving and enhancing treatment for patients. Whether your event raises pennies hundreds or even thousands of pounds your donation will make an enormous difference to the care that staff at East & North Hertfordshire NHS Trust can provide.

Local school children fundraising for the Children’s ward
You could get the whole family, school or community involved if you organise a fundraiser.

You could arrange a:

**Schools & Community:**
- Activity days for toddlers
- Art exhibition
- Bounce-athon or jump-athon
- Bring your teddy to school
- Car wash
- Children’s party
- Coach trips
- Colouring competition
- Cooking competition
- Craft show
- Dog show
- Drawing competitions
- Easter bonnet contest
- Easter egg hunt
- Family swim morning at your local pool
- Fashion show
- Fete
- Food eating competition – who can eat the most
- Inter-school quiz
- Jewellery making
- Kids v parents football match
- Knitting
- Name the teddy
- Pet show
- Plant a tree
- School quiz
- Afternoon tea
- Darts or pool match at your local pub
- Dinner dance
- Dinner parties
- Pub quiz
- Themed quiz
- Wine tasting fundraiser

**Music, Dance and Lifestyle:**
- Ball (fancy dress or black tie)
- Barn Dance
- Battle of the bands
- Carol singing
- Christmas party
- Easter party
- Dance marathon
- Dinner dance
- Disco
- Fancy dress party
- Halloween party
- Jazz night
- Karaoke
- Limbo-dancing competition
- Line-dancing
- Midsummer party
- Music concert
- New years eve party
- Opera evening
- Pantomime
- Sixties/seventies/eighties night
- Talent show
- Valentines night
- Variety show
- Waltz/lambada party

**Sports, Games and Outdoors:**
- 5-a-side football
- Aerobic events
- Assault course
- Athletics race
- Badminton competition
- Balloon race
- Bike ride
- Bowling competition
- Bungee jumps
- Darts tournament
- Duck race
- Egg and spoon race
- Exercise bike race
- Expedition
- Fishing competition
- Fitness challenge
- Fun run
- Go-carting
- Golf tournament
- Gymnastics display
- Indoorgames (tiddlywinks/dominoes)
- Juggling competition
- Kite flying competition
- Mini marathon
- Paintballing
- Parachute jump
- Rounders match
- Squash tournament
- Swimming gala
- Tennis tournament
- Treasure hunt
- Tug of war
- Volley ball competition
- Walks
- Welly throwing
- Yoga

**FACTBOX**

As well as these ideas perhaps you could publish a book of recipes, short stories or poems and you can achieve two goals at once.
Do Something different!

Teenager Laura Benson from Stevenage took a huge leap for East & North Hertfordshire’s sick children.

The hospital volunteer joined in the Charitable Fund’s twice a year skydive, choosing to raise money for specialist equipment for the Lister Hospital’s Children’s Ward where she was a patient when she was younger.

She said:
I’ve been working with the young children in the ward and have seen how they cope with their physical or mental disability, or underlying condition.

By raising this money more equipment can be bought to give children a better start in life. I also spent a lot of the first few years of my life in the Children’s Ward along with my sister so I want to give something back.

FACTBOX

Contact the fundraising team to find out about the variety of fun challenge events available!
Your business could also play a vital role in the effort to make our hospitals among the country’s best.

As well as helping us achieve our goals, fundraising days can help unite your team and create a sense of achievement. Together we can help make a big difference to people’s lives. We are able to turn your pledge of support into a targeted campaign, whether it’s to improve cancer treatment, buy specialist equipment for the Children’s Ward or fund the Paul Strickland Scanner Centre.

Over 70 staff at MBDA took part in a 5k Fun Run, and raised £4,800 to buy four saturation monitors for the Special Care Baby Unit.

Our partnership team can help your business achieve its goals and that ensure your company is remembered for the fantastic support you have given to East & North Hertfordshire NHS Trust.
Case studies

Super fundraiser Betsy Tuffrey

Super fundraiser Betsy Tuffrey ran the London Marathon and raised over £1,500 in memory of her father’s partner, Christine Holder who passed away after an immensely brave battle with cancer.

Christine was treated at The Forster Suite at Lister Hospital and she told her family she was very grateful for all the support they had given her on the small ward.

After Betsy finished the 26.2 mile race in a fantastic 5 hours and 48 minutes, she visited The Forster Suite and met staff who had been involved in Christine’s care, including Julie Johnson, Senior Sister Nurse and Liz Lees, Lead Nurse. (pictured above). Her sponsorship money will support their efforts to treat and care for cancer patients.

Her father Neal said: “I am very proud of my daughter’s achievement - It’s a great cause for a marvellous team providing excellent care and support for cancer sufferers.”
**Camilla’s Christmas Party**

After Camilla Hamilton’s son George was born more than ten weeks early in January 2008, he spent five weeks in the Lister Hospital’s Special Care Baby Unit.

Camilla was so impressed by the dedicated care our staff gave to her son that she was inspired to raise money to help support the unit’s work.

Camilla’s ‘Babies First Christmas Party’ and Santa’s Little Helpers initiatives have raised over £30,000 since December 2009. This has enabled us to buy important equipment, including a Transcutaneous Oxygen and Carbon Dioxide monitor to measure vital oxygen levels in the blood of premature babies, and a Respiration Monitor for the Children’s Ward.

Camilla said: “With the help of mums from our Special Care Babies Support Group, I am confident that we can continue and grow. We hope to help future sick children and at the same time demonstrate our profound gratitude to staff who went out of their way to help our children, and us, at our time of need.”

Camilla raised £4,000 of this total by organising a special re-union for 120 sets of parents whose babies have been cared for in our Special Care Baby Unit, a fantastic example of community fundraising.

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**The Noah and Gabriel Nightingale Fund**

Joanne and David Gray set up the Noah & Gabriel Nightingale Fund in memory of their twin boys who were born prematurely at the Lister Hospital’s Special Care Baby Unit.

The couple found the excellent level of care and ongoing support since the death of their twins compelled them to set up a memorial fund.

The couple, their friends and family have raised more than £11,000 for the unit through fun runs, 10,000ft skydives and other events, enabling the unit to buy two special Sipap Machines to help support babies’ breathing. Joanne and David were thrilled when their third son Mylo was born in 2010.
Fundraising Guidelines

Fundraising guidelines
We are so grateful to you for fundraising for East & North Hertfordshire NHS Charitable Fund 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.

Raffles/lotteries
Small raffles can be held as part of a larger event. The ticket sales and announcing of the results must be held during the event. No more than £500 can be spent on buying prizes and no cash prizes can be given. All tickets should be sold at the same price and no discounts are allowed on bulk buys (for example, five for the price of four). Please note that tickets should not be bought or sold by young people under 16.

There are strict and complex laws relating to raffles and lotteries which do not fall into this category. Full guidelines on raffles and lotteries are available from your local authority or the Gaming Board; these must be followed in full. For details please visit www.gamblingcommission.gov.uk for more information.

Events
Please consider the following guidelines as you plan for your event:
• Ensure that your event is organised efficiently and safely
• Conduct a risk assessment to ensure that you have the proper plans for the safety of participants. The Health and Safety Executive has further information on how to do this on their website (www.hse.gov.uk). Make sure you have a copy of this on the day of your event.
• Ensure that your event is properly and adequately supervised. Where children are involved, this should include:
  • providing proper adult supervision
  • checking that the child’s parents/guardians have given permission for their child to take part
  • carrying out appropriate background checks if adults are to have unsupervised access to children.
• Consider what insurance cover you need for your event. East & North Hertfordshire NHS Charitable Fund cannot accept any responsibility for your event nor for anyone who participates in it.
• Check whether you need any special licences, eg a public entertainment licence or a licence to sell alcohol. Your local council will be able to help you with this.
• Always have two people present to count any money raised.
Public collections
All street collections or collections on public property will need to be registered with the local authority and we will need to see a copy of this licence before issuing you with collection boxes or buckets.

Young people under the age of 16 (or 18 in London) are not permitted to collect money in public collections.

Please note that we do not authorise door-to-door collections.

Expenses
Some events require a little bit of expenditure. Make sure that you are aiming to raise at least three times as much as you need to spend, for example if you spend £100 you should aim to raise a minimum of £300. If you think your event expenditure will fall outside of these guidelines please review your expenses or call the Fundraising Team for advice.

Gift Aid
Please ask donors/sponsors to sign a Gift Aid declaration or tick the relevant box on your sponsor form (both of these are available in your pack). This enables us (and higher rate taxpayers) to claim tax back from the government and increases the overall benefit to the charity significantly.

Fundraising materials and publicity
If you are creating your own publicity materials please make it clear that you are fundraising “in aid of East & North Hertfordshire NHS Charitable Fund”. Suggested wording for this would be “(Name of your event) raising funds in aid of East & North Hertfordshire NHS Charitable Fund. Please ensure that you have permission to use any images or text; although some material is available without copyright restrictions on the internet, don’t assume that all materials are copyright free.

Company approaches
Always remember that local businesses are often happy to help with fundraising events in their area. If you are approaching any national or international companies for sponsorship, prizes, or auction items then please let us know as we may already be in contact with them which could affect your request.

Are you a company raising money for East & North Hertfordshire NHS Charitable Fund?

If you are hoping to sell goods, services or run promotions using our logo or our name please contact our Corporate Fundraisers for further information on: 01438 781682

Sending in your donation
All funds collected should be sent to the charity within six weeks of collection. Please see our monies return form to find out how to pay funds into the charity.

Thank you for your support and good luck with your fundraising!
Help us make your local hospital even better by choosing a cause close to your heart and an activity that you think would be fun to do.

Setting up a free fundraising website will help you publicise your extraordinary efforts and collect the generous donations you receive. JustGiving (www.justgiving.com) is really simple to use and your supporters can pledge a secure online donation, including additional Gift Aid within minutes.

As well as your friends and colleagues your local newspaper will also be interested in your big-hearted gesture. It's always helpful to have a target in mind to tell people how much you would like to raise. Coverage in your local newspaper can really help boost the amount you raise and may inspire others to do the same – a bit of persistence can go a long way.

Draft an email explaining who you are, what you are doing, when and why. Then call the editorial office a month before your event and ask who would be the best person to contact, this may be a news editor or dedicated reporter for your area. Call the newspaper again a week before your event to remind them about the fantastic cause you are raising money for and the plans you have. If the staff cannot make it, be sure you send them a post-event update with photographs saying how much was raised, ideally within a week of your event.

Social networking websites such as Facebook and Twitter are also a great way of promoting your fundraising and increasing your donations!

Don’t do it alone, get everyone involved - friends, family, colleagues, classmates and neighbours etc....For more information please call the fundraising team to find out just how easy it is to get started!

Good Luck!

Tel: 01438 781682  Email: fundraising.enh-tr@nhs.net
Website: www.enherts-tr.nhs.uk

FACTBOX
Promote your event and raise extra money by having: Collection buckets, Posters, Leaflets and Sponsorship Forms which are available from the Fundraising team.