



Your fundraising guide

**Thank you for
choosing to
fundraise for
brighterway.**

We have created this easy guide to help you make your fundraising effort a success. As well as top tips for event planning and promotion, this guide is jam packed with information, including how to fundraise online, how to keep it safe and legal, and lots of fundraising ideas to jump start your imagination.

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This guide is designed to help anyone who wants to fundraise for brighterway, whether you are a member of the public, a patient, a family member, carer or a Southern Health employee.

If you are a member of staff and would like to find out more about creating a fundraising project, please refer to the bright ideas guide available on [the Southern Health staff intranet](#).

About brighterway.

brighterway is the charity for Southern Health NHS Foundation Trust, your local community health provider.

We're here to enable the people cared for by Southern Health to lead a brighter life, no matter what they are going through.

We do this by fundraising and grant making for projects which improve people's wellbeing; aid their recovery and help prevent them from becoming unwell.

About Southern Health.

Southern Health provides community health, mental health and learning disability services for people across Hampshire and parts of Oxfordshire.

It is one of the largest providers of these kinds of services in the UK. The Trust employs more than 8,000 staff who work from over 200 sites serving a population of around 1.3 million people.

Why fundraise for brighterway?

From sports activities to social clubs, art projects to gardening groups, we fund projects that help people get their life back again.

We only fund things that the NHS can't fund, which means every penny you donate, every cake you bake, every hour you give and every action you take, give people the chance to get more out of life.

Together, we can do more to make the people and places you care about happier and healthier. Help us brighten someone's life today.

Top five fundraising tips.

1.

Tell us about it!

Make sure you [tell us about your event](#) or activity so we can share it with our supporters. Also, don't forget send in your photos and a few words about your event or activity so we inspire others with your fundraising story.

2.

Your fundraising goal

Whether you're fundraising for the brighterway general fund or for one of our targeted appeals, it's good to have a fundraising target in mind. This will give you something to aim towards.

3.

What's your budget?

You may need to spend a little cash on things like promotional materials, catering, transportation and venue hire, etc. You can deduct expenses from your fundraising total, but make sure the amount you spend is reasonable in relation to what you are aiming to fundraise.

4.

Preparation

Before the big day you need to figure out the basics. Where will it be? Who will be helping you? Will food be served? Will there be entertainment? What is the itinerary for the event?

Put together an event plan so that you and everyone involved know what's happening and what needs to be done.

5.

Promote your event

There are plenty of ways to promote your event – you can create posters, post on social media, send a group email, send printed invitations and even contact the local media. Templates for these, and more, are available to download from our website.

For more top tips, contact the brighterway team by emailing charity@southernhealth.nhs.uk or calling 023 8087 4086.

Fundraising ideas.

Here are just a few ideas to get your fundraising imaginations going. Some of you may want to hold an event in your community, at work with colleagues or clients, or with friends and family - we've got ideas for every occasion!

with friends and family

Family fun day	Sponsored silence
Dinner party	Sponsored head
Fancy dress day	shave
Quiz night	

in your community

Car boot sale	Fun run
Christmas carol concert	Talent contest
Coffee morning	Charity gig

at work

Cake bake	Fun run
Car washing	Raffle
Dress up/down day	Payroll giving
Five-a-side football	

with clients

Golf day	World record attempt
Clay pigeon shooting	
Cricket day	
Auction	

Easy fundraising at work, at school and at home

Sometimes, life gets too busy and leaves little time for things like fundraising. So if you're strapped for time, why not take advantage of these easy and simple fundraising ideas which can be done both at work and at home, getting everyone in the fundraising spirit.

Penalty jar

If your language occasionally slips or you have an irritating habit, start popping a quid in the jar every time you stray out of line. Get your colleagues, friends and family members to take part too.

Small change challenge

Fed up of your purse being full of coins? Why not take part in the small change challenge. Regularly empty your loose change into a jar and see how much you can raise by the end of the month.

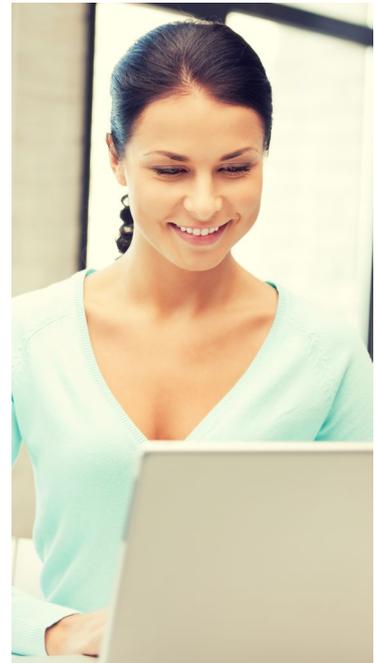
Fundraising online.

Fundraising online is a fast, easy and safe alternative to face-to-face fundraising. At brighterway, we use JustGiving as our online fundraising platform.

Simply visit our JustGiving page and click 'fundraise for us'. This will allow you to set up your very own fundraising page, through which you can tell your fundraising story with text, photos and videos to inspire people to give generously.

Friends can support you whenever and wherever, by donating securely on JustGiving, through Facebook or by text message.

Visit www.justgiving.com/brighterway to get started.



How to pay in

If you have collected cash, there are three easy ways to send in your fundraised money.

Pay it in online

Visit www.justgiving.com/brighterway and donate your fundraised money to the project you are supporting, or to the brighterway general fund.

Send a cheque

Please make cheques payable to 'Southern Health NHS Foundation Trust Charitable Fund' and send with a covering note detailing who you are and why you have chosen to fundraise to the brighterway team at:

**Cashiers Office, Southern Health NHS Foundation Trust
The Maples, Tatchbury Mount, Calmore, Southampton SO40 2RZ**

Collected cash?

If you've collected cash, contact us by calling 023 8087 4268 or emailing charity@southernhealth.nhs.uk, and we'll send you a paying in slip.

If you are a member of Southern Health staff, you can download a paying in slip from the staff intranet.

Keep it safe and legal.

Before you start fundraising, we want to help you stay safe and keep it legal. Here are a few rules and regulations to be mindful of when fundraising on behalf of brighterway:

Licenses

public places

If you would like to fundraise in a public place, such as in the street, you will need to seek a Street Collection Licence from the local authority.

private property

To collect donations on private property, such as a supermarket, a pub or a train station, you need the permission of the owner or store/station manager.

house to house

If you are planning to go collecting from one place to the next (including business premises like pubs as well as houses) you will need to apply for a licence from the local authority.

raffle or lottery

To hold a lottery or raffle you will need a Lotteries Licence unless the raffle is held at a one-off event like a dinner or dance. In this case, tickets can only be sold during the event and the result must be drawn at the event.

Your safety

Make sure that you do a risk assessment before holding a fundraising event to make sure that risks are eliminated or minimised for yourself, your helpers and your participants.

Be aware of your personal security if you're carrying money with you by having someone else with you.

Further information

For more information about fundraising legalities and staying safe, please contact the brighterway team on 023 8087 4268 or email charity@southernhealth.nhs.uk.

Alternatively visit: www.institute-of-fundraising.org.uk



Tell us

If you're thinking of planning a fundraising event, , [please tell us](#) so we can shout about what you're doing and answer any questions you have about fundraising safely.

Call 023 8087 4268 or email charity@southernhealth.nhs.uk