

# Let's have FUN Fundraising

SaTH Charity Fundraising Pack



SaTH Charity the official charity of The  
Shrewsbury and Telford Hospital NHS Trust





## Welcome!

This is the start of your journey and we are excited to have you aboard.

# Our Supporters are **Amazing**

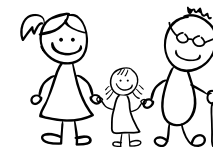
We saw  
1,000, 000  
patients in our  
hospitals in  
2020/2021

You are now part of our team of supporters who have ran, swam, baked, trekked, knitted as well as many others challenges to raise money for SaTH Charity. This handy go-to pack tells you everything you need to know to get you started on your fundraising journey.

Keep us up to date as we love to see and share your stories. Follow us on Facebook and Twitter and don't forget to tag us – we are a community, and if you need anything we are just a phone call away on 01743 261 446, or pop us an email on [sath.charity@nhs.net](mailto:sath.charity@nhs.net).

Good luck – and remember to have fun!

Thank you for taking your time to help our patients and staff.





# You can make a difference

If a loved one was in hospital, you would want the very best for them. This is why SaTH Charity exist, we are here to offer the support to go above and beyond.

Your help can allow us to make hospital feel more like home. Whether is it dementia-friendly clocks for patients experiencing confusion, sensory equipment to offer calm to a distressed child, or a LED skylight in a room designated for End of Life Care, this wouldn't be possible without your amazing fundraising efforts.

**Sophie Morris raised £750** by shaving her head. Her mum Lisa said "As a family we have received lots of support throughout lockdown as my mum was diagnosed with terminal lung cancer. We've been truly grateful."



# Choosing a Cause

**By raising money for SaTH Charity you are raising money for all patients. Our hospitals look after patients young and old, with life-threatening illness or an illness that restricts their life. People come to us poorly and they leave us well. Our Charity is for everyone. [Click here to view a list of funds.](#)**

Mary, Tara and Gina's story:

All three women were under the age of 36 when they were diagnosed with breast cancer. One of the options available for patients undergoing chemotherapy is to wear a 'cold-cap' which is a piece of equipment that cools and constricts blood vessels to the scalp reducing blood flow meaning less of the chemotherapy medication can get to hair follicles, thus reducing hair loss.

Mary, Tara and Gina all used the cold-cap during their treatment and realised it was only an option for a few people due to availability. Together they started to fundraising to raise money to buy another cold-cap for our Chemotherapy Day Centre.

Tina said "Scalp cooling isn't guaranteed to save your hair, but can provide such a beacon of hope when you're about to start your treatment. I hadn't really considered that availability of the machines is limited before I had my own treatment."

Together they raised over £2000.



# Let's Get Started

**1. Get in touch** with us on [sath.charity@nhs.net](mailto:sath.charity@nhs.net) to let us know you are fundraising.

## **2. Choose your challenge**

There is no challenge too big or too small.

If you haven't decided on a challenge yet and want some ideas, click [here](#) to see our A-Z of fundraising ideas.

## **3. Plan your event**

There are many things to consider when organising fundraising events, so we have put together a guide to help guide to help you with things you need to think about before your event, and what you'll need to do once your event has finished.

<https://www.sath.nhs.uk/about-us/charity/plan-your-fundraising/>

## **Gift Aid**

By encouraging your donors to allow gift aid, you can drastically increase the amount you fundraise.

Donors must pay an amount of income tax and/or capital gains tax to be eligible, at least equal to the tax that the charity reclaims on your donations in the tax year but it will add a whopping 25% extra on their donation and cost them nothing.

## **4. Go Online**

An online page is the easiest way to promote what you are doing. They can be set up in minutes, are easily shared on social media, and they also take much of the effort from you leaving time for you to focus on other things.

We use Just Giving and, whilst there is a small fee involved, on average they increase the volume of donations, and make it easier for people to offer gift aid, thus making them good for our charity.

Click [here](#) to start your fundraising page:  
<https://www.justgiving.com/sath>



# Get Promoting

**The more you talk about what you are doing and why, the more you will raise.**

## Social Media

Social media is your best friend when it comes to promoting your challenge – Facebook, Twitter, Instagram, Snapchat are all a great way to let people know what you are doing.

To get the most out of social media, use fun and engaging photos or videos – they will get more interaction than plain posts, add a link to your fundraising page in the post or in your bio, and remind them why you are fundraising. Think of your wider network – could you share a post in a group? Lastly, ask for retweet – those who can't donate are usually happy to share. Remember to tag us in your posts so we can share with our followers.

## Local newspapers and radio

Newspapers are usually happy to share stories, the key is to make it easy for them. Click [here](#) to download a press release template and add your own photos – once you have sent the release over to them, follow up to make sure they have received it. Newspapers will also share some of their stories on their social media so keep an eye out. Twitter is often a good place to contact radio host to see if they would be interested in covering your story.

## Emails

If you are someone with a business or a lot of contacts, adding an email signature with a link to your fundraising page, or sending out an email with your ask could prove worthwhile.

## Resources

If you need t-shirts, collection buckets, or posters email [sath.charity@nhs.net](mailto:sath.charity@nhs.net) and we can help.

## Tips

Use an eyecatching image.

Write who you are fundraising for and why.

Remember to link to your fundraising page in your press release and social media post or bio.



# Your Fundraising and Donations could pay for...

**£10** An End of Life Care Box for relatives, or carers, at a difficult time

**£100** Items to support a patient struggling with Dementia

**£1000** A chair bed for a relative to stay overnight and support a child or a loved one

**£50** A bespoke counseling session for someone just diagnosed with a terminal illness

**£250** A TV for a ward area, or for patients who are in a side room on their own

**£2500** An interactive sensory trolley to stimulate and engage children with learning difficulties



# Checklist

## To do

- ☐ Email SaTH Charity to let them know you are planning a fundraiser
- ☐ Choose your challenge
- ☐ Choose a fund to support
- ☐ Set up your fundraising page
- ☐ Post on your social media pages
- ☐ Write press release
- ☐ Contact local radio
- ☐ Send out an email
- ☐ Order t-shirts and collection buckets if required
- ☐ Stay safe and complete your challenge
- ☐ Pay in any offline donations
- ☐ Sit back, relax and be proud of what you have achieved





# We are your biggest supporters

We want to help you on your fundraising journey and are here to guide and support you.

Get in touch with any questions and tag us on social media

Facebook.com/ShrewsburyandTelfordHospitalCharity

Twitter.com./sathcharity

Instagram.com/sathnhs

T: 01743 492256

E: sath.charity@nhs.net



**The Shrewsbury and  
Telford Hospital**  
NHS Trust



The Shrewsbury and Telford Hospital NHS Trust  
Mytton Oak Road  
Shrewsbury  
Shropshire  
SY3 8XQ

SaTH Charity is a Registered Charity No: 1107883