

Hello!

Make a difference today



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Charity number 1048297

Photo on the front cover shows a patient with a piece of sensory equipment, made possible through fundraising.

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all the money, it's really important that you pay it in as soon as possible.

There are several easy ways to do this - just choose the one which suits you best.



Welcome

Thank you for your interest – we hope this pack inspires you to support Milton Keynes Hospital Charity.

By fundraising for us, you are helping make a real and lasting difference to local people in need. Milton Keynes Hospital Charity raises funds for specific, tangible items directly supporting the work of Milton Keynes Hospital.

NHS funding will only go so far, so public donations have a tremendously positive effect – funding state-of-the-art equipment, refurbishments of wards and other items that enhance the stay of patients and their families. We're not replacing NHS funding but adding value to the amazing work our staff do at the hospital.

We hope you find this booklet useful. Enclosed are hints, tips and more information about how your money will help the community.

So why not make a difference today?

Get in touch

Please let us know how your fundraising is going. Don't forget – our fundraising team is here to help with any advice, support or information you need to ensure your event or activity is successful. If there is anything that we can help with, please drop us a line.

How you can help

Here's how the money you raise can help make a difference to patients and visitors at Milton Keynes Hospital.

Any amount you give will be greatly received by our staff and patients – and don't forget – you can raise funds for any ward or department.

£20

Could fund breastfeeding pillows for new mums or mums staying on our neonatal unit to make them more comfortable

£50

Could fund play equipment for children and young patients staying with us ①

£100

Could fund chairs to make patients and visitors more comfortable in waiting areas

£500

Could fund a specialist cardiac monitor more advanced than standard and designed to accurately record heart rhythms ②

£1000

Could fund a crash trolley for A&E that helps emergency teams reach resuscitation equipment quickly and easily ③

£5000

Could fund a phototherapy unit, providing special lights to help babies with jaundice ④



1



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Great fundraising ideas

There are lots of ways you can support Milton Keynes Hospital Charity – from challenging runs to themed nights.

It doesn't matter how you do it – just have fun!

Organise a cake sale with friends, family or colleagues and raise funds for our charity, like Robyn. ❶

Hold a raffle. Ask a company for a donated item and then raffle it for £1 a ticket to colleagues, friends or family.

Organise an event. It could be a golf day or quiz night. Go with what you're interested in like Julia, Jane and Nicky and their Zumba Day! ❷

Charity of the Year. You could ask your company, school or group to adopt us as their charity of the year.

Give it up. Get sponsored to lose weight, shave your head or stop swearing!

Go for a **themed event night**, whether it's a Vegas night, a fashion show or pamper evening.

Why not **hold a collection** for us at your School's harvest festival or nativity? Or how about a fundraising dress down day?

For the truly brave, get in touch if you could **do a 10,000ft tandem skydive**, like Joe and his friends! ❸

Why not get involved with a **sponsored run, walk, swim or trek** either on your own or as part of a team. Challenge yourself like Lee in the Tough Mudder Race! ❹

What can I do?

There are many ways you can get involved and make a difference through fundraising.

For further information on any of these activities please contact the team.

Get your company involved

You could nominate us as your Charity of the Year or persuade your colleagues to do a one-off event for us. Cake bakes, sweepstakes, swearboxes or job swaps are all great ways of encouraging others to get involved.

Make a donation

You can make a one-off donation to Milton Keynes Hospital Charity. Regular giving is also important, as it helps us plan more effectively. To make a one-off or regular donation please visit www.justgiving.com/mkhcharity or download a donation form from our website; www.mkhospital.nhs.uk

As an individual or part of a group

From cake sales to sponsored runs, gala balls to beard-dyeing, people do all kinds of activities to raise money for us - why not get friends involved and take on a challenge or organise an event?

Get your school on board

Schools can get involved in many ways - in the past we've benefitted from fashion shows, cake sales and collections at school nativities. We're happy to visit your school to talk about the hospital and any ideas that you may have.

Giving in memory

Many people ask for donations in lieu of flowers in memory of a loved one. Your funeral director will be able to advise on how best to go about this, we can also provide donation envelopes. Or you could take up a challenge in memory of a friend or family member, such as a sponsored walk or run.

Consider leaving a gift in your Will

Legacies are a great way of making a difference for the future, so please do think of us in your Will. Contact your solicitor for suggested Will wording and further information.

Volunteer your time

Your skills and time can be just as valuable as your money. Could you support our runners and be part of a cheering squad? Distribute our fundraising materials to local supporters or attend cheque presentations on behalf of the charity? Then contact us for more information.

And finally...

Good luck with reaching your fundraising target! Remember – let us know if you need any support.

Top tips

When you're planning an event, Think about your hobbies, friends and colleagues.

An event or activity that links to your existing lifestyle will be easier to manage and promote.

Generating publicity for your event

Why not contact the local papers or radio station to tell them about your fundraising event? They often like covering feel-good stories about members of the local community.

Make a note of the basic details and what makes it so newsworthy and always tell them that the funds raised will be donated to Milton Keynes Hospital Charity. This means that we get some valuable publicity, too!

You can post information up on social networking sites, or design a poster – please get in touch with us if you'd like to use any of our logos.

Holding a raffle or auction

Local businesses - theatres, restaurants, cinemas, the local football club etc. could support you by donating prizes for a raffle. If you're planning to sell the tickets and make the draw during your event, you will not need a licence, all you need are some cloakroom tickets and you're ready to go! However, if you are planning to sell the tickets over a period of time or to a wider group of people, you may need a licence. Please check with us first.

Safety and the law

Please make sure your fundraising activities are legal and safe by undertaking your own risk assessment. Also ensure you have any relevant insurance and that all necessary licences and permits have been obtained.

If you'd like more information, our contact details can be found on page 2.

Online Giving

A quick and easy way to raise sponsorship! You can find us on Just Giving, Virgin Money Giving

or Local Giving, where you can set up your own fundraising page for free. Just search for Milton Keynes Hospital Charity when you're setting it up.

Pass your personalised online giving web address on to all your friends and they can sponsor you instantly and securely over the internet.

Don't forget - please put the area you're fundraising for on your page, so we can allocate it to the right ward, department or appeal.

Gift Aid it!

Increase your donation by signing up to Gift Aid. This will make each £1 you raise worth 25p more. You'll find details of how to do this in the sponsorship and donation forms.

Match giving from your company

Why not ask your company if they can match your fundraising? Many companies match £ for £ donations made by their employees to registered charities. This is a tax efficient way for your company to support your efforts and a fantastic way of increasing your sponsorship.

Paying in your money

When you've finished your fundraising and you've collected all the money, it's really important that you pay it in as soon as possible.

There are several easy ways to do this - just choose the one which suits you best.

By post

Send a cheque (payable to 'Milton Keynes Hospital') to the address at the front of this pack.

Please include a cover letter or a note with your full name and address. Please also remember to clearly state which ward, department or appeal you are fundraising for - so we can allocate your money to the right fund.

By card over the phone

Call us on 01908 997 316 (Monday to Friday) to donate securely by credit or debit card.

By direct bank transfer

Please contact the fundraising team and we'll send you the details. After you've paid in all the money you've raised, we'll send you a thank you letter. If you would like a certificate to share with everyone involved let us know.

Need some help?

Feel free to email us if you would like any further information or wish to talk through our donation options – fundraising@mkuh.nhs.uk

