



BRISTOL

# YOUR GUIDE TO FUNDRAISING



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Company No: 4358512

**Ronald McDonald House Bristol, Royal Fort Road, Bristol, BS2 8DH**

**THANK YOU**  
FOR CHOOSING  
TO FUNDRAISE  
FOR RMHB

**We can't thank you enough for choosing to support our house and families in need!**

**Illness doesn't discriminate and anyone can find themselves with a sick child. Having a child in hospital affects every aspect of your life and becomes your main priority. But that's where we step in to offer a supportive place to stay and alleviate some of the inevitable stress and financial strain. Families don't know how long they will need to stay in our house but it could be a matter of months or years and not just days or weeks. Unfortunately there is a great need for our services and we are always full, but thanks to you and your incredible efforts, we will be able to continue helping families through this turbulent time.**

Whatever your reasons for supporting RMHB, you can rest assured that every penny you raise will help support a family in need.

**We are here for you every step of the way along your fundraising journey and can't wait to see what you do!**



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Paying in your fundraising

In this guide you will find plenty of advice, information and ideas to succeed in your fundraising. With so many possibilities for fundraising, we hope this will inspire you to try something new and different.

# ABOUT RONALD MCDONALD HOUSE BRISTOL

On this page you will find useful information to help you explain what it is we do while you're fundraising for us.

## Supporting Local

Ronald McDonald House Bristol is an independent charity that provides free accommodation and support to families of critically ill children receiving care at the Bristol Royal Hospital for Children.

We have to raise all of our annual running costs, averaging at £270,000, through donations, fundraising events and the support of wonderful people like you!

## Supporting Family

Family is at the heart of what we do. Our aim is to keep families together during this incredibly stressful time, giving them one less thing to worry about. The Bristol Royal Hospital for Children serves the entire South West meaning that many **families have to travel far and can't possibly commute daily from home. Often families arrive in Bristol in a hurry and have nothing but the clothes on their back.** We like to offer them the homely comforts they deserve like fresh towels, toiletries and a place to make a home cooked meal.

**We like to think of our house as a 'home away from home', providing a space for families to seek respite after a stressful day.**

Our house is located just a 5 minute walk away from the Bristol Royal Hospital for Children, allowing parents to be close to their children at all times. The house comprises of twenty-one ensuite bedrooms, three fully equipped kitchens, a dining room, laundry room, a large lounge and a beautifully landscaped garden.

**"As parents we forget to prioritise our own basic needs of food, shelter and rest, to care for our babies at a detriment to ourselves and our family. This is when RMHB step in and provide the lifeline to parents to gain clarity and fight another day for their child!"**

RMHB Mum

8,000 FAMILIES  
AND COUNTING

Have stayed at RMHB

OPEN 365 DAYS  
A YEAR

£35 WOULD PAY  
FOR 1 FAMILY TO  
STAY FOR 1 NIGHT

HOME AWAY  
FROM HOME FOR  
21 FAMILIES AT A  
TIME

# FUNDRAISING IDEAS

With so many ways to get fundraising it's hard to know where to start! From traditional to wacky, over the years we have seen an amazing range of fundraising activities.

Here are just a few to get you started!

## IN YOUR COMMUNITY

- Ask friends and family to donate instead of birthday gifts
- Hold a coffee morning or open house event
- Set up a raffle and ask local businesses for prizes
- Clear out your cupboards and hold a car boot or jumble sale
- Get festive and go out carolling



## AT WORK

- Have a dress down or Christmas jumper day for a donation
- Set up a late tin or swear jar
- Ask your employer whether they offer match funding
- Organise an office tournament or get a team together to take on an endurance event like a mud or colour run



## AT SCHOOL

- Ask permission to hold a non-uniform day where pupils donate to participate
- Organise a lunch time or after school bake sale
- Put on a talent show or battle of the bands
- Set up a competition like how many sweets in the jar or guess the name of the teddy

We also have some great templates for schools for Sponsored Silences, Spelling Competitions and a Wordsearch. These are available to download from the website.





# FUNDRAISING A—Z

A	Auction, abseil, art exhibition, afternoon tea	N	Non-uniform day, netball competition, name the bear
B	Bake sale, bungee, beard shave, black tie ball, battle of the bands, bingo	O	Open mic, open house, office Olympics, obstacle course
C	Car wash, car boot sale, concert, clothes swap, cycle, comedy night, colour run	P	Picnic party, pj day, pub quiz, ping pong tournament
D	Disco, dance marathon, dog walk, dress down day	Q	Quiz, quit smoking
E	Easter egg hunt, egg and spoon race	R	Raffle, raft race, rugby match
F	Fashion show, festival, face painting, fancy dress, fishing competition, football match	S	Supermarket bag pack, sponsored silence, sky dive, swimming, sports day
G	Gala dinner, garden party, garage sale, golf day, games night	T	Trek, tennis match, talent competition, tug-o-war, tuck shop, target practice
H	Halloween party, head shave, hockey match, how many in the jar	U	Unusual hat day, unwanted gift sale
I	<b>Ice skating, It's a knockout, international evening</b>	V	Vintage clothes sale, variety show
J	Jumble sale, joke-a-thon, jazz night, joker	W	Wig day, wine tasting, welly throwing, waxing event, walk
K	Karaoke night, kick a bad habit, karate tournament, kayak race	X	X-mas jumper day, x-mas carols
L	Lottery, lunch party, line dancing, lucky number, lollipop roulette	Y	Year of loose change, yoga-thon
M	Masquerade, marathon, magic show, murder mystery night, mud run	Z	Zumba-thon, zip wire

# HOMEMADE FUNDRAISING GAMES

Whether in your school, office, village fete or anywhere else you can think of!  
These fundraising games are quick, easy and cheap to make!

## TARGET PRACTICE

Easy to make using a golf set and a card board box. Cut out a few holes in one side of the box (different number depending on the size of the box) and make them different sizes. Label one hole 'win' and the others 'lose'. Give people one go, If they get it in the 'win' hole, they win a prize!

Alternatively, if you don't have a golf set, you could use paper cups and a ball attached to a board and prop it up on a surface or against a wall. Again label the cups 'win' or 'lose' and give people three balls per go.

You could charge people £1 a go and they could win a bag of sweets or bar of chocolate.



## LOLLIPOP ROULETTE

Colour the ends of lollipops various colours, we suggest a maximum of 3 different colours with a different number of each colour. Put the lollipops in a stand or bucket so they can't see the sticks. Get people to choose a lollipop out of the bucket, what colour stick they get decides how much they pay!

It is a good idea to include one lollipop colour as a free lollipop to entice people to play your game.

An example of prices could be: Free, 50p & £1.



## THE JOKER

Lay out a deck of cards (or portion of one depending on how difficult you'd like to make it) face down, including one joker. Get people to pay for a go and if they find the joker, they win the prize!

You could have multiple prizes and re-shuffle the cards after each joker is found or one big prize.

Set the cost to reflect the prize but we suggest a minimum of 50p and nothing more than £2 (unless you have a really big prize).

# DOWNLOADABLE FUNDRAISING GAMES

These games are all easy to arrange with downloadable templates from the website!

Pot luck guessing games to suit any occasion!

## GUESS THE NAME OF THE BEAR

Great activity for in-school fundraising or at a community event.

- Pre-select the winning name (with a back up just in case)
- Simply get people to choose a name and write their's in the box next to it
- Once all the spaces are filled (or at the end of a time limit) reveal the winner

## HOW MANY SWEETS IN THE JAR

Great activity for in-school fundraising, at a community event or at the office (for those with a sweet tooth!).

- Don't forget to write down the correct answer somewhere secret
- Simply get people to write their name and guess in the grid
- Once all the spaces are filled (or at the end of a time limit), the closest answer wins the jar

## WHAT'S YOUR LUCKY NUMBER

A good one for adults and children alike! Try this one in your office with a bottle of champagne as the prize.

- Pre-select the winning number (with a back up just in case)
- Simply get people to select a number and write their name next to it
- Once all the spaces are filled (or at the end of a time limit) reveal the winner

At a public event  
**it's a good idea**  
to get a contact  
number too just  
in case!

Either head to the  
website or ask a  
member of the  
fundraising team for  
these print at home  
games.

Suggested fees:  
50p  
£1  
or  
£2

**"It was really hard when my little brother was poorly because I wasn't with my family.**

When I went to the Ronald McDonald house **we could all be together. It is a great place."**

RMHB Sibling



# FREE DONATING

Did you know that you can donate at NO charge to yourself?

**Use the below 3 quick and simple methods to raise vital funds. Don't forget to tell your friends!**

## EASYFUNDRAISING

With Easyfundraising you can raise vital funds for families in need just by doing your weekly shop, treating yourself or booking that holiday!

- Log on to Easyfundraising or download the free app and select RMHB as your cause.
- Once set up browse the hundreds of shops and make your purchases as normal.
- The retailer will then donate to us a percentage of the sale averaging at about 5%!

[EASYFUNDRAISING.CO.UK](http://EASYFUNDRAISING.CO.UK)

## COOP CAUSES

If you are a member of the Co-op you can nominate your chosen cause to donate 1% everytime you shop!

- Log in to your co-op account and choose RMHB as your cause.
- Everytime you buy selected own brand products, the co-op will donate 1% on your behalf!

[COOP.CO.UK/MEMBERSHIP](http://COOP.CO.UK/MEMBERSHIP)

## AMAZON SMILE

Amazon Smile allows all Amazon customers to donate 0.5% every time they shop on Amazon!

- Log in to your Amazon account and choose RMHB as your cause.
- Every time you shop on Amazon remember to use [smile.amazon.co.uk](http://smile.amazon.co.uk) and Amazon will donate 0.5% on your behalf!

[SMILE.AMAZON.CO.UK](http://SMILE.AMAZON.CO.UK)

## OTHER WAYS TO GIVE

Any donation big or small goes towards helping families in need. We are a non-profit organisation and every penny raised goes towards keeping our doors open.

### One-off Donations

If you would like to make a one off donation there are four ways to do it: cheque, bank transfer, on our website or come in to see us!

### Monthly Donations

If you would like to set up a monthly donation, the easiest way to do this is by **completing the form on our website. If you have any queries please don't hesitate to get in touch!**

### Payroll Giving

Many employers offer a payroll giving scheme which allows you to donate straight from your paycheque. Donations are deducted before tax and on average a £5 donation only costs you £4 with the tax man paying the rest! Check with your employer to see if this is something you can set up.

### Legacy Donations

Leaving a tax free gift in your will is a great way to leave behind not just a financial but a social legacy, helping us to keep families together forever. If you are interested in legacy **donation don't hesitate to get in touch or go to our website to learn more.**

### Volunteering

Donating your time to volunteer either at an event or around the house is a great way to be involved in the RMHB family. To find out how you can get involved please get in touch.

### Wishlist Gifts

From food donations to household items, our wishlist covers all those things that make a house a home. For a full list please see the website or check out our Amazon wishlist.



ONE-OFF  
DONATIONS

MONTHLY  
DONATIONS

PAYROLL  
GIVING

LEGACY  
DONATIONS

VOLUNTEERING

WISHLIST  
GIFTS

# PLANNING YOUR EVENT

Planning is crucial to the success of any event. Follow these basic steps to help you get started.



## Type?

Choosing the type of event you would like to do quite often determines the size too. Do you want an intimate or a public event? Is there going to be a theme?

## Logistics?

Deciding on a date, time and location of the event is very important but it is good to do your research. It is best to do this before you publicise your event.

**Top Tip: Ensure it doesn't clash with a major sporting event (unless that's the intention!) or a national day such as Mother's Day**

## Budget?

Any event should have a strict budget to keep control of costs. It is a good idea to keep a running total of any expenditures and make sure you have money on the day for a float. If you are putting on a larger event, it is a good idea to have someone in charge of money on the day so you can focus on the running of the event.

**Top Tip:** If you are doing a donation based event with no fixed prices it is a good idea to ask for a couple of collection boxes. This keeps all the money together and gives you one less thing to worry about. This also works well for bake sales, coffee mornings, raffles and games but don't forget your float as some guests may need change.

## Volunteers?

Do you need any extra help for your event? If so what would you like them to do? Look to your close family and friends for assistance.

## Fundraising Plan?

How will this event help you to raise funds? Will it be a ticketed event or have a raffle? Or will you be selling something like a bake sale or coffee morning? Games are a great way to earn extra donations like guess the name, amount or weight.

## Fundraising Materials?

We are here to help every step of the way and have a great variety of materials available to aid our wonderful fundraisers! Items including balloons, flags, t-shirts, information cards, collection boxes and sponsorship forms.

## Promotion?

Invite all you friends and family to your event and promote it on social media. If you are doing an event in school or work, send around an email to your colleagues or ask if you can send a note home for parents. Posters for notice boards are also a great way to get the word out and many places within your community will allow you to display one. You can also browse the internet for local 'What's On' sites. Most of these will allow you to add your event free of charge and it is a great way to get your event out there.

**Top Tip: Don't forget to make a Facebook event! It is a great easy way to keep your guests up to date. If you are planning a more intimate event don't forget to make the event private but if you are planning a larger scale event get your friends and family to add people they know too to get the word out.**

# HOW TO FUNDRAISE ONLINE

Using an online site to set up a personalised sponsorship page is a quick and easy way to keep track of your donations. It is by far the easiest way for people to donate without cash and takes out the stress of tracking down sponsorship after the event.

## FUNDRAISE ONLINE VIA VIRGIN MONEY GIVING

Virgin Money Giving offers you a personalised experience with lots of useful tools to make your fundraising as successful as possible. Although it offers you the same experience as other platforms, they charge much smaller fees which means we receive more of your donation.



Setting up your account is easy.

1. Simply go to [uk.virginmoneygiving.com](https://uk.virginmoneygiving.com) and search for 'Ronald McDonald House Bristol'
2. Make sure you have selected the page for RMHBristol as we are independent to the large charity RMHC.
3. **Then click 'start fundraising' to set up your own page.**

### Take the stress out of sponsorship

Online sponsorship sites send all funds raised directly to RMHB every month and reclaim Gift Aid automatically on your behalf.

### Tell your story

Be sure to include a detailed story of why you are supporting RMHB to keep people engaged. People are also more likely to donate if they know a bit more about the charity. You can use facts from page 1 to inspire them to help. Photos and videos are also a great way to personalise your page.

### Spread the word

Be sure to share your page link on social media as well as in any email correspondence. Keep people up to date with your progress through tweets and Facebook posts as well as updating your fundraising page.

### Say thank you

Be sure to thank every one of your supporters for the difference they are making to families in need. You can either do this personally with a quick message to acknowledge their support or publicly with a tweet or status update.

**"This place is essential through all the stress to give parents and siblings something resembling normality – this place is amazing!"**  
RMHB Family

# FUNDRAISING GUIDELINES

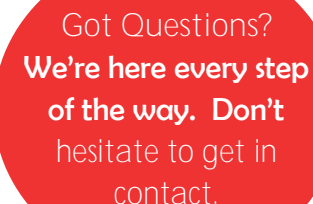
We want you to have fun with your fundraising but there are some things that you need to know with regards to the legality and safety of putting on an event.

## Do I need a licence?

1. If you are holding a **music event** you (or the venue) will require to hold a licence.
2. If you are serving **alcohol** at your event you (or the venue) will require to hold a licence.
3. If you plan to hold a **collection in a public place** including a street or door-to-door collection you will need a licence or permit from your local authority or Metropolitan Police.
4. If you are holding a small **raffle** or draw on the day of your event you do not need a licence and can use cloakroom tickets for this. You must always make it clear who is running the raffle and tickets must all be sold for the same price. For the latest information and advice check: [www.gamblingcommission.gov.uk](http://www.gamblingcommission.gov.uk)

## Tips for keeping it safe and legal

1. Always follow **food hygiene** standards. If you have outside catering you must ensure they have the relevant certification. For more information and advice check: [food.gov.uk](http://food.gov.uk)
2. You will need **consent** from a parent or guardian if you are taking photographs of children at your event.
3. If you are **writing to anyone about your event or producing publicity terms remember to include RMHB's registered charity number: 1091342**
4. We recommend that anyone undertaking events should take out appropriate **personal accident and public liability insurance** as we cannot accept responsibility for claims, of whatever nature, that may arise from an event outside our control.
5. Any large scale event involving the public should have a **risk assessment**. You should identify any possible hazards and assess the risk of this happening. You should also ensure you have adequate first aid coverage for the scale of your event. For more help and advice if you are thinking of holding a large scale event please check with your local council or get in touch.



Got Questions?  
We're here every step  
of the way. Don't  
hesitate to get in  
contact.

# GIFT AID

Gift Aid is a great way to give donations a 25% boost absolutely free of charge! For this reason we invite every eligible person to sign up to Gift Aid to boost their fundraising and turn every £1 into £1.25!

## Guide to Gift Aid

For your own donation:

Boost your fundraising by completing the Gift Aid form in full with your details.

Using a sponsorship form:

Ask all your eligible supporters to tick the gift aid box and complete the form in full to boost your fundraising.

**Don't forget to return your forms with your supporters gift aid details once you have concluded fundraising and we'll do the rest!**

Unfortunately you cannot claim gift aid on any fundraising event where you are charging entry or selling an item like a cake in a bake sale.

## **Do's and Don't of Gift Aid**

Do:

Complete your form in full

Use your home address

**Don't:**

**Use ditto marks("")**

**Complete the form on someone's behalf**

*giftaid it*

To claim Gift Aid you must be a UK tax payer, paying more in tax than we can claim in gift aid.

If you are unsure on your eligibility head to the Gift Aid section of the government website.



# PAYING IN YOUR FUNDRAISING

We would like to take this opportunity to sincerely **thank you** for fundraising to support our house! Your hard work enables us to continue providing free accommodation and support to families in need, helping us keep families together.

Once your fundraising event is over you can make your donation in one of the following ways:

## Cash

**If you have collected cash the easiest thing to do is either write a cheque made payable to 'Ronald McDonald House Bristol' or bring the cash into the house.** We are always happy to have visits from our supporters!

## Cheque

**Please make all cheques payable to 'Ronald McDonald House Bristol' and either bring them in or post them to:**

Ronald McDonald House Bristol, Royal Fort Road, Bristol BS2 8DH

## Bank Transfer

One of the easiest ways to pay in your fundraising is to transfer it through Bankers Automated Clearing Systems (BACS). Please use the following details and ensure that your reference includes your name and where relevant your collection box number.

Account Name:	Ronald McDonald House Bristol
Sort Code:	50-00-00
Account Number:	20504063
Branch Address:	Bishopsgate London EC2M 4AA
Bank Name:	Natwest

**“Without your help I would have been sleeping in the car. My ability to sleep has made dealing with our situation more bearable... You made life easy during such a hard and emotional time.”**

RMHB Guestbook

# THANK YOU

As a small independent charity we rely heavily on public donations and fundraisers like you. Your hard work, determination and effort will help ensure families in need can be close to their child during their time in hospital. Thank you for helping us keep families together.

Thanking our fundraisers is extremely important to us.

No matter how big or small, every amount raised plays a crucial part in keeping our doors open.

Are you driven by targets?

If you want to aim high to commemorate your fundraising in our house forever set yourself the following targets.

## £500 Tree of Life

Anyone who raised £500 or more is invited to have a plaque on our tree of life with a wording of your choosing where it will remain forever commemorating your support.

## £3,000 Room Sponsorship

Anyone who raised £3,000 or more is offered a 3 year sponsorship of one of our bedrooms with a plaque and wording of your choosing. Once your sponsorship has concluded, your plaque will remain on our Wall of Support forever.

## **Don't forget to keep us up to date!**

We like to shout about our fundraisers so please keep us up to date with photos and stories about your fundraising for our social media and newsletters.

Not one for social media? No problem! We would still love to be kept up to date with your progress and help in any way we can.



