



**GREAT
ORMOND
STREET
HOSPITAL
CHARITY**



COMMUNITY FUNDRAISING GUIDELINES

Information on how to organise your fundraising

This guide will provide you with all the information you need to make sure your fundraising is safe and legal.

CONTENTS

- How you can make a difference
- Choosing your fundraising activity
- Liability
- Using the GOSH Charity logo
- Holding an event
- Holding a collection
- Holding a raffle, lottery or auction
- Working with children
- Handling cash and paying in your donations
- Collecting and using data
- Complaints procedure
- Contact us



Thank you for choosing to fundraise for Great Ormond Street Hospital Children's Charity. Without incredible fundraisers like you, Great Ormond Street Hospital (GOSH) could not be the extraordinary place it is.

Every day, around 750 seriously ill children and young people are seen at GOSH from all over the UK for life-changing treatment and care.*

Your generous fundraising will support GOSH Charity to change children's lives through:

- funding state-of-the-art medical technology
- pioneering research programmes into treatment and cures for rare conditions
- patient and family support services
- creating new child-focused environments that help children feel safe and calm during their appointments, treatments and recovery.

*Source: based on known data for 2021/22 financial year.

MEET DANIEL

In 2019 Daniel, then aged 5, suddenly developed unexplained knee pain. After investigations at his local hospital, Daniel was admitted to GOSH. Daniel's mum, Rosemary, remembers their experience:

'By the time we were referred to GOSH, we had been through so much with Daniel. We arrived a broken family but as soon as we walked through the doors we felt like we had been enveloped in the biggest GOSH hug!

'Within five minutes we were told he needed to stay at the hospital. This was scary because we knew only the most seriously ill of children get treated at GOSH but at the same time it was hugely reassuring because we knew he was in the best hands.

After investigation and treatment by GOSH's doctors, Daniel was able to begin recovery and learn to live with his condition.

'Daniel is currently stable which is amazing,' says Rosemary, 'We are so relieved to have had the care that GOSH has given him. It's great to see him being the Daniel we remember before he got ill!'



CHOOSING YOUR FUNDRAISING ACTIVITY

There are lots of ways you can fundraise for GOSH! Whether you would like to hold an event, or do something online; fundraise as a group or do something solo, there are lots of ideas for fundraising on [our website](#).

However, there are some activities which GOSH Charity cannot accept funds from. The Charity has a Moral and Ethical Fundraising Policy, to ensure fundraising activities do not damage the reputation or standing of the charity or the hospital.

Because of this, the charity will not accept donations that are derived from tobacco manufacture, the manufacture of weapons, fossil fuel industry, or as winnings from bets. Additionally, the charity will not be associated with or accept donations from activities that may be considered to be detrimental to children's health and wellbeing, or activities that may be likely to damage the reputation of the charity or the hospital in some way.

Let us know about your activity

Please do send us full details of your fundraising activity, and we will be on hand to support you and offer advice where possible. [Register your event on our website](#) or [email us](#) with specific questions about your event.

LIABILITY

Please make sure that it is clear that you are fundraising in aid of Great Ormond Street Hospital Children's Charity and that your activities are not representing or organised by the charity. The charity cannot accept any responsibility for your event or anyone who participates in it. We advise that all fundraisers seek advice regarding public liability insurance if your event involves the general public. There are a range of companies available to provide this.

Using the GOSH Charity logo

If you would like to use the charity logo to help advertise your event or your fundraising activity please contact the fundraising team by emailing community.events@gosh.org. The charity's 'in aid of' logo may be provided alongside guidance on its use. All materials displaying this logo should be approved by the charity before printing.

HOLDING AN EVENT

If you choose to hold an event, please ensure it meets health and safety and legal requirements.

Risk assessment

Ensure your event is organised efficiently and safely by completing a risk assessment. If you need any licenses for your event, your local authority and/or emergency services may ask for a risk assessment when considering your application.

Risk assessments identify any hazards which may occur at your event and put in place plans to protect against them. When writing your risk assessment consider:

- All aspects of your event – what could create a hazard during set up, running the event, and tidying up?
- Consider the impact the hazard would have if it were to occur and prioritise as low, medium or high
- Consider the likelihood that the hazard will occur and prioritise as low, medium or high
- Write down any actions you will take to control these hazards
- Make sure you complete the actions before your event and review your risk assessment as things change

You can get more help for completing a risk assessment from the [Health and Safety Executive](#).

Insurance and Event Licenses

Consider if you need any insurance cover or special licenses you may need for your event. We recommend getting Public Liability Insurance for your event.

Some activity may require a temporary event notice, for example to serve alcohol or host entertainment acts. You can contact your local authority to check or find out more information on the [government website](#).

You may also need a licence for holding a raffle or lottery. See ['Holding a raffle or lottery'](#) for more information.

Event fundraising

All promotions of your event should clearly state whether all funds raised at the event will go to the charity or whether any money will be used to pay for any costs. For example: 'ticket price of £20 for dinner and entertainment. Fundraising on the night via raffle and auction for Great Ormond Street Hospital Children's Charity'.

Serving food and alcohol

Food must be prepared and served hygienically. If selling food, contact the Environmental Health department at your local council for advice.

Promotion of alcohol through sponsorship, gift in kind, or competitions should be conducted in a socially responsible manner and should not be targeted at people under 18. Ensure your venue has the correct license to serve alcohol.

HOLDING A COLLECTION

All street collections or collections on public property will need to be registered with the local authority, who will issue a collection licence. Those on private property will require the permission of the property owner/manager. We will need to see a copy of this license/permission before issuing you with charity collection boxes or buckets.

Please do not conduct any door to door requests for donations or sponsorship in aid of the charity. These require a license from local authorities and we do not support this activity, other than through the use of trained third party organisations.

Who can collect?

Under 16s are not permitted to collect money through public collections.

How to collect?

There are some specific rules for undertaking collections that must be followed. Please see GOSH Charity's ['How to organise a bucket collection'](#) guide for more details.

When undertaking a collection you must also ensure you take good care of the money raised. See ['Handling cash and paying in your donations'](#) for more information.



HOLDING A RAFFLE, LOTTERY OR AUCTION

Holding an auction or raffle at your event is a great way of generating big funds with minimal costs. There are strict laws relating to all lotteries and raffles. There may be circumstances when a license may be required.

For more information please read our [‘How To Organise a Raffle or Auction’](#) guide. You can also visit [The Gambling Commission](#) for more information.

Working with children

Extra care should be taken if your event involves children. This should include proper adult supervision and you should carry out background checks if adults or suppliers at your event are to have unsupervised access to children.

Some other things to consider when fundraising with children include:

- Children under the age of 16 are not allowed to purchase raffle tickets.
- Children under the age of 16 are not allowed to take part in bucket collections.

If children are photographed at your event, you should seek permission from their parent or guardian before doing so.

If you are organising a large scale event, ensure that any helpers or volunteers know what to do in the situation of a lost child.



HANDLING CASH AND PAYING IN YOUR DONATIONS

Handling cash

Always have two people present to count any money raised.

Ensure money is kept securely until you make your donation, particularly when transporting it.

Gift Aid

Gift Aid is an easy way to maximise your fundraising. However, there are strict rules relating to it.

Gift Aid cannot be claimed on ticket sales, raffle ticket sales, winning auction bids or anything other than an individual donation. Also, it cannot be claimed on behalf of a group or as part of a collection.

More information can be found on our [website](#).

Paying in your donations

All donations should be sent to the charity within six weeks of collection.

There are several ways to pay in your fundraising:

- Online at gosh.org/_donate/payin
- Call us on **020 3841 3131**
- Post cheques or CAF vouchers to: Community Fundraising, Great Ormond Street Hospital Children's Charity, 40 Bernard Street, London, WC1N 1LE
- If you've raised money online through JustGiving or Facebook fundraising, there's nothing you need to do. The money will make its way straight to the Charity
- To pay in by bank transfer or another method please [email us](#) for details

Collecting and using data

As part of your fundraising, or at your event you may come in to contact with personal data and information belonging to people involved in your activity. You are responsible for ensuring that any paper or electronic data you hold complies with the

[Data Protection Act 2018](#).

As a rule of thumb, keep any data you have stored securely and safe from loss, damage or unauthorised access. Do not keep data for any longer than you need it and do not share information about someone without their permission.

If you have used Sponsorship forms, please make sure to include your contact details and send them to:

Community Fundraising, Great Ormond Street Hospital Children's Charity, 40 Bernard Street, London WC1N 1LE.

OUR VALUES

At GOSH Charity we strive to treat patients and their families, supporters, volunteers and anybody else involved in fundraising for the Charity with fairness, respect, tact and dignity. We expect anyone involved in fundraising for GOSH Charity, or anyone representing the GOSH Charity brand, to uphold these values too.

Complaints procedure

At Great Ormond Street Hospital Children's Charity, we hope to meet your expectations all the time. However, we know that there may be times when we do not meet our own high standards, or our donors' expectations. We take all complaints very seriously and we treat them as an opportunity to develop. This is why we are always very grateful to hear from people who are willing to take the time to help us improve. We always thank people who contact us about their problems, concerns or worries.

If you have a complaint or suggestion for improvement, please contact us on 020 3841 3131 or [email us](#).

See more details on our [complaints procedure online](#).

MORE INFORMATION

See more information and guides on specific fundraising activities [online](#).

Check out our [online resources](#) for ideas, tips and materials.

Useful links

[Fundraising Regulator: Code of Fundraising Practice](#)

[The Health and Safety Executive](#)

[The Gambling Commission](#)

If fundraising outside of the UK please check your local fundraising laws and best practice guidelines.

Contact us

If you have any questions or need any help, do not hesitate to contact us:

Email community.events@gosh.org

Phone **020 3841 3131**



Registered with
**FUNDRAISING
REGULATOR**