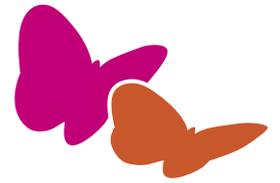


Your guide to   
**Extraordinary  
Fundraising**



Full of inspirational ideas to help you fundraise for us

# Thank You



For choosing to support Brighter Futures. This pack is full of inspirational helpful advice and tips on how you can make the most of your fundraising activity. Whatever you choose to support at the Great Western Hospitals NHS Foundation Trust, we will be here for you every step of the way.

Your support will help us to realise patient benefit sooner and provide that extra special level of care.

## The difference you can make

**Radiotherapy appeal** – £2.9 million that enables the development of a local radiotherapy service for cancer patients diagnosed at Great Western Hospital that will mean over 13,000 patient journeys for radiotherapy treatment will be significantly shorter every year.

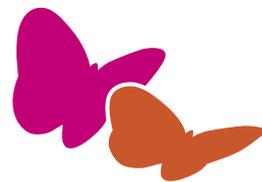
**Fibroscan** – £40,000 raised for scanning equipment to diagnose liver disease without the need to undergo surgery for a biopsy. With our supporters help patients can now have a quick, easy and painless test to monitor the health of their liver.

**Rehabilitation bike** – £8,000 raised for a Thera Tigo bike to benefit around 300 patients each year recovering from strokes and with other neurological conditions in the Swindon Intermediate Care Centre.

**Pictorial menus** – £3,000 contributed to produce pictorial menus which help patients eat and drink well – aiding the recovery of those with cognitive impairment such as dementia.



# Get Involved



## Choose an event

Why not take part in one of our organised events – visit

[www.brighterfuturesgwh.nhs.uk/events](http://www.brighterfuturesgwh.nhs.uk/events)  
to find out more.

## Or take part in an event organised by one of our supporters

[www.brighterfuturesgwh.nhs.uk/community-events/](http://www.brighterfuturesgwh.nhs.uk/community-events/)

## Commemorative Giving

Are you having a special birthday or wedding anniversary?

[www.brighterfuturesgwh.nhs.uk/donate/give-in-celebration/](http://www.brighterfuturesgwh.nhs.uk/donate/give-in-celebration/)

Or perhaps you want to remember a loved one?

[www.brighterfuturesgwh.nhs.uk/donate/donate-in-memory/](http://www.brighterfuturesgwh.nhs.uk/donate/donate-in-memory/)

## You can donate or set up a fundraising page here:

[www.brighterfutures.enthuse.com/cf/build-a-brighter-future-appeal](http://www.brighterfutures.enthuse.com/cf/build-a-brighter-future-appeal)

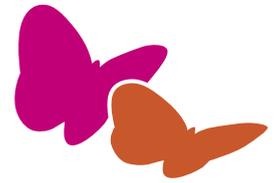
## Consider naming a butterfly on our butterfly wall.

This is a unique way to support the extraordinary happening every day with the Great Western Hospitals NHS Foundation Trust. The inscription on your butterfly can commemorate a special event or loved one.

[www.brighterfuturesgwh.nhs.uk/donate/butterfly-wall/](http://www.brighterfuturesgwh.nhs.uk/donate/butterfly-wall/)



# Do your own thing



We are always amazed at the varied and creative ideas our supporters have for fundraising and we hope we can inspire you!

We have a list of fundraising ideas on our website:  
[www.brighterfuturesgwh.nhs.uk/fundraising-ideas](http://www.brighterfuturesgwh.nhs.uk/fundraising-ideas)

## Some of our most popular activities include:

-  Holding a coffee morning
-  Organising a golf day
-  Setting up a themed ball
-  Setting yourself a virtual challenge cycle London to Paris without even leaving the gym!
-  Shaving your head/waxing your legs

If you are thinking of holding a street collection or raffle, drop us an email at ([gwh.fundraising@nhs.net](mailto:gwh.fundraising@nhs.net)) and we can advise you on the legalities of how to proceed.

Don't forget to let us know all about your event [gwh.fundraising@nhs.net](mailto:gwh.fundraising@nhs.net)



# How we can help you



There are many ways that we can help you to make your event as successful as possible.

## Online

All these items are available online to download at:

[www.brighterfuturesgwh.nhs.uk/support-us/fundraising-toolkit](http://www.brighterfuturesgwh.nhs.uk/support-us/fundraising-toolkit)

 Poster template

 How to set up a fundraising page

 Charity logos

 Gift Aid form

 Sponsorship forms

 Leaflets

## By collection only from the charity office

 Collection tin/Charity bucket

For details on how to get to our charity office, please visit:

[www.brighterfuturesgwh.nhs.uk](http://www.brighterfuturesgwh.nhs.uk)

## Through the post

 Balloons

 Leaflets

## Charity Ambassadors

If you require someone from the charity to speak at your event, please get in touch with us at [gwh.fundraising@nhs.net](mailto:gwh.fundraising@nhs.net).

Due to the large volume of requests, we cannot always guarantee someone can attend, however we will always try our best to support your event.

## How to Donate



### 'Through our website':

[www.brighterfutures.enthuse.com/cf/build-a-brighter-future-appeal](http://www.brighterfutures.enthuse.com/cf/build-a-brighter-future-appeal)



### For BACS

Email [gwh.fundraising@nhs.net](mailto:gwh.fundraising@nhs.net) and we will provide bank details



### Phone:

01793 605631



### Mail:

Cheques made payable to Brighter Futures

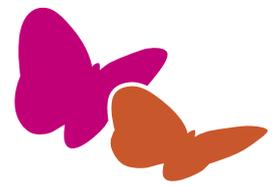


### In person

at Great Western Hospital, 2nd Floor, Main building – Monday to Friday 9 am until 5 pm



# Things to remember



Register for one of our events or arrange your own:  
[www.brighterfuturesgwh.nhs.uk/events](http://www.brighterfuturesgwh.nhs.uk/events)

Set up an online donations page - make it as easy as possible to sponsor you:

 **Enthuse** – [www.brighterfutures.enthuse.com/cf/build-a-brighter-futureappeal](http://www.brighterfutures.enthuse.com/cf/build-a-brighter-futureappeal)

 **Just Giving** – [www.justgiving.com/greatwestern](http://www.justgiving.com/greatwestern)

 **Virgin Money** – [www.virginmoneygiving.com](http://www.virginmoneygiving.com) - Search for Brighter Futures GWH

## Matched giving

A lot of companies match what their employees raise, pound for pound. Get in touch with your employer and see if they can help boost those vital pounds.

## Gift Aid

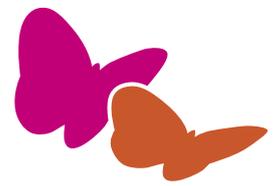
Through Gift Aid, for every £1 someone donates, the government will give us an extra 25p, at no extra cost to you. Simply ask donors who are UK taxpayers to tick the Gift Aid box on your online/paper form. Gift Aid can only be claimed on donations, not on sales or tickets for an event or raffle.

## Fundraising toolkit

You're doing something amazing, so make sure you shout about it. Download everything you need.  
[www.brighterfuturesgwh.nhs.uk/support-us/fundraising-toolkit/](http://www.brighterfuturesgwh.nhs.uk/support-us/fundraising-toolkit/)



# Spread the word – tell your friends



## Share on social media

Bring attention to your fundraising on social media anytime you tweet or post on Facebook, remember to include our Twitter handle @BF\_NHS or tag our Facebook page in your posts of your training or fundraising efforts.

We love to see your photos too, so if you use Instagram, don't forget to tag us @brighterfuturesnhs.

If you're asking for sponsorship, tell people how you are feeling and getting on – nervous, excited, training, well prepared. Your friends and family will respond better if you tell them about your experiences.

Spacing your messages out to one every fortnight is about right, though you may find it useful to increase the frequency in the week before the event to really gather support.

## Hot off the press

Get the media involved in your story! Local papers and radio love hearing about what local people are doing, especially when it's something challenging! If you've never written a press release before, don't worry, we can help and we have lots of press contacts we can share with you.

Things you might want to include in your press release are - a bit about you, where you work and live. It's good to include why you're supporting Brighter Futures and a brief overview of the event or the challenge you are undertaking.



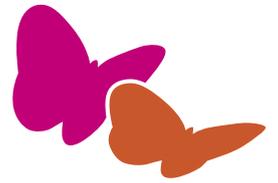
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 [BF\\_NHS](#)



# About Brighter Futures



Brighter Futures is the charity for Great Western Hospitals NHS Foundation Trust which includes Great Western Hospital and community health sites in Swindon.

With your help we can fund that extra special level of care in order to make a real difference to patients, their families and our staff who treat them. We improve the hospital environment, fund ground breaking research, support the development and training of hospital staff and provide state-of-the-art equipment. You can direct your support specifically towards any project, ward, department or fund (for example the Cardiac Suite, Special Care Baby Unit, Children's Ward or A&E) and

we will ensure that your donation is used to help patients in that area.

**Thank you for making a difference for patients at Great Western Hospitals NHS Foundation Trust.**



## Brighter Futures

Great Western Hospitals NHS Foundation Trust  
Great Western Hospital  
Marlborough Road, Swindon  
Wiltshire SN3 6BB

 [brighterfuturesnhs](#)

 [BF\\_NHS](#)

 [brighterfuturesgwh](#)

 [brighterfuturesgwh.nhs.uk](http://brighterfuturesgwh.nhs.uk)

01793 605631

Registered Charity Number: 1050892

