



NHS CHARITIES
TOGETHER

Corporate Fundraising Pack

Thank you for choosing to support our NHS.

Here's how your business can help...

NHS Charities Together represents, supports and champions the work of vital NHS charities across the UK. NHS charities give £1 million a day to the NHS, providing crucial funds to help the NHS do more. Through **NHS Charities Together** member charities collaborate on nationwide fundraising and advocacy campaigns, such as celebrating the NHS's Birthday with the annual NHS Big Tea.

We provide specialist advice and guidance to our members through visits, one to one support, conferences and training days on relevant issues and development needs for NHS charities, and by providing opportunities for networking and mutual support. Members also have access to online resources and support through the exclusive members area on our website.

NHS Charities Together also provides a national voice for NHS charities, championing key projects and themes that best enhance patient care and experience, and highlighting the impact NHS charity funds make.

The Covid-19 Urgent Appeal was launched by NHS Charities Together to raise funds to support NHS staff, volunteers and patients impacted by Covid-19 across the country.

The response from the public has been overwhelming and the money raised is being used **right now** by NHS charities to support NHS staff, volunteers and patients in ways above and beyond what NHS funding can ordinarily provide.

Thank you for helping to raise funds to support our NHS.



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You'll find more about our Covid-19 urgent appeal on our website:

<https://www.nhscharitiestogether.co.uk/covid-19-urgent-appeal-qas/>

NHS Charities Together and its members across the UK are hugely grateful for the support received from so many people since the onset of the Covid-19 pandemic in the UK.

If you are planning to raise or donate funds in aid of the NHS Charities Together Covid-19 Appeal, you will be joining a wonderful community of people and organisations across the globe who are already doing just that. Together, your fundraising is making a huge difference.

NHS Charities Together ensures that the money raised for the NHS reaches the people who need it on the front-line, as soon as possible.

We're also committed to thanking those who support us and to telling them about the amazing work their giving makes possible. In the coming weeks and months we will be gathering stories from nurses, doctors, care-workers and support staff to put a human face to what you've made possible.

Where does your money go?

The money raised through the NHS Charities Together Covid-19 Appeal is already supporting the NHS.

Grants have been given out to NHS charities and are being used to meet the immediate and urgent needs of patients, staff and volunteers – providing somewhere comfortable so staff and volunteers can take a break, access to nutritious food and drink, use of electronic-tablets so patients, staff and volunteers can stay in contact with loved ones, and counselling support to protect mental health and help staff and volunteers process what they are dealing with.

Some of the funding is going towards helping partnerships outside hospitals, such as hospices, community healthcare and social care, making sure patients leaving hospital have access to the care they need to recover.

In the longer term the Appeal will also fund programmes to help staff and volunteers recover fully once the crisis has abated, reducing the long-term impact on them and the people they care about.

Your support is helping to provide vital support for our NHS heroes and their patients and families.

Here are some examples of how your support can make a difference...

The difference your fundraising could make...

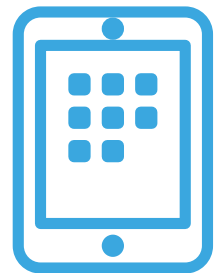
£5



could fund...

a hot meal for staff

£50



could fund...

**a tablet so patients can
connect with loved ones**

£95

could fund...

**a counselling
session for
staff**

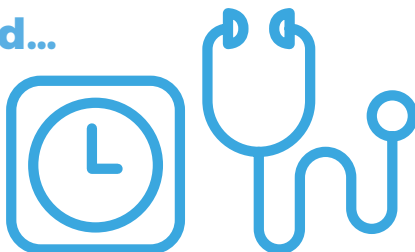


£1,000

could fund...

**20 blood
pressure
monitors
for**

**patients who are self-
isolating and unable to
leave their homes**



£13,000

could fund...

**a well
being
pod for
staff to
sleep in**



Support from businesses – how can you help?

Thank you so much for your interest in working with us. We're delighted to be able to work with different companies to support our NHS through this crisis period.

There are lots of types of corporate partnerships. During this time many businesses have been supporting us through:

- **Donating a percentage of profits (or all profits!) from the sale of products**
- **Employee and/ or customer fundraising**
- **Corporate donations and matching gifts**
- **Raffles, auctions and lotteries**

The following pages offer guidance on some of the things you may need to know and think about before we are able to work with you. But first, please also take a look at the more general corporate fundraising regulations that all charities must adhere to...

Corporate fundraising regulations and guidelines

NHS Charities Together is publicly accountable for any funds raised and received in its name and must fundraise responsibly, follow the law, protect the charity's reputation and encourage public trust and confidence. There are a few things to consider and put in place to ensure it is a permissible and rewarding experience for everyone involved.

The Fundraising Regulator covers much of what needs to be taken into account when businesses and charities work together. You can find their guidelines [here](#).

As a charity, we also have a number of policies in place that relate to partnering with and receiving support, financial or otherwise, from certain types of businesses. We cannot work with or accept donations that are derived from tobacco manufacture or the manufacture of weapons. We also have guidelines for working with alcohol companies and the healthcare industry. If you would like further information about our Accept, Refuse, Refund and gift acceptance policies please contact hello@anhsc.org.uk.

Use of logos and talking about your support for the Appeal

It is really important that the people you are seeking donations from completely understand who the money they donate will go to. There are also strict regulations around the use of different logos and terms, so here are some simple guidelines to help you:

- The NHS charities who are members of NHS Charities Together are the legal way to give charity donations in support of the NHS. You cannot give charitable donations directly to the NHS. So, please refer to NHS Charities Together and not to the NHS in any communication about your fundraising initiative.
- If we have agreed a corporate Memorandum of Understanding (MoU) with you, you are entitled to use the NHS Charities Together logo and/or Covid-19 Appeal logo. Please contact our team and they will send it to you along with advice on how to use it.

If you are undertaking employee fundraising or promoting a donation which does not require a formal agreement with us (see below) you can use our special “***in aid of NHS Charities Together***” logo, which you will find [here](#).

We have guidelines around use of the NHS Charities Together brand, which are available [here](#).



In aid of

**NHS CHARITIES
TOGETHER**

How do you want to support us?

If you would like to donate the profits/proceeds from the sale of a product or service... please contact us.

If you are planning to sell a product or service and wish to donate a percentage of the profits to NHS Charities Together then we will need you to enter into a Commercial Participator Agreement (CPA) with us. The CPA will specify the terms of the partnership and the responsibilities and obligations of both parties.

If you are planning to donate a percentage of profits from a product promotion please contact us on hello@anhsc.org.uk, using the words 'Corporate Participator' in the subject line, so that we can discuss setting up a CPA with you.

Only partners who have an agreed CPA with NHS Charities Together are able to use the term NHS in association with their product or promotion.

If you would like to donate in other ways that involve public marketing or promotion... please follow the steps below.

If your fundraising involves marketing or seeking donations from customers or the general public we will need you to enter into a corporate Memorandum of Understanding (MoU) with us. The MoU sets out details about your activity and specifies the terms of our agreement with you. You will find the MoU [here](#).

If your fundraising proposal falls into this category please complete the MoU form and return it to us at hello@anhsc.org.uk, using the words 'Corporate MoU' in the subject line. We will respond to you to confirm approval of the agreement, or otherwise if for any reason we are not able to partner with you.

Partners who have an agreed MoU with NHS Charities Together are entitled to use the NHS Charities Together logo and/or NHS Charities Together Covid-19 Appeal logo, as specified in the MoU.

How we can support you

We are not currently able to assist with or support the development of fundraising concepts and ideas, or with the implementation of corporate fundraising projects. We will endeavour to support commercial participators with a press release or statement, and all commercial partners by promoting your activity on social media.

I want to get my colleagues/employees fundraising for NHS Charities Together

If you wish to get your employees fundraising in aid of NHS Charities Together, it is not necessary to sign an agreement or have a discussion about your plans. Feel free to promote your employee activity with our special 'in aid of NHS Charities Together' logo which you can download [here](#).

You may find useful information to support your fundraising in our fundraising pack, [here](#).

Please pay in your donation via our [Virgin Money Giving](#) page. If you have raised more than £10,000, please contact us for details on paying your money in via an alternative method.

Employees can set up their Virgin Money Giving page using this link <https://uk.virginmoneygiving.com/giving/fundraising/how-to-set-up-your-virgin-money-giving-page/>, remember to choose NHS Charities Together Covid-19 Appeal.

I want to help through payroll giving

If you already run a payroll giving scheme and would like to include NHS Charities Together as a beneficiary please contact us at hello@anhsc.org.uk, using the words 'Payroll giving' in the subject line.

If you are thinking of starting a payroll giving scheme you can find guidance on how to set about this here [GOV.UK Payroll Giving](#).

I want to make a corporate donation

If you wish to make a corporate donation, thank you. We don't need any additional information. Please make your donation via our [Virgin Money Giving](#) page.

If you wish to donate more than £10,000, please contact us about your gift and for details on making payment via an alternative method, where there is a specific need i.e. for corporate anonymity or privacy, we will also provide alternative details for gift payment. Please email us at hello@anhsc.org.uk, using the words 'corporate donation' in the subject line.

We would be pleased to discuss ways in which we can recognise your company's generosity.

I want to run a raffle, auction or lottery and donate the proceeds to NHS Charities Together

You need to consider a few things before conducting raffles, auctions and lotteries where the proceeds are being directed to NHS Charities Together. There are **strict laws relating to all lotteries and raffles** so please be sure that you are familiar with these and operate your auction or raffle accordingly. There may be circumstances when a license is required.

For more information please take a look at the Fundraising Regulator's website [here](#).

You can also visit gamblingcommission.gov.uk for more information.

If you wish to make use of our '***in aid of NHS Charities Together***' logo you must comply with these regulations.

Please be aware that at the moment, NHS Charities Together is not able to help you develop or organise your auction, raffle or lottery idea, or to provide support or prizes.

The Charity will not associate with or accept donations from gaming activities which encourage an unknown audience to bet more in order to benefit the Charity.

Additional information

Coronavirus (COVID-19): advice on fundraising

Charities and other organisations are working in challenging conditions. In line with the Government's rules on social distancing, person-to-person meeting and fundraising cannot currently take place.

To be clear, it is okay to continue fundraising for good causes. What matters in the current situation is that fundraising is carried out in a way that follows both Government advice and the [Fundraising Regulator's Code of Fundraising Practice](#).

It's important to know that NHS Charities Together cannot pay fees or expenses or cover fundraising costs for anyone raising money in aid of the Charity.

Tax advantages of corporate giving

There may be corporate tax relief available to you if your company donates to charity. You can find more information about this here [GOV.UK tax relating to company giving](#).

Gift Aid is an easy way to maximise the value of individual fundraising but there are strict rules relating to it and it only applies on donations made by an individual. Gift Aid cannot be claimed on ticket sales, raffle ticket sales, winning auction bids or anything other than an individual donation.

Liability

Please make sure that it is clear that you are fundraising in aid of NHS Charities Together and that your activities are not representing or appearing to be organised by the NHS or by NHS Charities Together.

The Charity cannot accept any responsibility for your promotion or activities or for anyone who participates in them. If your promotion or activity involves the general public we advise you to seek advice regarding public liability insurance. There is a range of companies who can provide this.

Handling cash and sending in your donation

You can pay in your donation online through our [Virgin Money Giving](#) fundraising page here.

If you would prefer to use a bank transfer to make your donation please contact us for details.

If you are making your donation by cheque, please make it payable to 'Association of NHS Charities' and post it to:

COVID-19 Urgent Appeal, NHS Charities Together, Suite 68, Association of NHS Charities, Lake View House, Wilton Drive, Warwick, CV34 6RG.

If your fundraising involves cash, all donations collected should be sent to NHS Charities Together within six weeks of collection.

Third party data handling

As part of your fundraising you may come into 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.

Digital events or activities

It is not possible at the moment to run a live event but you may be running something for a community online, using apps or other social media.

In promoting your event or activity you'll need to state clearly whether all funds raised at the event will go to the NHS Charities Together Appeal or whether any money will be used to pay for organisational costs.

Working with children

Extra care should be taken if your fundraising activity involves children and you must ensure proper adult supervision.

Note that children under the age of 16 are not allowed to purchase raffle tickets.

If children are photographed or appearing online in your initiative you must have prior permission from their parent or guardian.

Complaints procedure

NHS Charities Together hopes 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.

You can find our complaints process and procedure [here](#).

The response to our Appeal has been such that if you have any questions we may not be able to respond to you immediately.

Before contacting us please do take a look at the [Q&As](#) on our website as it's possible that you will find what you need there.

Useful Links

[The Health and Safety Executive](#)

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

[The Gambling Commission](#)

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

**Best wishes and on behalf of
all NHS staff and volunteers,
thank you.**

Find out more

<https://www.nhscharitiestogether.co.uk/>

Social media

It would be wonderful if you could follow us on twitter,
Facebook, Insta and LinkedIn on NHS Charities Together.



Registered with
**FUNDRAISING
REGULATOR**

NHS Charities Together is the trading name
of the Association of NHS Charities.
Registered Charity No: 1186569
Company No: 12325259