



# RNOH CHARITY

Fundraising Pack







# Thank you!

The RNOH Charity strengthens and supports the people, research and infrastructure that make the RNOH one of the world's best orthopaedic hospitals.

This pack will provide you with all the information you need to make the most of your event, including how best to publicise it and what we can offer you by way of fundraising materials.



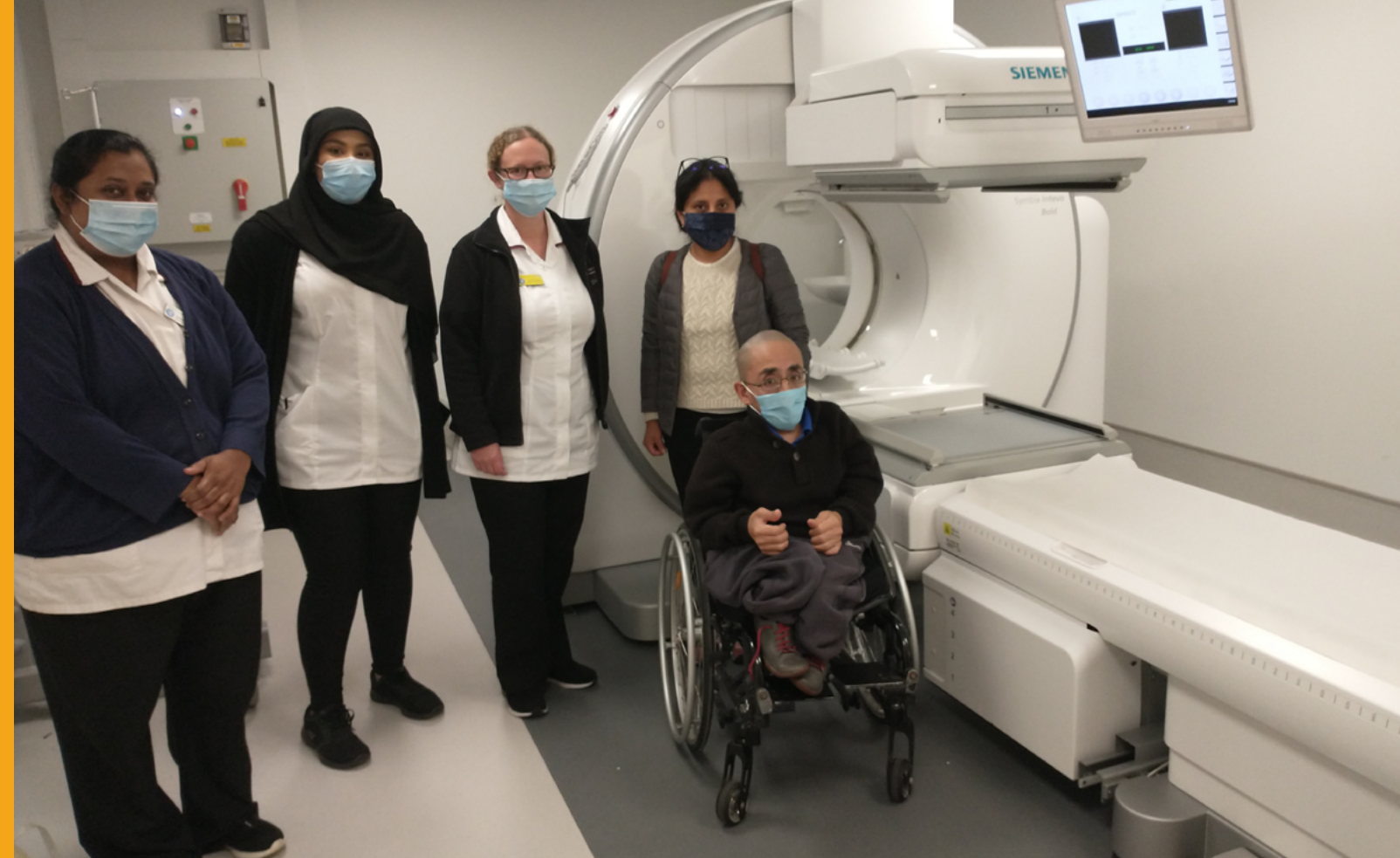
# How does charitable funding help?

Philanthropic support has enabled the RNOH Charity to fund a number of essential elements of the Stanmore Building - the hospital's new £50 million ward block – including:

- Two new therapy gyms
- An interactive children's activity centre
- An outdoor garden and play area for children undergoing treatment
- Pepper, an interactive robot, designed to improve the experience of our young patients (pictured bottom right)
- Specialist chairs for our patients with scoliosis
- Beautiful artwork to provide an uplifting experience for our patients

The Charity has also funded:

- A state-of-the-art SPECT-CT scanner (pictured top right), to ensure the RNOH remains a leader in the early diagnosis of cancer
- The expansion of the Spinal Cord Injury Centre and a fleet of wheelchairs
- The hospital's volunteer service, which provides hundreds of volunteers and a buggy service to transport patients around Stanmore's 112-acre green belt site







# Buttercup Day

Pick a buttercup, wear it with pride and know that your donation will help strengthen and support the RNOH. We would love your school, place of work or local community to host their own Buttercup Day.

## How can you get involved?

- Turn your classroom/place of work yellow for the day
- Dress in yellow – from socks, to a tie or t-shirt – suggested £1 donation
- Purchase one of our bespoke Buttercup pin badges
- Draw/decorate buttercups to be displayed
- Host a yellow-themed cake sale
- Take on a Buttercup Day challenge at home
- Purchase an exclusive hand-made porcelain buttercup ([www.thebuttercupcollection.co.uk](http://www.thebuttercupcollection.co.uk))
- Share your support by using #RNOHCharityButtercupDay

The theme of buttercups has been part of our fundraising for many years, from the very first Buttercup Day in the 1930s, to our famous Buttercup Walk, to the makeover of our Children & Young People's Ward.

#RNOHCharity #RNOHCharityButtercupDay



# Fundraising ideas

## Coffee morning

You can host online or at home. Why not combine it with a quiz if virtual or cake sale, raffle and a combination of spa services such as facials and manicures at home?

## Auction of promises

Get friends and family to auction off their services – from cooking the dinner or walking a friend’s dog to upgrading the garden

## Detox

Get sponsored to give up your favourite food or drink for a month

## Clothes swap

Get your friends together to swap unwanted clothes and ask for donations

## Cake-baking contest

Bake online together or bake and sell cakes to friends/colleagues







Special occasions

Celebrate your birthday or wedding and ask for donations instead of gifts

Give something up

Coffee, chocolate, takeaways or even TV. Choose something to give up for a week/month/year and have your friends sponsor you.

Garden party

Sell tickets or invite guests to make a donation

Bad tie day

Charge your colleagues a pound to come in wearing their loudest tie and award the winner a prize. Don't forget to ask your work to match what you fundraise!

Film evening

Recreate an evening of vintage cinema by showing classic films and musicals and charge an entrance fee



## Running events

Do you have a place in a running event? Then why not choose to fundraise for us at the same time? Or contact us directly to see what events we have places in.

## Skydive

A tandem skydive is the easiest and most popular of all skydives. We have teamed up with Skyline to allow you to enjoy the exhilarating feeling of flying through the clouds from over 10,000 feet at up to 120 mph! We have locations across the UK for you to choose from.

## Overseas challenge events

Take on a challenge of a lifetime and raise money for the RNOH Charity at the same time. From trekking across the Sahara to walking along one of the Seven Wonders of the World, the Great Wall of China, contact us to see what places we have available.

## Buttercup Day

Pick a buttercup, wear it with pride and know that your donation will help strengthen and support the RNOH. Contact us to find out how you, your school or your workplace can get involved.







### Host a quiz

Whether you choose to host a quiz with members of your household, or get your family and friends together and host one online – a quiz is the perfect way to socialise, have fun and raise money. Each team donates to play.

### Shave for the RNOH

Brave the shave for the RNOH! You can even get your friends and family involved and set up a joint fundraising page!

### 5km challenge

Challenge a family member, friend or even your boss to run 5km. You then have two weeks to beat their time! Anyone can join in, and you can attempt the run as many times as you like within the two-week window.

### Complete a virtual marathon

Set up a webcam and screen in the garden so your friends can see you and cheer, or pick a route round your local area and then post your challenge to Strava.

### Text to donate

Text RNOHCHARITY 5 to 70085 to donate £5





# Planning your own event

## Keep it simple

A good event needn't be complicated; ask your friends, family and teachers to help you with the planning and organisation or set up a group/committee and allocate roles.

## Have a clear plan

It really helps to have a clear plan of what needs doing and when. Be sure to add in dates and times and check the date of your event doesn't clash with any other major events.

## Health and safety

As the event organiser you will be responsible for the health and safety of those attending, but don't let this worry you. A simple risk assessment is quick and easy to do; please don't hesitate to contact us for more information.

## Set a budget

Keep a budget for income and expenditure – aim to raise at least three times as much as you spend. Keep expenses to a minimum and try to get items or services donated.




# Online sponsorship

JustGiving is the online sponsorship platform we recommend. It's quick to set up and simple to use.

- Your friends and family can sponsor you easily
- You can keep track of donations; there's no need to use a sponsorship form
- Your sponsorship will automatically come to us seven weeks after your event

To set up your page, visit: [www.justgiving.com/rnoh](http://www.justgiving.com/rnoh)





The Royal National Orthopaedic Hospital Charity

We support the RNOH's vital work to provide key services and facilities

[Fundraise for us](#)  
[Donate](#)

*Other online platforms are also available.*





# Tell us about your event

Before you hold your event, please let us know as much as you can about your plans by filling in this form, in CAPITALS so that we can assist you in the best way possible.

*If you have any questions please call 020 8909 5362 or email [rnoh.fundraising@nhs.net](mailto:rnoh.fundraising@nhs.net).*

Name: \_\_\_\_\_ Email: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_ Post code: \_\_\_\_\_

Telephone: \_\_\_\_\_ D.O.B (*If under 18*): \_\_\_\_\_

Date of event: \_\_\_\_\_ T-shirt size:   S   /   M   /   L   /   XL

Type of event: \_\_\_\_\_

Name of event: \_\_\_\_\_

Approx no. of participants: \_\_\_\_\_ Fundraising target: \_\_\_\_\_

Please provide us with brief details of your planned event: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

What are your reasons for raising money for the RNOH Charity? \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

I want the monies raised to go to:

Where most needed \_\_\_\_\_ [   ]    Other \_\_\_\_\_ [   ]

If other, please state: \_\_\_\_\_

I consent to my story/event being shared on RNOH Charity’s social media channels and marketing materials \_\_\_\_\_ [   ]

JustGiving page (visit [justgiving.com/rnoh](https://www.justgiving.com/rnoh)) \_\_\_\_\_

I agree to donate all the profits from the above event to the RNOH Charity (registered charity number 1166129) and to return all collection buckets I borrow within seven days after my event. Under no circumstances will I divert any money raised in the name of the RNOH Charity to any other organisation or individual.

Print name: \_\_\_\_\_

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

Please note that this form needs to be returned to:  
*RNOH Charity, RNOH Stanmore, Brockley Hill, HA7 4LP*  
or scan and email [rnoh.fundraising@nhs.net](mailto:rnoh.fundraising@nhs.net)



# Promote your event

There are many things you can do to increase awareness of and support for your event...

## Word of mouth

Tell everyone in your neighbourhood, social club, gym, school or office what you're doing and why.

## Email

Email your friends and colleagues asking for support and let them know why their support is so important. Remember to include the link to your online fundraising page.

## Social media

Use your social media pages to give regular updates on your progress and then to tell everyone how the event went afterwards. Take plenty of videos and pictures so your supporters can also share them. Don't forget to 'tag' us!

Remember to keep sharing the link of your online fundraising page, even after the event, so that everyone you know can sponsor you.

 [facebook.com/thernohcharity](https://facebook.com/thernohcharity)

 [@the.rnoh.charity](https://www.instagram.com/the.rnoh.charity)

 [@thernohcharity](https://twitter.com/thernohcharity)







**Posters and publicity materials**

We advise that you use our poster template within this booklet, but if you are making your own posters, please make it clear that you are fundraising in aid of the RNOH Charity, and that you are not an official representative of the Charity. If you use the RNOH Charity logo in any publicity materials, we request that you send a draft to [rnoh.fundraising@nhs.net](mailto:rnoh.fundraising@nhs.net) before publication.

**Press and PR**

Approach your local paper and radio station and explain what you are doing; they will be interested in your personal story. Make sure you supply them with good quality photos and don't forget to send us a copy if you can, as we will always be interested to see it.

Did you know?

We invented the “Stanmore Hip”, a revolutionary hip prosthesis which was developed at the RNOH in the 1960s and which is still used and trusted all over the world today.

Did you know?

We have the largest sarcoma unit in Europe, which undertakes the surgical treatment of children, adolescents and adults with cancerous bone tumours and soft tissue sarcomas of the limb and trunk.



# Making your event legal and safe

We want you to have fun and keep things as simple as possible. To put our minds at rest and to stop you from accidentally breaking any laws, please read the important information below.

- Ensure that your event is organised efficiently and safely.
- Carry out a risk assessment.
- Food hygiene is very important. If you are selling food at your event, you can find lots of useful information at [www.food.gov.uk](http://www.food.gov.uk).
- Ensure that your event is properly and adequately supervised.
- Consider what insurance cover you need for your event.
- Check with your local council whether you need any special licences, e.g. a public entertainment licence or a licence to sell alcohol.
- Always have two people present to count any money raised.

## Raffles/lotteries

There are strict laws relating to raffles and lotteries. Full guidelines are available from your local authority or the Gaming Board. These must be followed in full. Please visit [www.gamblingcommission.gov.uk](http://www.gamblingcommission.gov.uk) for more information.

## Public collections

All street collections or collections on public property will need to be registered with the local authority, who will issue a collection licence. We will need to see a copy of this license before issuing you with charity collection boxes or buckets. Under 16s are not permitted to collect money through public collections.

## Liability

The RNOH Charity cannot accept any responsibility for your event, nor for anyone who participates in it.

Please don't hesitate to contact the RNOH Charity for more information.

## Under 18

If you are under 18, your parent/guardian is responsible for you. Please show them this pack and make sure they are happy with what you've chosen to do.

Email: [rnoh.fundraising@nhs.net](mailto:rnoh.fundraising@nhs.net)

Telephone: 020 8909 5362





# How to return the money you have raised

## Make a payment online

Account name: The Royal National Orthopaedic Hospital Charity

Sort code: 20-58-51

Account Number: 53406059

Payment Reference: *\*your name*

Bank: Barclays Bank PLC, Crouch End Branch

## Send a cheque *Made payable to 'RNOH Charity'*

RNOH Charity

RNOH Stanmore,

Brockley Hill,

Middlesex, HA7 4LP

## Phone us

To make a payment via your debit or credit card, call us on 020 8909 5362

## Gift Aid it

Don't forget to encourage your sponsors to Gift Aid their donation if they're a UK taxpayer – we can claim an extra 25p for every £1 donated.



# Corporate fundraising

Whatever the size of your company, or the level of support you are able to offer, we want to hear from you. By raising money for research projects, vital equipment, and essential facilities, you can help us transform many lives. In this pack you can find out more about how to support the RNOH Charity, as well as how supporting us can benefit you and your company.

## Charity of the Year

A Charity of the Year partnership with the RNOH Charity is a fantastic way to motivate and unite your employees while helping us raise vital funds and awareness for our cause. We will be on hand to advise how your staff can get involved in fundraising activities, volunteering their time and skills, events, challenges and more.

## Employee fundraising

A sponsored event or initiative organised by your staff will not only benefit our patients – employee fundraising is a great team-building exercise, and has a positive impact on employees' motivation and confidence.

## Sponsorship

The RNOH Charity has a range of sponsorship opportunities available to businesses. We understand that every company is different, so we tailor our sponsorship packages according to your requirements. In return for your sponsorship, we can offer you a range of benefits, including PR and publicity at the event. If you would like to discuss corporate sponsorship further, please do contact us.





# What our patients say about us

Philippa Tredget

“When I was 14 I developed scoliosis (curvature of the spine). I was treated by the lovely people at the Royal National Orthopaedic Hospital in Stanmore, who looked after me, helped me feel a little less terrified, and generally did a wonderful job straightening my spine. Without this surgery, my ribs would be continuing to crush my lungs as my spine curved and walking any distance would be difficult, let alone running. The hospital is currently in the middle of a long-overdue refurbishment, having spent many decades operating out of Portakabins. The hospital does incredible work with what they’ve got, but with new facilities they will be able to treat many more patients like me in a much nicer environment than I experienced.”

Caitlin Kydd

“When I was seven I was diagnosed with bone cancer in my right leg, which meant that after having chemotherapy I would have to have my bone replaced with a titanium prosthesis, but I couldn’t have been at a better hospital. This is by far the most incredible hospital I’ve ever been at – and I’ve been at quite a few hospitals! The work that they do here is absolutely amazing; they give people their lives back.”

Alex Para

“In 2017 I was diagnosed with a chondroblastoma – a rare locally aggressive bone tumour in my left talus. Chondroblastomas represent around 1% of all bone tumours. In late August 2017 I underwent surgery to remove the tumour from my foot. In August 2018 I was diagnosed with recurrent chondroblastoma and, once again underwent surgery to remove it. The RNOH treats patients with rare musculoskeletal conditions, like me, every day. My story is nothing special, but the work the doctors and staff of the RNOH do every day really is.”

Camilla Seckin

“I was diagnosed as having late-onset adolescent scoliosis, and had to undergo complex spinal and rib surgery. I had a 72-degree curve which was stabilised during surgery. If left untreated, it could have progressed to a size that would have been extremely dangerous to my heart and lungs... As well as the surgery, I have been given ongoing physiotherapy, hydrotherapy, occupational therapy, and pain management, to name but a few. The RNOH really have saved my life.”



**For any other information about the RNOH Charity, your event,  
or for any questions relating to fundraising, please don't hesitate  
to contact us.**

Call us: 020 8909 5362

Find us: [www.rnohcharity.org](http://www.rnohcharity.org)

Email us: [rnoh.fundraising@nhs.net](mailto:rnoh.fundraising@nhs.net)

Facebook: [/thernohcharity](https://www.facebook.com/thernohcharity)

Twitter: [@thernohcharity](https://twitter.com/thernohcharity)

Instagram: [@the.rnoh.charity](https://www.instagram.com/the.rnoh.charity)

The RNOH Charity

RNOH Stanmore

Brockley Hill

Stanmore

Middlesex

HA7 4LP



**RNOH CHARITY**