



**Fundraising Pack**

# THE RNOH Charity

**Help us** rebuild lives.  
**Help us** rebuild our hospital.

**We raise money** so that the RNOH can provide world-class care for patients and support the hospital's pioneering work in orthopaedic research and education.

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

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

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

Call us:  
**020 8909 5362**

# We need to raise £15 million



Registered Charity Number 226955

# Fundraising Pack

## Thank you

Thank you for choosing to support the RNOH Charity by organising or taking part in an event. Philanthropic support enables the Charity to fund improvements to hospital facilities, purchase specialist medical equipment, support pioneering research projects, fund staff training, and assist in vital projects to provide the best patient care.

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.

The RNOH has a world-class reputation for pioneering treatment and excellence in orthopaedics. It provides a range of treatment, from surgery on the most acute spinal injury or complex bone tumour, to surgery for hip disorders or curvature of the spine in children. As a national and international centre of excellence, the hospital treats more than 100,000 patients annually.

The RNOH Redevelopment Appeal (launched in 2012) is committed to **raising £15 million** over five years to purchase essential facilities and equipment for the new RNOH which are not affordable within the limits of standard NHS funding.

Your help will enable us to give our staff exactly what they need to treat, for example, a child with a life-threatening condition, an adult traumatised by a life-altering accident, or an elderly person desperate for a hip replacement.

**A donation, no matter how small, will help us transform lives.**



## What your money can buy

**£45,000** Anaesthetic machine

**£15,000** Patient Room

**£5,000** Children's Play Area

**£3,000** Posture Support Chair

**£1,000** Blood Pressure Monitor

**£500** Toys

**£100** Child-friendly Lead Apron

**£5** Gel Bottle Warmer

If you decide you would like to raise funds for a particular project or item then please state which on the Event Profile Form.



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## 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.
- We have the largest sarcoma (bone cancer) 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.
- Every 8 hours someone is told they may never walk again. Over 700 people with spinal cord injuries are treated at the RNOH each year. Many are ex-service men and women, referred to the hospital by army rehabilitation centres such as Headley Court, with whom the RNOH works very closely.
- Of the tens of thousands of patients we treat annually, many have been referred by other hospital consultants for second opinions on, or treatment of, complex or rare conditions.
- Following years of research into and treatment of spinal injuries, the hospital opened its Spinal Cord Injury Centre (SCIC) in 1984. The contribution the SCIC has made to the development of spinal cord injury care in the UK is immense: it was clinicians at the RNOH who first emphasised the importance of rehabilitation and restoration within hours of injury, and who revolutionised the length of time devoted to the treatment of spinally-injured patients.



- 2003 saw the development at the RNOH of the pioneering 'bionic bone'. Bone cancer in children can require drastic surgery, which previously involved replacing the affected bone with a metal prosthesis. Children would subsequently need numerous painful operations to lengthen the prosthesis as they grew taller. The bionic bone has changed all this: it can be lengthened remotely, in only 15 minutes, without surgery and without anaesthetic. This revolutionary technology, for which consultants at the hospital received numerous awards, is now used all over the world.
- HRH Princess Eugenie was treated at the RNOH for scoliosis when she was twelve years old.
- The RNOH plays a major role in teaching - 20% of all UK orthopaedic surgeons receive training here. Our teaching and our clinical effectiveness are enhanced by our work in research and development and our academic links with University College, London.



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## Planning your 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 the Fundraising & Development Office 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.





## Promoting your event

### - let people know about your fundraising efforts

#### Word of mouth

Tell everyone in your neighbourhood, social club, gym 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 network

Share the link of your online fundraising page on Facebook and Twitter so that everyone you know can sponsor you.

#### Posters and publicity materials

If you are making your own posters please make it clear that you are fundraising in aid of the RNOH and that you do not represent the Charity. If you use the RNOH logo in any publicity materials we request that you send a draft to **fundraising@rnoh.nhs.uk** before publication.

#### Press and PR

Try approaching your local paper and radio station and explain what you are doing, ask for the name of a journalist who deals with such stories, and send them a press release. Once you have sent your press release do call the media outlet again within a few days to confirm that they have received it and to ask if they are interested in writing about it. Should you obtain local press coverage, please send us a copy if you can, as we will always be interested to see it.



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## Sample Press Release

A good press release gives clear, concise information about your event, who will benefit from the funds raised, and why you are doing holding the event. Below is an example of a press release the hospital used when advertising the Buttercup Walk. Don't forget to include all your contact details!

**For immediate release**

**20 October 2014**

### **Buttercup Hero Alex to start Buttercup Walk**

A heroic patient of the Royal National Orthopaedic Hospital (RNOH) is to start the 12th annual Buttercup Walk alongside Olympic gymnast Max Whitlock, it has been announced.

Alex McCartney, aged 10 from South West London has been nominated as the event's Buttercup Walk Hero due to his amazing bravery. His fundraising effort for the Buttercup Walk has smashed its £500 target, and to date he has raised nearly £5,000 thanks to his family and friends.

Alex was admitted to the RNOH after being diagnosed with a bone tumour in his left arm in January this year. While at the RNOH Alex had surgery to remove the affected bone and replace it with a titanium prosthesis. Alex was always a keen sportsman and following his surgery was determined to return to playing his much loved sports. Last week he took his first steps towards that goal, returning to the pool for swimming lessons. Alex said: "It's really amazing that so many people have helped me raise all this money and I want to thank the doctors and nurses who helped me get better, especially Mr Skinner. I'm very excited to be the Buttercup Hero and it is going to be great to start the Buttercup Walk with an Olympic medallist!"



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Over 300 people will be attending this year's Buttercup Walk, taking place on Sunday 8 June, and a host of family-friendly activities are lined up including children's rides, live music, delicious food, and a variety of stalls.

Rosie Stolarski, Director of Fundraising and Development at The RNOH Charity, added: "Alex is a very brave 10-year-old who is such an inspiration, and has made a remarkable recovery. We are delighted to announce that he has been nominated as this year's Buttercup Walk Hero. We are extremely grateful to all his family and friends for sponsoring Alex. The money he has raised will make a real difference to future patients at the RNOH."

Since its launch in 2003, the Buttercup Walk has raised over £350,000 for the RNOH Charity to help improve facilities and patient care at the hospital.

Registration for this year's Buttercup Walk is now open. Entry is free and sign up is available via the RNOH Charity website [www.rnohcharity.org/the-buttercup-walk/index](http://www.rnohcharity.org/the-buttercup-walk/index)

## **ENDS**

For further information, please contact **0207 478 7802** or email [RNOHComms@grayling.com](mailto:RNOHComms@grayling.com)

## **Notes to editors**

The RNOH Charity Redevelopment Appeal aims to raise £15 million to fund vital additional facilities and equipment for the RNOH, which is planning a £90 million redevelopment of its main site in Stanmore, Middlesex. The century-old RNOH, the largest specialist orthopaedic hospital in the UK and a recognised world leader in the field of orthopaedics, treats more than 100,000 neuro-musculoskeletal patients a year for conditions ranging from acute spinal injuries to chronic back pain. Further information can be found at [www.rnohcharity.org/](http://www.rnohcharity.org/) and [www.rnoh.nhs.uk](http://www.rnoh.nhs.uk)



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## Raising money

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

- Your friends and family can sponsor you easily
- You can keep track of donations; no need to use a sponsorship form
- Your sponsorship will automatically come to us 7 weeks after your event

To set up your page visit:

[www.justgiving.com/rnoh/](http://www.justgiving.com/rnoh/)

### Gift Aid it

Encourage your friends and family to Gift Aid their donation when they sponsor you. This can add at least an extra 25% to every donation at no extra cost to you or your sponsors.

You can download a sponsorship form from our website:

[www.rnohcharity.org/downloads/TheRNOHCharitySponsor%20form2010.pdf](http://www.rnohcharity.org/downloads/TheRNOHCharitySponsor%20form2010.pdf)



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## 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 stuff 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)** and **[www.eatwell.gov.uk/keepingfoodsaf](http://www.eatwell.gov.uk/keepingfoodsaf)**
- 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 16's (or 18 in London) 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 Fundraising and Development Office for more information.

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

**Telephone: 0208 909 5362**



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# Fundraising Pack

## How to return the money you've raised

### Online\*

Make an online payment with your credit/debit card at [www.rnohcharity.org/donate/donate-online](http://www.rnohcharity.org/donate/donate-online)

### Phone

Call us on **0208 909 5362** to pay with your debit or credit card.

### Post

Send a cheque payable to **'The RNOH Charity'** to:

The RNOH Charity,  
Fundraising & Development Office,  
Royal National Orthopaedic  
Hospital NHS Trust,  
Brockley Hill, Stanmore,  
Middlesex , HA7 4LP

\*Please note we pay an admin fee for donations made in this way.

### Bank Transfer

The RNOH Charity Account,  
Barclays Bank,  
126 Station Road, Edgware,  
Middlesex, HA8 7RY.

Sort code: **20-29-37**

Account No: **80756539**

\*Please note we pay an admin fee for donations made in this way.



## Top 10 fundraising ideas

- **Auction of promises**  
Get friends and family to auction off their services – from cooking the dinner or walking a friends dog to upgrading the garden
- **Give something up**  
Get sponsored to give up your mobile, Twitter or biscuits for 24hours
- **Bad tie day**  
Charge your colleagues a pound to come in wearing their loudest tie, award the winner
- **Cake baking contest**  
or baking and selling cakes to friends/colleagues
- **Coffee morning**  
Why not combine it with a cake sale, a raffle or a combination of spa services such as facials and manicures? We can provide you with posters, balloons and wristbands
- **Drink**  
Get sponsored to give up alcohol for a month
- **Film evening**  
Recreate an evening of vintage cinema by showing classic films and musicals and charge an entrance fee
- **Garden party**  
Sell tickets or invite guest to make a donation
- **Clothes swap**  
Get your friends together to swap unwanted clothes and ask for donations
- **Special occasions**  
Celebrate your birthday or wedding and ask for donations instead of gifts



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## Other ways to fundraise

### Take part in one of our events:

- **British 10k run**  
Apply for one of our places and take part in London's 10k run
- **Buttercup Walk**  
Take part in our Charity's flagship fundraising event - the Buttercup Walk, held annually in June
- **London Triathlon**  
Apply for a place and take part in the biggest mass participation triathlon in the world
- **Bespoke Challenge Events**  
Contact the Fundraising & Development Office for more information.

### Other ways to fundraise:

- **Recycle 4 charity**  
If you have any empty printer cartridges, used-up laser cartridges or old mobile phones at home, you may have the start of a very easy method of fundraising!  
  
Recycling is quick and easy to do. Simply go to **[www.recycle4charity.co.uk](http://www.recycle4charity.co.uk)**, register yourself, and pick Royal National Orthopaedic Hospital as your beneficiary; you will then be sent all the bags you need for your recycling. You can also keep track of the Charity's progress online and see how much you've managed to raise. Bags can be distributed to friends and family or perhaps you could get your place of work involved in the scheme.
- **Discover Adventure**  
Take a look at **[www.discoveradventure.com](http://www.discoveradventure.com)** to find a challenge of a lifetime
- **Work**  
Ask your workplace to match what you fundraise.





# Tell us about your event

Please let us know as much as you can about your event by filling in this form so that we can assist your fundraising in the best possible way. The fundraising team will be in touch as soon as possible but if you would like to talk about your ideas, or have any questions about events please call **020 8909 5362** or email **fundraising@rnoh.nhs.uk**

Please complete this form in CAPITALS and return to the address at the foot of the page.

Name	
Address	
	Post code
Email	
Telephone (Day)	Telephone (Eve)
Date of birth (if under 18)	Date of event
Type of event	
Name of event	
Approx. no. of participants	Estimated income
Please provide us with brief details of your planned event	
What are your reasons for raising money for the RNOH?	
I want monies raised to go: <input type="checkbox"/> Where most needed <input type="checkbox"/> Other, please state: .....	

I agree to donate all the profits from the above event to the RNOH Charity (Registered charity number 226955) and to return all collection buckets I borrow within 7 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.

Signed	Date
Print name	

Please note that this form needs to be returned to:  
Fundraising and Development Office,  
RNOH, Brockley Hill, Stanmore, HA7 4LP  
before a letter of authenticity, authorising your activities, can be sent out.



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# How can we help?

## Fundraising Materials

(please tick stating numbers)

	Would like	How many?		
Please send your Redevelopment Shopping List	<input type="checkbox"/>		<input type="checkbox"/>	
Please send your Redevelopment Leaflet	<input type="checkbox"/>		<input type="checkbox"/>	
Please send your Newsletter	<input type="checkbox"/>		<input type="checkbox"/>	
Please send a Redevelopment T-shirt (Please note we can only provide one t-shirt per event)	<input type="checkbox"/>	<input type="checkbox"/> S	<input type="checkbox"/> M	<input type="checkbox"/> L
Please send sponsorship forms	<input type="checkbox"/>		<input type="checkbox"/>	
Please send Balloons	<input type="checkbox"/>		<input type="checkbox"/>	
Please send Wristbands	<input type="checkbox"/>		<input type="checkbox"/>	

## Press

Would you like your event to be featured in our magazine?  Yes  No

Would you like to be featured on our social media channels?  Yes  No

Is there anything else we need to know?



Signed \_\_\_\_\_

Date \_\_\_\_\_

## Contact details

For any other information about the Appeal, your event, or for any questions relating to fundraising please don't hesitate to contact the **Fundraising and Development Office** at:

**Address:**

The RNOH Charity,  
Royal National Orthopaedic Hospital,  
Brockley Hill,  
Stanmore,  
Middlesex,  
HA7 4LP

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**Donations:**

Please make cheques payable to  
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"I'm so proud to be an Ambassador for the RNOH. As someone who spent just under a year undergoing rehabilitation after a serious back injury, I know from first-hand experience the importance of such care."

**Bear Grylls,**  
Appeal Ambassador




"I spent several months at the RNOH after my accident, and the expertise and dedication of the hospital's staff got me through that difficult time."

**David Holmes,**  
Daniel Radcliffe Stunt Double and Appeal Ambassador



"The RNOH has helped me loads, I wanted to give something back and thank them for supporting me."

**Alex McCartney,**  
Patient and Buttercup Walk Hero




"The importance of an outside play area for the RNOH's young patients and their families spurred us on with our challenge."

**Mike Thompson OBE,**  
Appeal Chairman




"It is a great honour to be representing the Charity's Appeal...It's a very special hospital and I'm looking forward to working more closely with the Charity."

**Max Whitlock,**  
Appeal Ambassador




"The RNOH has given me a special leg and now a special arm too, thank you for saving my life - twice!"

**Caitlin Kydd,**  
Patient



"I'm living proof of the way in which the RNOH can change people's lives."

**HRH Princess Eugenie,**  
Appeal Patron



"The RNOH has been in my life since I was young, as my dad used to be a patient and now my mum works in the Physio Department. Having the opportunity to give something back to help with the fundraising efforts is very exciting for me."

**Naomi Riches MBE,**  
Appeal Ambassador