



NAT's Fundraising Pack



FUNDRAISERS



Message from
NAT's Chief Executive

Visit our website to find out
the facts about HIV, HIV prejudice
and what you can do.

www.nat.org.uk

Thank you in advance!

Thank you very much for fundraising for NAT.

NAT is the UK's leading charity dedicated to transforming society's response to HIV.

We provide fresh thinking, expert advice and practical resources. We campaign for change.

Whatever your reason for requesting this pack, I would like to thank you for supporting our work.

At NAT, we could not do the important work we do, if we could not rely on the dynamism and dedication of fundraisers like you. Your efforts will help us to continue to fight the spread of HIV, to ensure people living with HIV are diagnosed early, have access to the treatment and care they need, and to combat HIV-related stigma and discrimination which is a daily experience for people living with HIV.

It's a challenging time for NAT. Our work has never been more important and the funding environment has never been tougher and so fundraising initiatives make a real difference to the work of NAT. Your support has never been more important and would help us to continue our important policy and campaigning work.

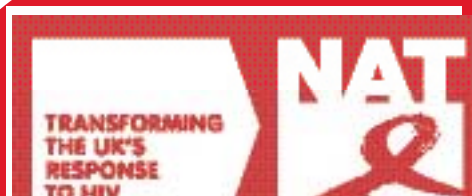
This pack is full of great ideas, useful information and tips that will help to make your event a success. Have a read of it and if you have any questions about fundraising for NAT, about this pack, or just a general question, then please get in touch and our Fundraising Team will be more than happy to help.


Happy Fundraising!

Call 020 7814 6735
or email fundraising@nat.org.uk.



Deborah Jack, Chief Executive, NAT September 2010






Last year we sent
out over 200,000 red
ribbons to fundraisers

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If you have any questions about fundraising for NAT or about this pack, please get in touch and our Fundraising Team will be more than happy to help.

Call 020 7814 6735

Email fundraising@nat.org.uk



Remember,
World AIDS Day is
1 December

Fundraising ideas...

Here are some fabulous fundraising ideas to get you started on your fundraising!

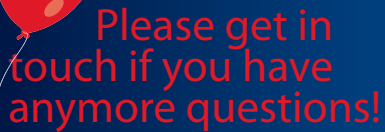
- 1 Hold a red party on our behalf...** you could do this at home or a local venue. You could make or sell red drinks – an NAT signature cocktail, or anything with a dash of cranberry/ blackcurrant. You could hold some fundraising activities on the night, such as a raffle, tombola or auction (local businesses may be willing to donate prizes!)
- 2 Take part in a challenge event...** a life changing experience such as trekking the Inca Trail in Peru or cycling London to Paris, and raise money for NAT at the same time. Visit www.classictours.co.uk
- 3 Guess the baby competition at work...** get those photos out. Come on everyone wants to see their boss in a nappy!
- 4 Abseil a local landmark...** abseiling is a great way to raise money, it's fun (albeit a bit scary!). You could do this alone or as part of a team, there are professional abseiling companies country wide who can assist you in your plans – choose a land mark and go from there.
- 5 Skydive...** a truly life changing experience. You could invite friends, family or colleagues to join you. You can set up your very own NAT sponsorship page to help you maximise the funds you raise. Visit www.skyline.co.uk
- 6 Auction things you no longer need on eBay...** and send NAT the proceeds. This is a simple way to fundraise for NAT, we all have things that we don't need anymore (and often they are taking up space that we really do need!). All you have to do – if you don't already have one – is to set up an eBay account by following the online instructions.
- 7 Auction yourselves (skills auction)...** it works both ways – you have your talents and there must be something that you hate doing, bid for someone to do your ironing or for your boss to take over your filing for the week.
- 8 Sports day...** get competitive! Get as many people as you can involved and charge a joining fee.
- 9 World AIDS Day collection...** you could do this in your office, local pub or church group. We will provide you with a collection box and red ribbons.
- 10 Fun day...** we all love a laugh – approach a local pub or community centre and see if they will hold a fun day there- bouncy castles, games, sales – the lot! Charge an entry fee and send it to NAT or include stalls with proceeds coming to NAT.

Send us any fabulous fundraising ideas you have!

- 11 **Break a record...** find a record you think you might be able to break, and ask people for a small joining fee and also try to get sponsorship from friends, family and colleagues, and your company or other local businesses (perhaps someone would pay to have their logo on a t-shirt that you could wear.)
- 12 **Sponsored walk, run, cycle or whatever you fancy doing...** it's even the perfect excuse to do some pie scoffing!
- 13 **Race night...** they're great fun, you can choose from horses, pigs and sheep! Visit www.racenight.me.uk for more information.
- 14 **Themed event...** you could hold a Casino / Bond themed night. For more information visit www.funcaasinohire.com
- 15 **Dress down day...** this classic fundraising method works in every office. Charge everyone a fixed donation fee for leaving their usual attire at home.
- 16 **One for the boys (and the hairier ladies)...** a waxing!! The more you raise the more you lose... start with your legs, arms, pits – the rest is up to you... ouch, ouch, OOOOhhhhh!
- 17 **Street Collection...** this is a fantastic way to fundraise as well as raising the profile of NAT and spreading the word about HIV. Contact your local council to apply for a fundraising permit.
- 18 **Get others involved...** form a fundraising committee of friends or colleagues and organise events throughout the year.
- 19 **Thought about giving up?** Then do it – and get people to sponsor your efforts, be it smoking, nail biting...whatever your bad habits, give them up (it will benefit us all!).
- 20 **Get matched funding...** lots of companies match the funds that their employees raise – find out how much this could add to your efforts!



Set up a personal NAT sponsorship page on Virgin Money Giving:
<http://uk.virginmoneygiving.com/charity-web/charity/finalCharityHomepage.action?charityId=1000275>



Please get in touch if you have anymore questions!

The Logistics

As you can see, there are so many things you can do to fundraise for NAT. There is no golden rule – just do whatever you think you and others would enjoy... and add a sponsorship form. If it is fun, then it will work as a fundraising event.

Once you have chosen your idea, just follow these simple steps to make sure that your fundraising idea becomes a fantastic and successful fundraising event.

Set a Target

How much money can your event raise? It is a good idea to draw up a budget, so you can estimate your costs against the potential proceeds. Remember, it is better to do a smaller, well thought-through and successful event than an overly ambitious one that flops. Don't forget that every little helps!

Team Work

Work out what jobs need to be done and get people involved. The more help you get, the more likely the event is to succeed. Get a team together, and involve them in making key decisions. It is a great idea to make sure everyone knows their role in the team – write all the team roles down and give a copy to everyone.

Get Sponsored

It is now even easier to get people to sponsor you. Simply go to www.virginmoneygiving.com/giving and enter 'NAT (National AIDS Trust)' and create your own NAT sponsorship page. You can then email it round to everyone you know. It is so much easier than carrying a piece of paper around with you and means that you can reach out to more people! You could also include a link to your sponsorship page from facebook or Twitter if you have an account – that way more people will know about your event, so spread the word!

Get Noticed

Want people to know about your event? Then why not make some posters. We have included a blank poster template in the useful resources section of this guide so that you can let everyone know that your event is supporting NAT.

Another great way of letting people know about your event is to go to the papers. This can either be a school / company newspaper, or your local newspaper or radio station. Journalists are always looking for stories about what people in the local community are doing. There are some tips for getting media coverage in the Useful Resources section of this guide and you can speak to our Fundraising Team by emailing fundraising@nat.org.uk or calling 020 7814 6767.

Have Fun!


Now is the time to do the event itself. If it's fun, then people will come!

After the Event

Once the event is finished, you need to count the money up and see how successful your event was.

There are some tips for handling the money on the Money Matters page in this pack. Don't forget to thank everyone who helped: people who came to the event, people who provided something, people who made a donation. People like to feel like their contribution was appreciated. All funds should be returned to NAT by one of the ways mentioned on page 9 - 'Money Matters'

Don't forget to tell NAT all about the event. We love to hear about the exciting ideas our fundraisers come up with.



**NAT is a
registered charity,
number 297977**

The important stuff

Get Organised

While fundraising is great fun and extremely rewarding, there are some regulations to ensure that everything you do at your event is safe and legal.

Health and Safety

When doing a fundraising event, it is important to consider all possible health and safety standards your event will need to conform to (if appropriate). These include fire safety, first aid, emergency exits. Talk to your Local Council about doing a risk assessment. It is also worth talking to the local Fire Service about fire safety, and the local branch of St. John's Ambulances about first aid. If you tell them about the event you are planning to run, they will be able to tell you about how to make sure it is safe for everyone attending.

Make Sure Your Event Is For Everyone

If you are planning on involving young people in your event, make sure they have permission to be involved and can be supervised properly - young people under 16 must be accompanied by an adult if collecting money from the public.

It is very important that wherever possible your event has disabled access.

Licenses and Permits

If you are doing a street collection, then you will need to obtain a permit. Contact your local council well before the event and find out what documents they require. Usually they will ask for a letter from NAT, and if you let us know whom the letter should go to, we can send one out very quickly. If you are collecting on the street, money needs to be collected in a sealed container.

If you are planning for members of the public to attend your event, then you will need to get a public entertainments license. These can be obtained from your local council.

If alcohol is being provided, an alcohol license will be needed if the venue where the event will take place does not have one already.

It may also be appropriate to contact the local police force if your event is likely to cause disruption to traffic on the day.

Selling Things

If you are selling goods at the event, either new or second-hand, you must ensure that your event complies with safety standards, which can be obtained from local Trading Standards or Consumer Safety Departments.

If food is to be sold or served at the event, you will need to check food safety regulations, which you can get by contacting the Environmental Health Department of your local council.

Insurance

You might also consider taking out some appropriate insurance, in case of damage or cancellation. Check with the venue first.

NAT's Name

Remember, all publicity materials must state, "All proceeds will go to NAT (National AIDS Trust), along with "NAT is a registered charity (no 297977)".

If you intend to use NAT's logo and a description of what we do, please check with NAT first.





Find out more
about HIV at www.nat.org.uk

Why your help is so important to NAT...

HIV has not gone away in the UK ...

Approximately 90,000 people are living with HIV in the UK – that's more than ever before.

Approximately 25,000 people in the UK have HIV but don't know.

90% of people do not know all the ways HIV can and cannot be passed on.

One in 20 gay men across the UK are HIV positive. In London this is 1 in 10; and in Brighton 1 in 8.

Discrimination exists in schools ...

Children as young as four have been excluded from schools just because they are HIV positive, this is illegal.

Having a child living with HIV in school poses no risk to staff or pupils. There is no known case of an HIV transmission occurring at school. HIV cannot be passed on by spitting, small cuts or grazes, sharing utensils or toilet seats.

NAT are working hard to raise awareness of the issue and ensure that all children in the UK are treated fairly at school.

Discrimination exists at work ...

The workplace is one of the places where people living with HIV experience most discrimination.

Case Study:

Mark confided in a work colleague when he found out he was HIV positive and after that people started avoiding him or washing anything he had touched several times over.

Each week his hours in the bar were cut, when he confronted his manager about this he was told that because everyone knew about his "problem" it would be better if he left.

NAT supports people living with HIV so that they know their rights, and produces resources for employers so that they understand the law and how to treat people fairly.

World AIDS Day – 1 December


World AIDS Day was the first international health-awareness day when it was initiated in London in 1988. 1 December remains one of the only health days that is recognised globally.

NAT has co-ordinated World AIDS Day activities in the UK since the beginning. World AIDS Day is an international day of action aimed at raising awareness and halting the spread of HIV.

Every 1 December millions of people from local communities, schools, large companies, retail outlets, and the media get involved and show their support for people living with HIV.

The symbol of World AIDS Day, the red ribbon, is universally identifiable. The red ribbon is worn as a sign of support for people living with HIV. Wearing a red ribbon is a simple and powerful way to challenge the stigma and prejudice surrounding HIV.





80p out of every pound we receive goes directly to our work

MONEY MATTERS...

There are a number of ways you can ensure your hard earned money reaches NAT...

Send a cheque

We suggest you bank all cash amounts into your bank or building society account and write a single cheque made payable to "NAT" or the "National AIDS Trust"

Send the cheque to:

NAT
New City Cloisters
196 Old Street
LONDON
EC1V 9FR

Bank Transfer

You could pay the money you have raised directly into our bank if you go to any branch of HSBC. Unfortunately no other high street bank will process the transfer. Our bank details are:

Bank:
 CafCash Ltd
 Account Number:
 00005647
 Sort Code
 40-52-40

giftaid it

Add nearly a third for nothing!

You can GIFTAID the money you raise. GIFTAID is a government scheme that will make the money you raise worth 28% more to us at no extra cost to you. The only stipulation is that the person who pays the money in pays an amount of UK tax that equals or exceeds the donation given. You need to fill in a GIFTAID form which you can download from our website www.nat.org.uk

Remember GIFTAID is very simple and costs you or the sponsor nothing. For example, if you raise £500, the final amount with GIFTAID jumps to **£640**.

REMEMBER...

Your employer might support your fundraising efforts by "matched funding". This means whatever you raise they will double. Talk to your company's HR Department for more details of this.

giftaid it



NAME OF CHARITY: NAT (NATIONAL AIDS TRUST)

Details Of Donor

Title Forename(s) Surname

Address

Postcode

Phone Number

I want the charity to treat:

- * The enclosed donation of £
- * The donation(s) of £ which I made on/...../.....
- * All donations I make from the date of this declaration until I notify you otherwise
- * All donations I have made for the six years prior to this year (but no earlier than 6 April 2000) **and** all donations I make from the date of this declaration until I notify you otherwise

*delete as appropriate

as (a) gift aid donation(s)

I pay tax at the basic rate higher rate (please tick appropriate box)

Date Signed

To process your donation(s), we will need to make a note of your contact details. Your contact details are only available to NAT and its subsidiaries and we will not make them available to a third party. We would like to occasionally update you on how your donation supports NAT's work and the progress of our current campaigns. If you would prefer for us not to send the occasional update, please tick here


Email is the most cost-effective way for us to communicate with you. If you would like to receive these updates via email, please complete your email address below.

Email

You can opt-out from future updates and email communication at any time.
Please note: Gift Aid can only be added to donations; the service does not apply to any purchase made.

Notes

1. You can cancel this declaration at any time by notifying the charity.
2. You must pay an amount of income tax and/or capital gains tax at least equal to the tax that the charity reclaims on your donations in the tax year (currently 28p for each £1 you give).
3. If in future your circumstances change and you no longer pay tax on your income and capital gains equal to the tax that the charity reclaims, you can cancel your declaration (see note 1).
4. If you pay tax at the higher rate you can claim further tax relief in your Self Assessment tax return.
5. If you are unsure whether your donations qualify for Gift Aid tax relief, ask the charity. Or ask your



Don't forget to take pictures at your event ... and send them to us!

Writing a press release

Writing a press release

- **Include the date and contact details** of someone who can talk to the press, including a mobile phone number wherever possible.
- **Keep it short and snappy.** Only one page, with short paragraphs and an exciting headline.
- **Answer the 5 W's?** Who, What, Where, When and Why, and include a quote.
- **If you are contacting a local paper/ TV or radio** make sure you tell them why the story is relevant to their local area.
- **If you want to use the NAT logo,** a quote from someone at NAT or for more advice contact our Communications Manager, 020 7814 6733, press@nat.org.uk
- **Notes to the editor** – include a brief paragraph about NAT (National AIDS Trust). See template.

Tips for getting your release covered

- Get a local celebrity or dignitary, eg. local TV newsreader, sports player or mayor to provide a quote for your press release. Drafting a quote and getting it approved will sometimes improve your chances of getting a response from a busy celebrity.
- Let the picture desk know if you think they may want to send a photographer to your event. Phone them two weeks before to make sure they put it in their diary, then chase them up the day before.
- Email the release to the news desk, then follow it up with a phone call to make sure they have read it!
- Write down the three key points about your story which makes it newsworthy and be prepared to talk about them when you follow up your press release with a phone call.
- Arrange for good quality photos to be taken of your event in case no-one from the press turns up, then send them out as soon as possible on email to your journalist contacts. Local papers are much more likely to cover a story if it has a good picture to illustrate it.
- Be contactable and prepared to talk to Journalists as soon as you have sent out your press release. Remember your three key points!
- Lastly don't forget to keep copies and mentions of any press coverage you receive and let us know. We love to hear your success stories!

Visit our website to find out the facts about HIV, HIV prejudice and what you can do.

www.nat.org.uk

EXAMPLE PRESS RELEASE

Press Release

1 December 2010



Students Across the UK unite for World AIDS Day in Red Ribbon Poster Campaign Competition

On 1 December, World AIDS Day, NAT (National AIDS Trust) will announce the winner of the UK Red Ribbon Poster Campaign, which was launched in September to raise awareness of World AIDS Day, whilst also raising vital funds for the World AIDS Day cause.

The competition has brought together thousands of students from across the UK in an attempt to make Britain red for the day, to encourage creativity amongst pupils whilst they can learn the truth about HIV. Today more people than ever before are living with HIV in the UK and new infections continue, yet public knowledge about HIV is lower than it was 10 years ago. More than 20 years after HIV first appeared in the UK people living with HIV continue to face discrimination.

The competition also hopes to raise over £25,000 for NAT, as it is being run alongside the Red Ribbon Collection Box Campaign, where ribbons are sold for £1 in schools and colleges.

Joe Smith, competitor from Sunnysdale School, said:

"I am proud to join NAT in marking World AIDS Day. With approximately 90,000 people living with HIV in the UK, we must do more to raise awareness. After learning about World AIDS Day in a class assembly we wanted to do something for the 'Act Aware' campaign and show our creativity on a national scale. We hope our poster will be a popular choice, and will raise the funds and awareness that we need to."

Deborah Jack, Chief Executive of NAT, commented:

"It is great to see students coming together to mark World AIDS Day. More people than ever before are living with HIV in the UK and many face stigma and prejudice. This poster campaign has not only raised vital funds for NAT but also raised awareness about HIV in the UK. I wish the students all the very best in their creative attempts."

People from London can still get involved in World AIDS Day or make a donation.

To find out more visit www.worldaidsday.org

Notes to the Editor:

1. NAT (National AIDS Trust) is the UK's leading charity dedicated to transforming society's response to HIV. We provide fresh thinking, expert advice and practical resources. We campaign for change.
2. We aim to prevent the spread of HIV and AIDS, ensure people living with HIV have access to treatment and care, and eradicate HIV-related stigma and discrimination.
3. World AIDS Day is 1 December.

PRESS RELEASE TEMPLATE

YOUR LOGO (IF APPLICABLE)

For immediate release date month year

Contact

on Tel:

or Mobile:

CATCHY HEADLINE

Copy

Quote:

"
"
"

HIV facts

- Approximately 90,000 people are living with HIV in the UK.
- Over a quarter of people with HIV do not know they are infected
- The number of people living with HIV in the UK has trebled in the last ten years
- 90% of the public do not know all the ways that HIV can and cannot be passed on.

For further details and the most up to date statistics visit: www.nat.org.uk

-ends-

Notes to the Editor

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www.nat.org.uk

NAT is the UK's leading charity dedicated to transforming society's response to HIV.

NAT is a registered charity. No 297977

Use this blank poster template to tell people about your event, and how you are organising it to raise money for NAT.



All proceeds/ profits will go to NAT (National AIDS Trust)

NAT is the UK's leading charity dedicated to transforming society's response to HIV.



TRANSFORMING
THE UK'S
RESPONSE
TO HIV



NAT is the UK's leading charity dedicated to transforming society's response to HIV. We provide fresh thinking, expert advice and practical resources. We campaign for change.

SHAPING ATTITUDES CHALLENGING INJUSTICE CHANGING LIVES

NAT
New City Cloisters
196 Old Street
London EC1V 9FR

T : +44 (0)20 7814 6767
F : +44 (0)20 7216 0111
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W : www.nat.org.uk

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