

TRANSFORMING
THE UK'S
RESPONSE
TO HIV



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, expertise and practical resources. We champion the rights of people living with HIV and campaign for change.

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

Whilst the number of people living with HIV is higher than ever before, understanding of HIV is declining and myths and misinformation persist. For example, one in five people do not know that HIV can be transmitted through sex without a condom between a man and a woman and one in ten people falsely believe that HIV can be transmitted through spitting.

At a challenging time, the dynamism and dedication of fundraisers like you is vital in helping us continue our work and protect and promote the rights of those living with, and at risk of, HIV. Your efforts will ensure that we can continue to improve awareness and education so that people know how to protect themselves from HIV infection and people living with HIV are diagnosed early, treated with respect, dignity and justice and receive the highest standard of care.

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 6731
or email fundraising@nat.org.uk.



Deborah Jack, Chief Executive
NAT August 2011



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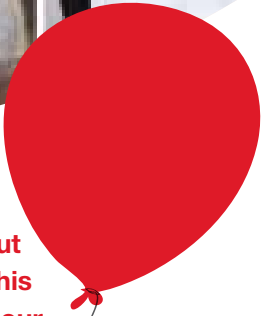
Last year we sent out over 200,000 red ribbons to fundraisers

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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 6731
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 Release your inner Wigster..** The Wig Party is an annual fundraising bonanza in aid of NAT - and now is your chance to replicate the fun in your own Student Union! Download the complete guide from www.HIVaware.org.uk.
- 2 Bake Aware!...** Put on your apron and get baking! Whether a bake-a-thon, a cookie auction or a cake sale, this is a great way to raise funds for NAT and enjoy some yummy treats at the same time. Download our Bake Aware fundraising pack from www.HIVaware.org.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.funcasinohire.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 **Take part in a challenge event...** 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.
- 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:
Go to www.virginmoneygiving.com and search for 'National AIDS Trust'



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 will enjoy... and add a sponsorship form. If it's 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 idea becomes a fantastic and successful fundraising event.

Set yourself 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. As a rule, you should not be spending more than 1/3 of the minimum you can realistically raise.

Team work

Work out what jobs need to be done and get people involved. You may choose to assign a small number of tasks to a few friends or to put together a formal committee, with everyone taking responsibility for one area (venue, entertainment, refreshments,...).

Get Sponsored

It is now even easier to get people to sponsor you. Simply go to www.virginmoneygiving.com then enter 'NAT (National AIDS Trust)' in the charity search and create your own sponsorship page. You can then email a link to this page 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. However, if you want a paper sponsorship form, there is a template at the back of this pack.

Get Noticed

Want people to know about your event? Then why not make some posters. We have included a blank poster template 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 university / 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 7817 6731.

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. All funds should be returned to NAT by one of the simple ways outlined on page 9- 'Money Matters'.

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.

We love to hear about your successes, so be sure to send us your stories & photos - they may even help inspire others!



NAT is a
registered charity,
number 297977

The important stuff

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. Here are some tips:

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 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 which NAT can supply upon request.

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.

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 as they may already have cover.

NAT's Name

Remember, all publicity materials must state, "All proceeds will go to NAT (National AIDS Trust). 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.

One in five people do not know that HIV can be transmitted through sex without a condom between a man and a woman.

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

People living with HIV continue to face stigma and discrimination ... at work, in schools and in healthcare settings.

Your fundraising efforts will not only raise funds to help shape attitudes, challenge injustice and change lives, but will also get people talking about an issue that has fallen off the public agenda.

Mark's Story:

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 the 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 is World AIDS Day. Since it was established in 1987, this has been an international day to raise awareness of HIV and AIDS around the world, celebrate achievements in tackling HIV, reflect on the impact HIV is still having and bring the issue to the public attention.

The famous red ribbon is the symbol of World AIDS Day. It is worn by celebrities and the general public as a simple and powerful way to challenge the stigma and discrimination 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 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

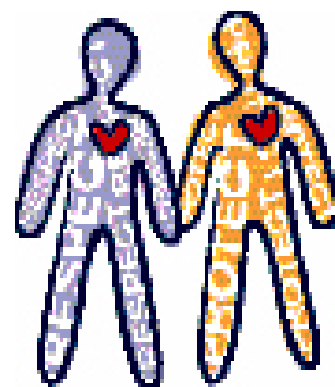
Add nearly a third for nothing!

You can GIFTAID the money you raise. GIFTAID is a government scheme that will make the money you raise worth 25% 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 is included in this fundraising guide and send it back to NAT.

Do send us a note to tell us who the funds are from and how you raised this money, so that we can thank you and your fabulous helpers properly!

REMEMBER...

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



giftaid it



NAME OF CHARITY: 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 25p 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 local tax office for leaflet IR113 Gift Aid.
- 6.Please notify the charity if you change your name or address.

NAT is a registered charity, number 297977
Company Limited by Guarantee No. 2175938
Registered office: Chiene + Tait, Unit 112, Down
Street, West Molesey, Surrey, KT8 2TU.



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 make 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 in an 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 2011



Students Across the UK Bake Aware for World AIDS Day

On 1 December, World AIDS Day, schools across the UK will join NAT (National AIDS Trust) in 'Acting Aware' by 'Baking Aware'.

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.

For World AIDS Day 2011, NAT is therefore asking people to 'Act Aware' - that is, to increase their own awareness of HIV in the UK... and then act on this knowledge.

One simple way to Act Aware is by joining the 'Bake Aware' campaign. This is bringing together schools across the UK in holding a bake-a-thon, cookie auction or bake sale. Through these events, students are not only raising funds for NAT's work to educate the public but also getting people talking about HIV, an issue that has fallen off the public agenda.

This initiative is hoping to raise £10,000 for NAT.

Susie Smith, from Sunnydale 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 what better way to do this than by baking red ribbon-shaped cookies?."

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. Bake Aware 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 with their creative baking efforts!"

To find out more visit www.HIVaware.org.uk

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, expertise and practical resources. We champion the rights of people living with HIV and 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 on 1 December.

PRESS RELEASE TEMPLATE

YOUR LOGO (IF APPLICABLE)

For immediate release

[DATE]

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
- 70% 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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3. World AIDS Day is 1 December.



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.
NAT is a registered charity, no. 297977



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SHAPING ATTITUDES CHALLENGING INJUSTICE CHANGING LIVES

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F : +44 (0)20 7216 0111
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National AIDS Trust is a registered Charity No. 297977 and a Company Limited by Guarantee (registered in England and Wales) No.2175938. Registered office: Chiene + Tait, Unit 112, Down Street, West Molesey, Surrey, KT8 2TU

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