



together
we can make
the difference

fundraising pack

Borders Health Board Endowment Funds
Registered Charity No. SC008225

who we are...

NHS Borders receives many donations, often from patients, their families and carers, who have received treatment from us or others who just want to do something for their community. 'The difference' is a local charity which serves as the public face of the Borders Health Board Endowment Funds, which exists to enhance patient care in the Scottish Borders.

what we do...

We have almost 200 funds for each ward, department and hospital. Our work funds equipment, training, patient comforts, and improvements to patient and staff environment. We work in close partnership with healthcare professionals across the full spectrum of hospital and community activity, to identify projects that will help local doctors, nurses and other clinicians enhance the care which they provide.

We support fundraisers in their efforts with any materials or advice they require to maximise their fundraising.

Everything that we fund is an 'enhancement' to the services provided by the NHS, and would not be paid for out of the government purse.

what you can do...



organising your fundraiser...

Once you know what you want to do, let us know and we'll support you in whatever way we can.

Organise it... arrange your venue... pick a date... ask your friends to help...

apply for any licences (see - keeping it legal)... arrange collecting buckets... set up a just giving page

Promote it... tell all your family & friends... put up posters... use facebook or twitter... add it to your email signature at work... contact the press

Hold it... the time has come... enjoy it!

Collect it... collect in the donations/sponsors... submit them to us knowing the money you have raised will really make the difference to patient care in the Borders.

... then relax and be proud!

Remember to email us at thedifference@borders.scot.nhs.uk if you need buckets, t-shirts or an electronic copy of our logo for your posters.

keeping it legal...

- Ensure our charity name and registered charity number appear on all literature, collecting tins and/or buckets. This is not only a legal requirement but it reassures people that you are fundraising for a genuine charity.
- Obtain a license from the local authority if your fundraising involves collecting funds on the street or in a public place.
- Ensure your event is organised efficiently and safely, 'the difference' cannot accept any responsibility for an event organised in aid of the charity nor for anyone who participates in it.
- If children are involved please ensure the child's parents/guardians have given their permission for their child to take part and for any photographs to be taken.

raffles...

If you plan to sell tickets during the event and the draw itself is taking place during the event, this is a **non-commercial raffle** and there are no specific ticket requirements.

You can use normal cloakroom tickets for such a raffle.

If you want to sell tickets in the time leading up to the event, as well as at the event itself then this is considered a **small society raffle** and you will need to get tickets printed. The tickets must include the 'the difference' The Borders Health Board Endowment Funds (Registered Charity No. SC008225), the price of the tickets, the date of the draw, a contact name and address and a licence number.

The draw can take place at the event or at a later date but if you do it privately, you will need a witness and if the date of the draw changes then everyone who has bought a ticket needs to be informed.

where the money goes...

We have nearly two hundred funds, one for every ward, department, speciality and hospital in the Borders. This allows us to ensure that your money can make the difference exactly the way you would like it to. To give you an idea as to how your money helps, we have come up with a few examples of our funds and how they spend their charitable funds.

fund 82 dialysis fund - Patients receiving dialysis treatment are in hospital three times a week for over four hours, so money from this fund is used to help during these lengthy treatments . One dialysis patient is currently teaching some of the other patients to paint, helping them pass the time but also gain a new skill so the funds helped purchase painting materials. Funds raised for Dialysis have also been used to purchase better treatment chairs for a more comfortable visit and for 'bikes' which attach to these chairs so that patients can benefit from cycling while on dialysis.



where the money goes... (contd)

fund 198 huntlyburn ward mental health fund - Huntlyburn offers specialist care to mental health patients during an acute phase of their illness. Patients' length of stay varies but most people are likely to be with them for 2 to 3 weeks. Patients are encouraged to take part in social activities so donations buy arts & craft materials or garden equipment for patients to grow their own vegetables. The team have also purchased a smoothie maker and a juicer to promote healthy lifestyles as well as buying self help books and information to aid patient recovery.

fund 85 special care baby unit - Charitable funds help buy equipment needed to care for babies in the unit and to provide comfortable surroundings for the parents, many of whom spend several months visiting their babies whilst they are cared for on the unit. Charitable funds are used for non-essential but beneficial equipment to enhance the care provided, such as specialist milk warmers for babies. Most importantly, staff within the SCBU listen to families own ideas or suggestions for the unit.

fund 400 general fund - This fund helps fund a multitude of things. It can be used to support departments with spiritual care or volunteering as well as assisting support groups such as the breastfeeding group. It has been used for staff development events and anything that isn't covered by the other funds.

Remember, we have almost 200 different funds so if you have something specific in mind that isn't covered here, please get in touch and we'll make sure your donation goes where you want it to.

collecting your sponsorship

Online...

These days, you are much more likely to get people to sponsor you if you make it as quick and easy as possible for them. For this reason we have an account with the online sponsorship site, JustGiving.

To set up your page on Just Giving follow these instructions:

1. Go to the JustGiving website and search for Borders Health
2. Select “the difference” from the list of charities then click the “fundraise for us” button
3. It will ask you to set up an account but this is quick and easy to do.
4. You can then customise your own page with pictures and text. Think about what you want to put on here, make it personal and including why you are raising money, will inspire people to give as much as possible.



We have included ten tips from JustGiving in this pack which to help you get the most out of your page. Once you have set up your page, you can share it using Facebook, Twitter or just your general email account asking all your friends and family to donate. The money will then be directly transferred into our bank, so it's nice and simple for you too!

On Paper...

If you are perhaps not so computer savvy or just want to do things the traditional way, we have paper sponsorship forms that you can pass around your friends, family and colleagues. A form has been included in this pack, but please feel free to photocopy this or contact us if you require more copies.

What is Gift Aid?

Gift Aid is great because it means charities get extra money added to their donations at no extra cost to the donor. The Government allows the charity to claim back the tax on donations meaning for every £1 donated we currently receive £1.25 when you add Gift Aid.

In order for us to claim Gift Aid however, a donor must be a UK tax payer and we need their full name, address and postcode. They also need to tick the box confirming their eligibility and consent. Simple as that!

10 Fundraising tips from JustGiving

1 Ready for your close up?

Fundraisers with pictures on their page raise 14% more per photo. A legitimate excuse for a #selfie.



2 Tell your story

People will give more if they know why you care. Add your story to your page.



3 Smash your target

Pages with a target raise 46% more. Be brave and tell the world what you're aiming for.



4 Add a summary

Give your supporters a quick snapshot of what you're doing and why. It could raise an additional 9%.



5 Don't do it alone

There's strength in numbers - people that are part of a team raise 10% more.



6 Find your company

Impress your boss by linking to your company's Profile on JustGiving. It could boost donations by 20%.



7 Update your friends

Been out training or have some news about your fundraising? Post an update to keep your friends interested.



8 Get creative

Give people an extra reason to donate. "If I raise half my target in a week I'll dye my hair blue."



9 Share your page

Once your page is looking perfect, share it on social media. Every share is worth about £5 in donations.



10 It's all over... or is it?

Twenty percent of donations come in after the event. You never know who might still be feeling generous...



JustGiving

paying your money in...

No matter how you choose to pay your money in please be sure to specify which fund you'd like your money to go to so that we can ensure that your gift is used exactly as you wish.

Cash and cheque...

Cheques can be posted to the Fundraising Department:

Fundraising Office,
EC 22 Education Centre,
Borders General Hospital,
Melrose,
TD6 9BS

Should you prefer, you can also take cash and cheques directly to the Admin Department at Borders General Hospital.

BACS...

If you would like to make a payment directly into our bank, please contact the fundraising team so that we can provide the account details and that way we will also know to expect your payment.

Online...

You can make a secure donation online by clicking the 'donate' button on our JustGiving page here: www.justgiving.com/bordershealth

Please include the fund you wish your donation to go to, in the 'leave a message' box on this page. You can set up a direct debit by clicking 'make a monthly donation' from our Just Giving page also.

If you have any queries please don't hesitate to get in touch!

I'm making
the difference

in aid of

the difference

making the difference to patient care in the borders

Borders Health Board Endowment Funds Reg. No. SC00825