

Noah's Ark

Children's Hospital Charity
Elusen Ysbyty Plant



Putting the Fun Into Fundraising!



Together we are working to save lives and create futures.



Dear New Fundraiser

It's so exciting that you're supporting Noah's Ark Children's Hospital Charity by taking part in/holding <event name.>

We are so touched that you have chosen to help us support your national children's hospital; a world class facility for over 73,000 sick and vulnerable children throughout Wales.

Now that we are based at the Noah's Ark Children's Hospital, we see every day how important our work is. It is vital that we fund the most up to date equipment so we can help give children in Wales the best chance of success.

Importantly, we can only do this with the help of others so again thank you for choosing us.

We want to make sure that we can help you wherever we can. We have a Fundraising Supporters Form that we kindly ask you to fill in and return to us. This means that you let us know what you plan to do and then if anyone asks us about your event or activity we can tell them we know all about it.

The form also gives you an opportunity to request stock such as collecting tins and sponsor forms which will assist you with your event. We are adding more helpful information to our website so that you can download more information and have access to fundraising ideas, tips and also the general guidelines that you need to know.

We look forward to hearing from you and we are always at the end of the phone or click of an e mail if you need us.

Don't forget to send us your photos and videos from your event - we love celebrating our fundraisers' success on social media and in our newsletter.

If you follow us on Twitter - @noahsarkcharity - we will do our best to retweet your news and photos.

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Who we are

Noah's Ark Children's Hospital Charity is the only charity exclusively fundraising for the Noah's Ark Children's Hospital for Wales – Wales' National Children's Hospital – which helps 73,000 patients every year.

We raised the money for the initial build of the hospital treating children with cancer and medical conditions. Since then, with the help of others, we've raised millions more for Phase Two of the hospital which opened in May 2015.

We are committed to ensuring the children of Wales receive the best possible care, always.

Thanks to the bottomless generosity of our brilliant supporters, we have funded:



A brand new critical care unit supporting those needing high dependency and intensive care



Six operating theatres including two computer integrated operating theatres



An MRI scanner



The hydrotherapy pool



A brand new paediatric ophthalmology department



We also helped to build the teenage cancer unit and we fund the amazing play therapy team

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How to organise your own event



1.

Decide what you want to do.

2.



Identify a location & date. Make sure you are not clashing with other events in your area. Find a location suitable in size and facilities for the activity.

3.



Write a list of all the things that need to be done to make your event a success.

- Who do you need to contact?
- Do you need any licences?
- Who will attend, who's your audience?

Think about the people who will be participating. The type of event that you hold should be tailored to the types of things this group of people will enjoy doing.

- Set up a JustGiving Page to start fundraising. Review your list as you get closer to your event.

4.



Tell your local community. Find out if a local advertising business would be willing to help. Utilise any social media channels that you have access to eg. Facebook & Twitter. Even the most inspiring ideas need communication.

5.

Enjoy & have fun! We really appreciate your hard work and effort that has gone into the organisation of your event.



Fundraising A-Z

Noah's Ark Children's Hospital Charity is the only charity exclusively fundraising for the Noah's Ark Children's Hospital for Wales – Wales' National Children's Hospital – which helps 73,000 patients every year.

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A

Afternoon Tea
Auction of
Chores
Antiques Fair
Art Competition
Abseil



B

BBQ
Bingo
Bike Ride
Bring & Buy Sale
Balloon Race
Bring a Pound
to Work
Bring unwanted
clothes to Work
Bungee Jump

C

Craft Sale
Car Wash
Cake Bake-Off



D

Dress Down Day
Duck Race
Disco or Dance
Dinner Party



G

Garage Sale



H

Head Shave
Half Marathon



J

Jigsaw
Marathon
Jazz Night

K

Kareoke



L

Land's End to
John O'Groats
Line Dancing
Contest
Limbo

M

Marathon
Movember



N

Name the
Teddy



R

Raffle
Race Night

S

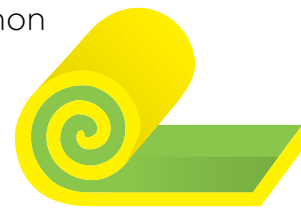
Skydive
Swear Box
Sponsored
Silence

Y

Yoga
Marathon

Z

Zumbathon



Keep it Legal

Charity fundraising is regulated by law. To make sure your fundraising is legal, check these points which outline the procedures you should follow.

Insurance

Our public liability insurance may not cover all fundraising events and activities you undertake. You may need additional insurance depending on your activity – please make sure you have arranged this prior to your event taking place.

Lotteries and raffles

Check the latest information and advice at: www.gamblingcommission.gov.uk

Alcohol

Check if your venue is licensed or contact your local council for more information on obtaining a Temporary Event Notice (TEN). A licence may be required if you are selling alcohol or offering it as a prize. www.gov.uk/temporary-events-notice

Risk assessment

Identify any hazards and evaluate any risks at your event that you will need to consider. www.hse.gov.uk/risk/casestudies

Noah's Ark Charity

We are a charity so our Registered Charity Number must appear on all posters and advertisements: 'Registered Charity No. 1069485'. Always use our 'In Aid Of' logo on any fundraising materials and please ensure that any promotional material you produce is in line with our branding policy.

Public collections

If you want to raise money in a public place, you need to obtain permission to do so from your local council. If you want to hold a collection on private land such as in a pub or shopping centre, you need permission from the owners. Noah's Ark Charity can provide you with collection tins and information on collecting. Please give us a call on 029 2184 7310.

Food

Contact your local council for food hygiene regulations at events or see: www.food.gov.uk

First aid

Ensure you have adequate cover available for the scale of your event. If you are not sure, check with your local council.

Please contact us on 029 2184 7310 if you have any queries on any of the above.

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Meet the Team – Fabulous Fundraisers!

Dylan hits his peak

When Dylan Carlyon was six he took on a challenge that most adults would find difficult to complete.

Inspired by his younger brother, Hari was born safe and well in 2008, despite the belief of the medical profession that he wouldn't make it. However, he began showing signs of delayed development due to hyper-mobility in his joints resulting in an inability to crawl and walk.

As part of his treatment, Hari had a course of hydrotherapy in his local hospital. This clearly remained in Dylan's mind because he heard about the Noah's Ark Appeal. Dad David recalled; 'He was really excited that the Noah's Ark Appeal were raising money for a dedicated hydrotherapy pool for children. He asked if he could do something special for his little brother.

Dylan decided that he would walk the three peaks of the Abergavenny area, Skirrid (1601 feet), Sugarloaf (1955 feet) and Pen-Y-Fan (2907 feet). walked with Dylan and helped him undertake this challenge which he completed in an amazing 9 hours raising nearly £5,000.

A big thank you all the children and parents from Hywel Dda Primary School – who organised and participated in the Teddy Bears Picnic on Saturday 11th July, raising £40 for Noah's Ark Charity.

Lauren Oliver - mum to Chloe, knows all about the importance of the Noah's Ark Children's Hospital for Wales. Lauren said

"Noah's Ark Hospital is amazing. My daughter Chloe has Down's Syndrome and is a regular patient there. They always treat so well while and I couldn't be more grateful. Raising money for you is an absolute pleasure!"

"If I get to £1000, I'll run the marathon!"

Jameson Bowen is a typical football-loving 10 year old. However that all changed in March this year, when he was diagnosed with a brain tumour. Jameson's Uncle, Craig Bowen, remembers when the call came through that the brain scan had revealed a tumour saying "Initially I was in shock, totally heartbroken. Nobody knew what to do but we knew we must be strong for Jameson.

He was put in an ambulance and transferred to the Noah's Ark Children's Hospital for Wales and whilst we were trying to come to terms with the news, he was incredibly excited about a ride in an ambulance!" Wanting the help the Noah's Ark Children's Hospital Charity, Craig and partner Louise decided to enter the Cardiff Half Marathon 2015, aiming to raise £300 for the charity. However Craig was so overwhelmed with the support they'd received; he casually mentioned "If I get to £1000, I'll run the marathon!" He says that since then, all his friends and family have wanted to be the person, who tips the fundraising to £1000.



Ten Tips on Advertising your event for FREE!

You've planned your event/activity, the date is set and the next thing you need to do is tell people about it.

It's always possible get some publicity and get the word out there without spending money - or squeezing as much value from the little money you have?

Here are some tips that will help get some more backsides on seats, people through the gate at your next function or more sponsorship towards your goal. These are only the start. You should use this as a base and see how many other ideas you can add to it.

1. Word of Mouth

The first place to start is with your members and supporters. Use your meetings, regular communications and contacts list to let them know about an event and encourage them to tell their friends and friends of friends. Word of mouth is still one of the most powerful selling tools because it also comes with a reliable, credible endorsement.



3. Email bulletin

Make sure you have your members/supporters/business partners on email and send a mass email to let them know about the event/activity (where, when, why, cost, RSVP etc).

This is a very cheap form of communication; it ensures people are notified instantly, and that they can easily pass on the message to others they think might be interested. You can issue a reminder but don't misuse this power to badger people continually - that's known as spamming.



2. Sell the tickets - collect sponsorship

Even better, get the people who are spreading the word to carry books of tickets or sponsorship forms so that the transaction can be completed in one simple operation. If you do this you'll have to make regular checks to see who's sold how many, in order to calculate how many tickets remain and ensure the money comes in.

For sponsorship, try and collect the money at first point of contact. It's easier than chasing payment, post event or activity.

4. Let your email market your event

Add a paragraph to your email signature to let people know about an upcoming event.

Try something like:

"Don't forget the Noah's Ark Charity Dinner, at the Sandy Village Palladium on May 1, featuring The Three Tops and Madgedonna. All proceeds will go towards medical equipment for the Noah's Ark Children's Hospital for Wales.

For further information, please call Tina on 9999 999999 or email goodcause@goodcause

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5. Posters, Signs and Shop Windows

For locally-based events, whether a fete or a garage sale - use the old tried and true poster. Most shops will display your information in their window, if you ask politely.

We can provide logos and templates to make production easier. (NB: Many local councils have a zero-tolerance policy on posters on council or public property, so make sure you check first before putting a poster up on public property.) It's etiquette to go round after the event and take them down.

7. Other people's mail and newsletters

Why not ask for a free ride? Approach local businesses that do regular mailouts and ask if they would mind dropping in an extra sheet advertising your event or provide you with some space in their newsletter. It also provides another option for businesses that are unable to support your group financially.



9. News - TV & Radio

Send your media release to local radio stations as well - for both news and also for an interview. As with the newspapers, you should not be just looking for one run. Be greedy and aim for multiple appearances. The problem with TV news is that they need footage to illustrate their story and so tend to report on things that have already happened rather than things that you want to happen.

Unless you've actually involved the network as a sponsor, you are going to have to work hard to get the cameras involved and that means setting up a "picture opportunity" or TV stunt that is so spectacular, so colourful, so active and so much fun that they can't resist.

6. Other people's space

The general rule is "Why not ask if you can get it for free?" Some advertising agencies will do socially responsible work occasionally. Because the bigger advertising agencies spend so much with media organisations, they can sometimes call on favours for space for something they support.



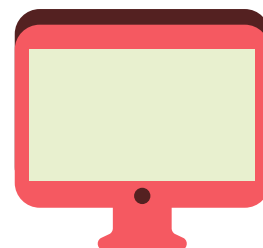
8. News - Newspapers

Newspapers are always looking for 'news' to fill their pages, so with the right pitch and plenty of time you should be able to get an article in. Send them a press release as far in advance as possible, with professionally prepared photos and letterhead. Your release should not be written like an advertisement.

It must be written concisely, be newsworthy, be of interest to the public, and be informational (not overtly promotional). If your fundraising was inspired as the result of a relative, colleague or friend's child receiving treatment or you want to fund a particular department/piece of equipment, don't forget to mention this.

10. Online

Put the details of your event on your website and make sure you send through your information to us, as well as any other "What's On" or free online events listings that are available to you. Facebook, Instagram and Twitter are just a few Social Media platforms, upon which you can spread the work further. Encourage your followers to share your information and don't forget to ask us to do the same thing!



I've finished! What's next?

Thank you for organising a great event!

Please thank everyone who attended or supported you, throughout your fundraising. Don't forget to tell them how much you raised.

Remember to share your fundraising story and photos with us. This will provide the inspiration for other fundraisers. Please be advised that unless you tell us otherwise, we may feature your material through our newsletter, social media accounts and local and national press.

Remember to return all your collection tins, buckets and any unused promotional material to the office. This will enable us to ensure other events are just as well supported.

Paying in your sponsorship

- If you've set up a JustGiving Page, the money you've raised will automatically come to us.
- Paying over the phone: Call the Fundraising Office on 029 2184 7310 and pay by credit or debit card. We will then process this and send you a receipt of your donation by letter. However, if you've used the traditional method of collecting cheques or cash, we'll need you to fill in the slip below, with a cheque made payable to "Noah's Ark Children's Hospital Charity" and send to:
Noah's Ark Children's Hospital Charity, Noah's Ark Children's Hospital for Wales, Heath Park, Cardiff, CF14, 4XW

If the money has been raised by a large group of people (e.g. company, club, school) or you have secured media coverage, you may want to formally present your cheque to someone from the Fundraising Team. Please feel free to ask and we will do our best to arrange this.

✂ — — — — —

Your details:

Title: _____ Forename: _____ Surname: _____

Address: _____

Post Code: _____ Telephone: _____

Email: _____

Date of fundraising activity: _____

Description of fundraising activity: _____

Amount raised: £ _____

Please enclose cash and/or cheque, plus your sponsorship form.

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Noah's Ark Children's Hospital Charity

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