



Healthcare
Workers' Foundation

FUNDRAISING INFORMATION

PACK



Registered with
FUNDRAISING
REGULATOR

THANK YOU FOR YOUR SUPPORT

In the UK, there are around two million healthcare workers and the pressures faced by this group continues to grow - this is where the Healthcare Workers' Foundation (HWF) comes in: we exist to support the welfare and wellbeing of all healthcare workers - whenever they need us.

We rely on the generosity of our supporters - people like you - to raise the funds critical to the continuing provision of our much-needed services. From staff room transformations, to free counselling sessions and grants to ease immediate issues; we provide services and support to relieve the anxiety and stress of high-pressure working to ensure that our healthcare workers can fully focus on the patients in their care.

In return for your hard work fundraising, we will support and motivate you through your challenge. We have put together some advice and useful tips in this pack to help you on your way.

Good luck, and remember, we are here to help you smash your fundraising target – just drop us an email or pick up the phone if we can help. On behalf of everyone we support, thank you for choosing to fundraise for us.



Julie Child
CEO



WHY YOUR SUPPORT IS VITAL

Founded by healthcare workers, for healthcare workers, our sole priority is to increase the wellbeing and welfare of all those working in the healthcare sector, regardless of who they are employed by or which setting they work in. Your donation will help us provide support in the following ways:

Counselling

We recognise the extraordinary strain on healthcare workers, with the additional challenge of staff shortages and an overwhelming amount of patients to see. Many are at breaking point and their health is our priority. We work with our providers to offer free counselling, no questions asked.

Financial support

We are aware that the cost-of-living crisis has resulted in additional financial challenges.

At HWF, we provide grants of up to £1,000 to healthcare workers who are struggling, to help alleviate the financial pressure they may be facing.

Bereaved family support

Children rely on parental support to get through life. Those who have lost a healthcare worker parent to COVID-19 may miss out on opportunities, connections, mentoring and security. We recognise that this loss has a huge impact, so we offer families educational services, respite breaks, probate assistance and grants towards higher education.

Staff room refurbishments

This initiative provides refurbishment of rest facilities in hospitals and care settings, to ensure that staff have access to quality break facilities to get them through long and challenging working days.

FUNDRAISING TIPS

Let's get started...

The secret to any good fundraising is planning. The task of writing a plan might seem quite daunting when faced with a blank piece of paper, so we've included some tips below:

Decide how you want to raise money

You may decide on one method or a combination. We've included some suggestions over the page.

Set your fundraising target

That way, you and your supporters know what you are trying to achieve, plus it's a great motivator!

It's not what you know, it's who you know...

Make a list of all the people you know, even those you haven't been in contact with for some time. All these people have the potential to help you in your fundraising quest, either by making personal donations or by helping in a practical way (organising a fundraising event for you, putting you in contact with other people or organisations, etc). You might initially think that you don't know many people but wait until you start thinking and writing them down, you will be surprised!



Your fundraising matters

£20 can pay for academic tutoring for a child who lost a healthcare worker parent to COVID-19, so that they don't struggle with their studies.

Set up an online donation page

Create your personalised page by visiting [justgiving.com](https://www.justgiving.com) and let people know why you feel passionate about the Healthcare Workers' Foundation and why it means so much to you to help give healthcare workers the services they need.

Sharing is caring

Share your page with friends, family and work colleagues – don't forget to post it on your social media channels. Try changing your work email signature to include a link to your fundraising page or post an ask on social media. Tag us in all your fundraising posts and include **#TeamHWF**. Email your photos to our Fundraising Team, using the contact details below. Why not contact your local press to ask if they would share your story too?

"Support from HWF has been overwhelming in helping to ease (our) pain. They have supported us in ways we couldn't have imagined. It's a rough journey, but they are helping us deal with it. In addition to providing access to bereavement counselling and checking on us regularly, HWF helped secure a four-week accounting internship and is supporting our daughter in her A-level studies."

Ken, who received our bereavement family support

Donations from companies

Make sure you tell all companies you approach that they can claim tax relief on charitable donations when calculating their profits for corporation tax. This will be between 5-25% of the gross donation, depending on the company's size. So, the more companies give to you, the more tax relief they get.

Matched funding gives your employer the chance to boost your fundraising, as they may match the money you raise. Some employers offer this on a pound-for-pound basis, while others will specify the amount they're prepared to give - it's always worth an ask!

FUNDRAISING IDEAS

Do something active

Run, trek, skydive, cycle, swim, get muddy or come up with your own event. The Healthcare Workers' Foundation has partnered with Charity Challenge to offer a wide range of exciting challenges and experiences which raise money for frontline healthcare workers.

Ballot runners - we need YOU

Got your own place in an event? Whether it's a ballot place in the Great North Run or London Marathon, or you have a fire walk or obstacle course in the diary, use your event to fundraise for the Healthcare Workers' Foundation. We will supply you with HWF merchandise and will support you every step of the way.



£100

The difference you make

£100 will fund two much-needed counselling sessions.

Coffee morning

Get friends, family, or colleagues together for a cuppa (or something stronger) and a piece of cake in aid of HWF. Not a fan of tea or coffee? Why not host a gin night, Pimm's in the garden or anything that takes your fancy?



£750

We could not do this without you

£750 would fund a respite break for a family that lost a loved one who was a healthcare worker.

Charity ball

Dust off your glad rags and go all out with a charity dinner dance or ball! Sell tickets and hold raffles and games throughout the evening to raise those really big bucks. You could talk to local press and radio to help promote your event.



Take on a month of challenges

10 burpees a day for a month or 10k steps a day for 30 days... or give up chocolate, your favourite tippie or treat and get sponsored for it.

"Counselling really saved me. I cannot even think of where I would be now, had it not been for my counselling."

Emily, A & E Receptionist



£500

Help us be there for them

£500 will provide comfortable seating/sleep facilities for staff to use while resting mid shift.

IDEAS FOR CHILDREN

Great HWF 'Bake Off'

Host a Bake Off-style baking competition. Send us your photos and we could award the accolade of Star Baker!

Sponsored chores

Sponsor the kids to do their household chores. Half could be pocket money; the other half can be donated to ensure healthcare workers have access to our vital services.

Sports day

Host a sports day in your garden or around your house to raise much-needed donations. Set up your athletics course with household items and take on an obstacle like no other! Ask your household to join you or take it online and get family involved over video chat, to get those heart rates pumping.



How you can help

£250 will cover the provision of kitchen facilities, so that staff can have access to hot food and drink during their long working day.

£250

IDEAS FOR WORK AND HEALTHCARE SETTINGS

Team challenge

Get your colleagues involved in your fundraising - who can do the most steps around the hospital or healthcare setting where you work?

Dress-up day

Ask your colleagues, friends and family to sponsor you to dress up for the day - as a character from your favourite film or book, perhaps?

Sell your stuff

"One person's trash is another person's treasure". Set up a jumble sale in your staff room to sell your unwanted items - decluttering for a worthy cause and, after all, everyone loves a bargain.

Sweet treats

Baking's not just for kids. We all need a sugar fix to get us through the day. Why not set up a coffee and cake morning in the office? Email your colleagues in advance - including the link to your fundraising page, of course - and get baking.

Quiz night

Be quizmaster for a night. You could do this virtually, at home or even ask your local pub to get involved.

Auction

A charity auction is a great way to engage with local businesses and the community. It will also spread the word about the importance of our work. Ask your local gym, shops, friends and family for donations of items and then upload them to an online auction site - we recommend Jumblebee. You could go 'all-out' and ask a local auction house to host the event for you!

Sponsored skydive

Did you know we're registered on GoSkydive? A tandem skydive experience is like nothing on earth and it's pretty accessible to all. Jump out of a plane from 2-3 miles up and ask your colleagues to sponsor you!

SENDING YOUR MONEY

We ask that you pay all outstanding sponsorship money within a month of completing your fundraising. You can do this in the following ways:

Via JustGiving. Link your page to the Healthcare Workers' Foundation or ask us for details, all money will come directly to us.

BACS: Sort Code: 20-76-90, Account No: 90450715, Account Name: HEALTHCARE WORKERS' FOUNDATION.

Please be sure to use your surname as a reference and drop us an email when you intend to transfer your fundraising - just so we know when to expect it. Once you have your final amount, don't forget to let your supporters know!

FUNDRAISING Ts & Cs

Just a couple of points to consider on your fundraising journey

DO NOT raise funds by **carrying out 'door to door'** or unsolicited collections.

DO NOT **collect in any public place** without first obtaining a collector's licence from the local authority.

DO NOT **collect on private property** (including shops, pubs, etc.) without obtaining the owner's permission.

DO NOT **conduct any raffle, lottery, or public collection** without first contacting the HWF team.

DO NOT do anything that **brings the HWF into disrepute**.

If you have any questions, please get in touch with us. We will provide all the tips and advice you need to ensure your event is a success!

OTHER WAYS YOU CAN HELP

Share your story

Are you a healthcare worker? Please share your story and experiences with us. As a charity founded by healthcare workers, for healthcare workers, you are at the heart of everything we do. Help us understand what you're going through and share your experiences, so that we can support others who could benefit from our services. Email us at communications@healthcareworkersfoundation.org to find out more.

Become a volunteer

Help us spread the word about the Healthcare Workers' Foundation! There are many ways you can volunteer with us from helping spread the word about our services, to getting hands-on with some of our exciting projects.

Partner with us

Is your business, organisation or employer looking to make a difference by supporting a charity? We would love to hear from you. Get in touch with us to discover the many ways we can work together.

Email

rosie@healthcareworkersfoundation.org



STILL STUCK FOR IDEAS?

Check out the A-Z of fundraising on our website for inspiration or get in touch with us!

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www.healthcareworkersfoundation.org

 @thehwf_  @theHWF  @healthcareworkersfoundation

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