

EAST CHESHIRE NHS Charity

Together, we can make a difference



Fundraising guide



@eastcheshirenhscharity

Charity Number: 1059228



Introduction to East Cheshire NHS Charity

East Cheshire NHS Charity is the official charity of East Cheshire NHS Trust, and raises money for not only Macclesfield District General Hospital (MDGH), but also Knutsford Community Hospital, Congleton War Memorial Hospital and all our community services.

Although NHS hospitals are funded by the government, East Cheshire NHS Charity helps our local healthcare services go the extra mile. We aim to provide high quality care and be a brilliant place to work. We achieve this through research, training, enhanced facilities and cutting-edge medical equipment over and above what the NHS funds.

By supporting East Cheshire NHS Charity, donating or supporting in any other way, you are ensuring we can continue providing high quality care, going above and beyond what the NHS funds.

We're so thankful to all of our generous supporters.

To keep up to date with the charity, sign up to our newsletter by emailing

@ ecn-tr.ECHOHospitalCharity@nhs.net

Follow us on social media



@eastcheshirenhscharity

Fundraising ideas

Struggling to come up with ways to fundraise for us?

Try one of the ideas below!



Set up a sweepstake

You can create a sweepstake for just about anything, from predicting how long it will take you to complete a challenge to guessing how many sweets there are in a jar



Sporting events

You could hold a charity football match, golf day or swim-a-thon



Donate the cost

Ask a coffee or takeaway loving friend to give up their favourite morning drink or meal for a week and donate what they save



Dress down day

Hold a dress down day at work or school to find out which team member has the wackiest t-shirt or craziest hat. You could link it to sporting events, wearing team colours or uniforms



Walking challenge

Challenge yourself to complete the Three Peaks or a local route to you with your friends, family or colleagues



Cycling challenge

Get sponsored to complete a cycling challenge



Give up something you love

Give up chocolate, coffee, social media, sweets, or alcohol for a month and get people to sponsor you



Bake off

Hold a baking competition with friends, family members or colleagues



Donate your commute

As a lot of people now work from home, so you could ask them to donate the amount they're saving by not commuting to work

Calendar of events



1

January

Take on a new challenge – sign up to a running, trekking or cycling challenge and get sponsored by friends and family

2

February

Macclesfield Annual Pancake Day Race
Sign up a team and complete to see who's the best flipper in town

3

March

St Patrick's Day – Hold a themed night, you could include traditional foods or even hold a themed quiz

4

April

Easter – Take part in our Bunny Hop event or you could donate Easter themed activities to our wards

5

May

Host a charity golf day at your local golf club

6

June

Host a sports day with your friends, family, colleagues or school

7

July

Wimbledon sweepstake – get your friends and family together to watch the games and have strawberries and cream

8

August

Take part in a step challenge over the month. Get friends and family involved to see who can get the most steps!

9

September

Bake Off – Hold a bake off competition with your friends, family or colleagues

10

October

Take part in a Pumpkin carving competition to see who can create the most spooktacular design

11

November

Hold a bonfire themed party. Take part in games and serve themed food

12

December

Put on your best Christmas accessories and take part in Christmas Jumper Day



How to set up a *JustGiving* page

- 1 Go to JustGiving
- 2 Click 'Start fundraising'
- 3 Click 'A charity'
- 4 Log in or sign up and create an account
- 5 Search for East Cheshire NHS Charity
- 6 Scroll past the campaigns until you see 'Charities' and look for East Cheshire NHS Charity
- 7 Pick the relevant activity to your fundraising
- 8 Tell us about your event by emailing: **ecn-tr.ECHOHospitalCharity@nhs.net**

Why use a *JustGiving* page

It's simple

JustGiving makes it easy to set up a page.

You can personalise your fundraising page

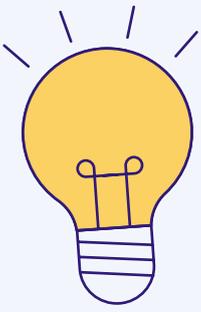
Add your story about why you've chosen to support East Cheshire NHS Charity and post updates on your fundraising.

Share your story

You can share your personalised page link with your friends, family and colleagues over email or social media and keep them updated on your amazing fundraising challenge or event.

It's easy

As you get donations, the money will automatically go straight to East Cheshire NHS Charity which means you can focus on your fundraising.



Tips for setting up a successful fundraising page



Add a photo

Fundraisers with pictures on their page raise 14% more per photo. The perfect excuse to get a selfie with your team and a charity t-shirt!



Tell your story

Why have you chosen to support East Cheshire NHS Charity? Tell your story about why you are fundraising for us.



Set a target

Pages with a target raise 46% more. Setting a target will encourage your supporters to donate.



Don't be afraid to share

Sharing on social media and WhatsApp raises more. Don't be afraid to keep posting about your fundraising, people want to hear about the good things you are doing.

Tip - Payday is a great time of the month to share your fundraising page.



Don't forget about email

There are lots of your friends, colleagues and neighbours who are not on social media but would love to hear about what you are doing. Why not add a link to your fundraising page on your email signature?



Be creative

Think of interesting ways to get people excited about your fundraising. For example, completing a challenge in fancy dress if you reach your fundraising goal.



Support from our charity team

We'd love to share your fundraising on our social media. Send us some pictures and information on why you're supporting East Cheshire NHS Charity.



Update your page

Let supporters know how you are doing by updating your page on a regular basis; they will enjoy following your progress.



Encourage others

Ask your friends and family to take part in your training and raise money as well, as it makes the experience more fun.



It's not over til it's over

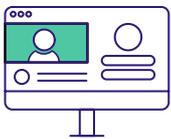
20% of donations come in after an event has ended, so make sure you follow up the event with an update about how you did.



How to get your fundraising to us

We want to say a big thank you for supporting our charity!

You've done the hard part now by raising the money, so now we've got to make sure it gets to us. There are lots of ways to send in your fundraising money, so pick the one that suits you best.



Online giving pages

If you've set up an online giving page, like JustGiving, then you don't need to do anything, your online page automatically sends your fundraising to us.



On the website

If you'd like to make the donation online, visit our website **eastcheshirenscharity.org** and click the make a donation button. Remember to include how you raised the money.



Donate into our bank

For electronic bank transfers, we can give you the account details and a unique reference code to quote at the time of transfer.

Email - **ecn-tr.ECHOHospitalCharity@nhs.net**

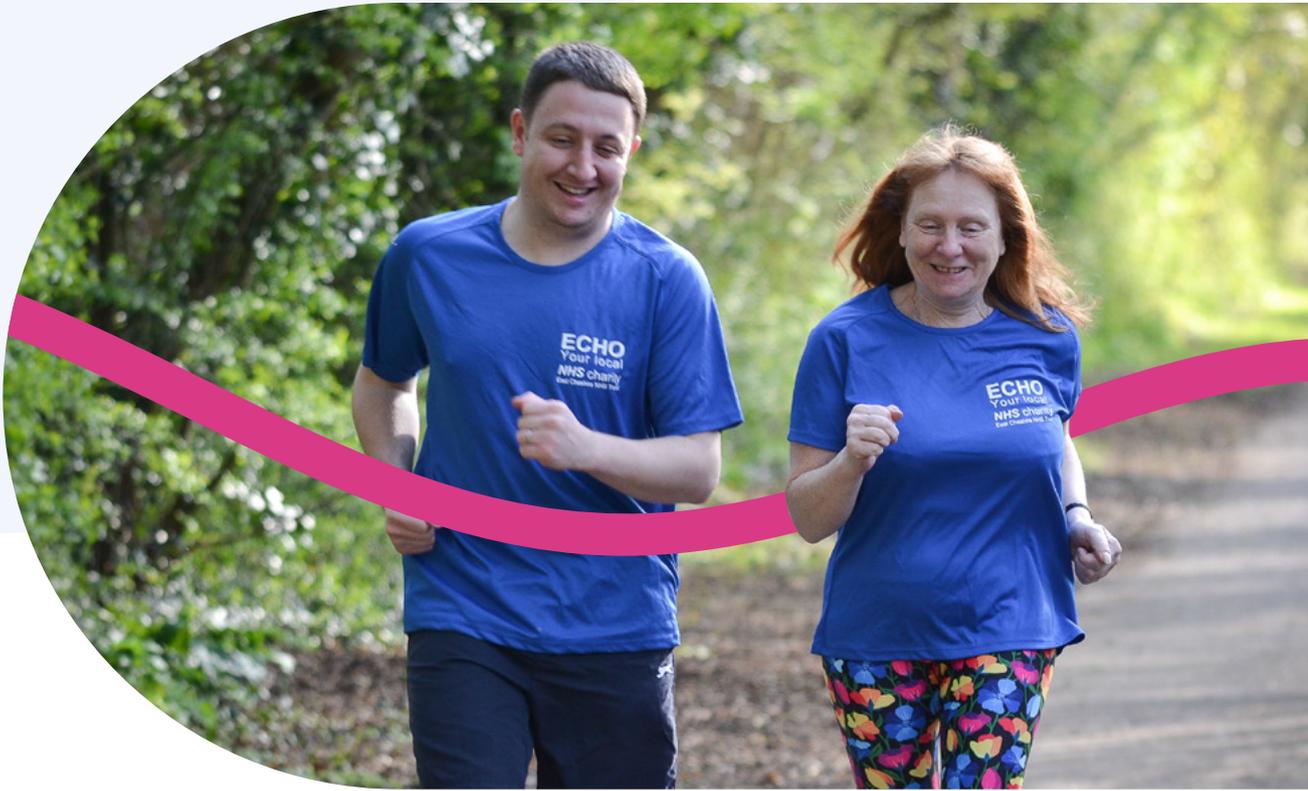


By post

If you'd like to pay by cheque, please make it payable to East Cheshire NHS Trust Charitable Fund and send it to us at:

Fundraising Department
Alderley House, Victoria road, Macclesfield, Cheshire, SK10 3BL.

Remember to include a note with your name and your fundraising event.



More ways to support us

Regular giving

Make a big difference with a monthly gift

Our regular givers play a vital part in East Cheshire NHS Charity. Having guaranteed income from our amazing regular givers means we are able to plan for long term projects.

However much you can afford to donate as a regular giving is a wonderful way to show you care.

Convenient for you

Monthly givers find it easier to set up regular gifts as they are able to give proportionately more than they might in a single donation, by spreading the cost across the year.

Legacies

We are incredibly grateful to everyone across our community who has so generously supported East Cheshire NHS Charity, including those who have left a gift in their will.

After you have provided for your loved ones, many people are choosing to leave a gift in their will to charity. Whether you are making a will or updating an existing one, after taking care of family and friends, please consider leaving a gift in your will to East Cheshire NHS Charity.

Every gift large or small makes a difference and will go directly towards life-saving equipment for East Cheshire NHS Trust supporting patients in hospital and across our community services.



For more information visit our website:

eastcheshirenscharity.org



Corporate fundraising

Whether you're interested in taking part in a one off event, looking for sponsorship opportunities, Charity of the Year partnerships or you'd like to work with us to raise awareness, we're here to support you and your team with corporate fundraising. Our fundraising team can work with you to create a mutually beneficial partnership and show your staff and stakeholders that you're an employer who wants to make a difference in the local community.

Becoming a corporate supporter of East Cheshire NHS Charity helps us to fund equipment, research, education and provide wellbeing activities to help East Cheshire NHS Trust go further.



Charity of the Year

From the moment you choose East Cheshire NHS Charity as your Charity of the Year, we work with you to build a calendar of engaging fundraising events and activities for you and your staff.



Commercial Fundraising

Stand out from your competitors by donating a percentage of profits from certain products or services.



Sponsorship

Each sponsorship package is tailored specifically to your business needs. We offer a range of exciting benefits, including increased brand awareness and PR opportunities.



Gift in Kind

Could your company or business support us through donating items to support our fundraising events, staff and patients? Gifts in Kind could include products for raffle prizes or events, a service or professional advice. When you give in kind, you are helping us to save our resources and support your local community.



Employee Fundraising

Fundraising in the workplace is a great way to promote teamworking and motivate your staff.