



Love
Musgrove



Fundraising Toolkit

Everything you need for
your fundraiser to make
a lasting difference.



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YOU CHOSE US

Firstly, a huge thank you for choosing to support Love Musgrove with your fundraising efforts!

We're absolutely delighted to have you on board. Love Musgrove is the official charity of Musgrove Park Hospital. **Making a Difference for Patients** is at the heart of everything we do. Every single penny you raise goes towards improving the care, comfort, and experience of our patients right across the hospital and its services.

We help fund the things above and beyond what the NHS can afford. From cutting-edge equipment and the latest technology, to bright, welcoming spaces and modernised wards. Sometimes it's the little touches that make the biggest difference, and your support helps turn great ideas into life-changing realities.

And this is where you come in! Your fundraising - no matter how big or small - has an incredible impact on our patients, their families, and the amazing staff who care for them every day.

We're here to support you every step of the way, from brainstorming ideas and setting goals to cheering you on as you reach them.

Hopefully, this booklet gives you all the tools, tips, and inspiration you need to plan a fantastic fundraising event - and to make a real, lasting difference for everyone at Musgrove Park Hospital.

THE POWER OF FUNDRAISING



Your fundraising truly makes a world of difference! Thanks to the amazing generosity of our community and local businesses, we've been able to create better facilities, buy state-of-the-art equipment, support staff training, and go that extra mile for our patients.

If you'd like to support a specific ward or department, we'll make sure your funds go directly there. Or, you can give to our **Better Everywhere Fund**, which helps us support the areas that need it most.

Mandy's Impact

When Mandy was given the devastating news that there was nothing more doctors could do for her mum, there was no suitable relatives' rooms available on the ward. She and her sister Jo were given the news in a small, tired-looking room - an experience that inspired Mandy to make a change. Mandy vowed to raise funds for a new room, and she did exactly that! In just over 5 months, through multiple fundraising events, Mandy raised an incredible £5,500!

Thanks to her determination and compassion, the ward now has a truly beautiful new room, complete with comfortable furniture and calming photos. Mandy has achieved something extraordinary - offering a place of peace and privacy for families during the most difficult moments.

"Mum had done so much for so many in her lifetime, so this room will be her legacy which will hopefully help people to find comfort during difficult times."



IDEAS

You might already have an idea about how you want to fundraise for Love Musgrove. Maybe it's a challenge that pushes you out of your comfort zone, hitting a personal goal, hosting a family fun day, or making goodies to sell at a stall. Fundraising is more fun when it excites you so, our top advice?

Do something you love!



Fundraising Ideas

- * Quiz Night
- * Head Shave
- * Sponsored Challenge
- * Charity Ball
- * Auction
- * Sports Match
- * Coffee Morning
- * Bake Off
- * Games Night

Whatever you choose, the possibilities are endless - and it's up to you. We're here to support you every step of the way! If you need some more ideas click [here](#).

REAL FUNDRAISERS. REAL IMPACT.

Betsie

Betsie had the idea to use her wonderful creativity and kindness by handcrafting beautiful bracelets and selling them at her school fete. Her hard work and generosity paid off and she raised £180 for the Children's Ward at Musgrove Park Hospital.



Mary

Mary, 90, took on the incredible challenge of walking 97 miles of Hadrian's Wall and raised an amazing £8,651 for the Beacon Centre. Fiercely determined, she finished the eight-day trek - hills, rough terrain and all - spurred on by thoughts of her brother: "It's his enthusiasm for the centre and all the care they have taken of him."

Harrison

Harrison decided to put on a Charity Fundraiser Football Match in memory of his grandad Richard, and now it's an annual event. What started as a simple idea has grown into a much-loved community event, bringing together family, friends, and a brilliant day of football.



GETTING STARTED

So you've chosen a fundraiser...what next?

We know it can feel a little overwhelming to figure out where to start, but don't worry we've got you! Here are some simple steps to get the ball rolling...



01

Set up a fundraising page

The easiest way to start collecting donations is by creating an online fundraising page. We recommend JustGiving - it's quick and easy to set up, and all donations come directly to us. The earlier you set it up the more time people have to donate. See the next page for some top tips!

02

Talk the talk

Once your page is live, let everyone know! Share it on socials, pop it in the family group chat and tell your colleagues. You can even add it to your email signature. Don't be shy - be proud and shout about it! The more people you reach, the more donations you'll receive and the more impact you'll make.

03

Make it personal

Whenever you share your page, include a few words about why you're fundraising. Personal stories help people connect with your cause and are proven to encourage more donations.

04

Don't lose momentum

Whatever your fundraiser, keep your supporters updated along the way. Share photos, milestones and progress. People love seeing what you're doing and following your journey.

YOUR JUST GIVING PAGE

Setting up a JustGiving page is the easiest and most secure way to collect donations. It's quick, simple and only takes a few minutes. Plus, you don't need to worry about transferring funds - JustGiving sends everything directly to us.

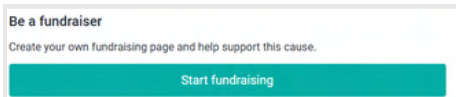
HOW TO SET UP YOUR JUSTGIVING PAGE

01

Go to www.justgiving.com/LoveMusgrove

02

Select 'Start Fundraising'

A screenshot of the 'Be a fundraiser' button on the JustGiving website. The button is green and says 'Start fundraising'. Above it, the text reads 'Be a fundraiser' and 'Create your own fundraising page and help support this cause.'

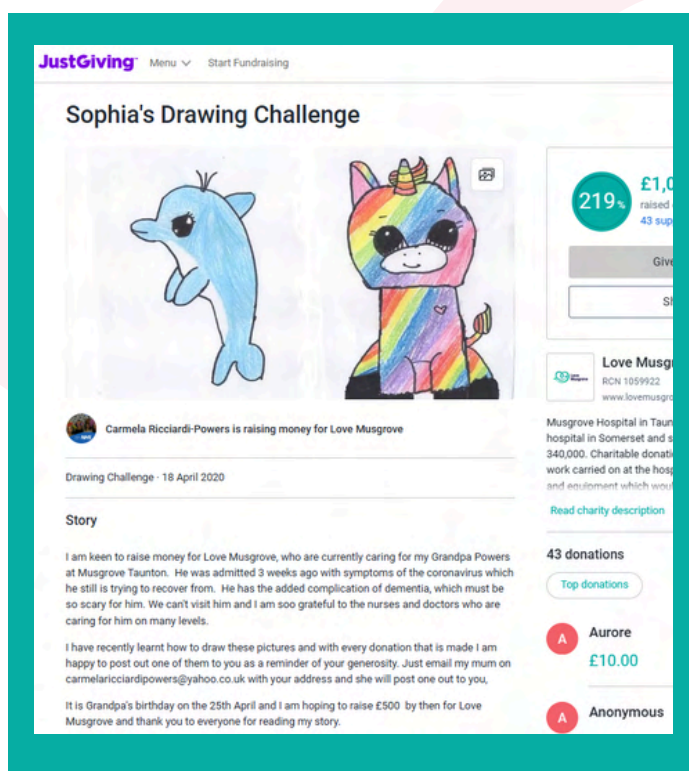
03

Sign in or create an account

04

Make sure your page says what event or fundraiser you are doing

TOP TIPS



Upload a photo

Photos are a great way to personalise your page and help supporters connect with your story. You can also keep your page fresh by adding new pictures as your fundraiser progresses. Make sure you also include why you're fundraising in the description. Personal stories help people connect with your cause and are proven to encourage more donations.

Set a target

Pages with a fundraising target raise 46% more - so aim high! Setting a target motivates both you and your supporters. And if you reach your goal early, why not increase it?

Share your page

Once your page is live, don't forget to share it far and wide! Post it on social media, send it to friends and family, and tell your colleagues. The more people who see it, the bigger your impact.

TELL US

We want your event or fundraiser to be an amazing success, and we'd love to hear all about what you've got planned! Our team is here to support you, cheer you on, offer advice, and help in any way we can. Give us a call on 01823 344437 or email us at LoveMusgrove@SomersetFT.nhs.uk

What we can help you with...



01

Branded Materials

We can provide Love Musgrove logos, branded t-shirts, running vests, and balloons so everyone knows who you're fundraising for! We can also supply leaflets to share at your event, explaining who we are and the difference your support makes.



02

Social Media

We love to shout about our wonderful fundraisers! If you're happy to share photos with us, we'll create posts to promote your fundraiser before and after your event. You can also tag us in your posts @LoveMusgrove so that we can share them!



03

Collection Tins

Whatever your event, we can provide collection tins and buckets to make it super easy for your supporters to give on the day.



04

QR Codes

Not everyone carries cash these days, so we can create a personalised QR code that links directly to your JustGiving page. It's perfect for sharing online or at your event - making donating quick and easy!

If there is any other ways we can support you please get in touch...

01823 344437

LoveMusgrove@SomersetFT.nhs.uk

KEEPING IT LEGAL

We want you to have the best time fundraising for Love Musgrove - and to do it safely and legally. As the event organiser, you're responsible for keeping everyone involved safe at all times. The more you know, the more you can relax and enjoy your event!

If you need any advice or have questions, please don't hesitate to contact us.



Licences

Check whether you need any special licences for your event - for example, to serve alcohol, sell food, or provide live entertainment. Most venues already have these, but if not, you may need a **Temporary Event Notice (TEN)**. For food hygiene guidance, visit www.food.gov.uk

Insurance

If your event is open to the public, ensure the venue has **Public Liability Insurance**. If not, consider arranging your own cover.

Permissions

For cash collections, get permission from the property owner or your local council if collecting in a public space. We can provide an official letter confirming you're fundraising on behalf of Love Musgrove.

Raffles & Draws

Only sell tickets and complete the draw for guests at your event. Don't spend more than £500 on prizes (donated prizes don't count). Don't deduct more than £100 for raffle costs. If you plan to sell tickets in advance, contact your local council for a licence. For the latest guidance, and advice visit the [Gambling Commission](http://www.gamblingcommission.gov.uk) website.

Safety

For larger events, consider professional **First Aid** cover and always complete a **risk assessment** to identify and reduce hazards. Visit the [Health and Safety Executive](http://www.healthandsafety.gov.uk) website for templates and further guidance.

MAKE YOUR FUNDRAISING GO FURTHER

01

Gift Aid

If your sponsors are UK taxpayers, Love Musgrove can claim an extra 25p for every £1 donated - at no extra cost to them. Platforms like JustGiving make this easy by including a Gift Aid option. If you're using a sponsorship form, make sure you record each donor's full name, home address, and consent to claim Gift Aid.

02

Matched Giving

Tell your employer about your fundraising and why it matters! Many companies offer Matched Giving schemes and will match the amount you raise - doubling your total. It's a great way for both you and your workplace to make an even bigger difference.

03

Keep costs low

Where possible, it is best to keep your expenses low. Ask if venues or suppliers can offer a charity discount or donate items and services. Get creative - borrow, repurpose, or go DIY if you can. A good rule of thumb: for every £1 you spend, aim to raise £3.

04

Ask for support

Consider contacting local businesses who may sponsor your event, donate raffle prizes, or even match your total. Also don't be afraid to call on the expertise of your friends and family - their skills, knowledge and contacts can help you save money and raise more!

GETTING YOUR MONEY TO US

Once you have finished your fundraising, there are a few ways you can pay in your funds:

Online

Pay in your funds quickly and securely at www.LoveMusgrove.org.uk/Donate

Bank Transfer

You can pay your funds directly into our bank. Please contact us for our bank details: LoveMusgrove@SomersetFT.nhs.uk

In person

Pop into our **Fundraising Office** and drop off your funds - we'd love to thank you in person!

By Post

You can send a cheque payable to 'Love Musgrove' by post to: Fundraising Office, Musgrove Park Hospital, Taunton, TA1 5DA. When sending, make sure you include your contact details.

By phone

Call us on **01823 344437** and we can take your donation over the phone.



Please don't send cash through the post. Instead you can pay it into your bank and then send us the amount using one of the methods listed here.

If you have raised money through JustGiving, rest easy as the money is sent directly to us.

WHAT HAPPENS AFTER?

Congratulations - you've done it! All your hard work has paid off, and you've made a real difference. You should feel incredibly proud of what you've achieved.



01

Say thank you

Take a moment to thank everyone who supported your fundraising - donors, volunteers, venues and sponsors. A quick message, a photo from your event, or a social post goes a long way. Your supporters will want to see your amazing achievements!



02

Share your photos

We would love to see what you got up to! Send us your photos and a update about how it all went. You can also tag us in your photos @LoveMusgrove. It helps us celebrate your success, say thank you, and inspire future fundraisers. You could also send your story to your local media!



03

Return items

If you borrowed any items such as collection tins or buckets, please return them to our Fundraising Office as soon as you can .



04

Relax & reflect

You've just completed an incredible fundraising challenge. Make sure you take time to relax, reflect and feel proud of your amazing achievement!



THANK YOU!

Your dedication means the world. By stepping up to fundraise, you're making a difference for our patients, ensuring they receive the very best care, comfort and support they deserve. Thank you for choosing to make a difference.

KEEP IT GOING!

We'd love to support you with any further fundraising. There's loads of fun and exciting challenges you can sign up for including Cycles, Fire Walks, Wing Walks, Skydives, and much more!

Find out more here: www.LoveMusgrove.org.uk/Events

Website

www.LoveMusgrove.org.uk

Email

LoveMusgrove@SomersetFT.nhs.uk

Phone

01823 344437

WHY NOT VOLUNTEER WITH US?

Or do you know any friends, family, or colleagues who'd be interested in volunteering? If so, get in touch with us!

Love Musgrove is part of the Somerset NHS Charity family and we work alongside Yeovil Hospital Charity to make a difference for NHS patients across Somerset.



**Love
Musgrove**



**Somerset
NHS Charity**



**Yeovil
Hospital
Charity**