



Fundraising guide

Thank you

Welcome and thank you very much for joining our amazing team of supporters, who we call our Support Act!

Every year, our professional musicians share live music with people from across the UK who may not otherwise get to experience it. This includes those living with dementia, who have mental health problems, or who are seriously ill.

Our specially-created live music experiences unlock all kinds of emotions – from joy to loss, pleasure to nostalgia. They improve people's mental, physical and emotional health. And they help people feel more connected to each other.

Your fundraising will help more people to experience the healing power of live music and increase awareness of the work we do.

This fundraising guide has been created especially for you with fundraising suggestions, steps to help you raise as much as possible, and ways to promote your fundraising event or activity.

Please get in touch if you have any questions.

Thank you for the music!



Sue Diamond
Community and Events Fundraiser

Fundraising ideas

Whether you're up for a fitness challenge or have something musical in mind, there are lots of great ways you can raise money for Music in Hospitals & Care.



Bake sales, coffee mornings, afternoon teas, pancake sales, or "Come Dine with Me" style competitions.



Rubber duck races, quiz nights, murder mystery evenings, or games tournaments.



Sports competitions or sports days.



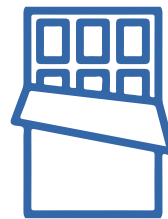
Raffles or auctions as a stand-alone event or included as part of larger events.



Entertainment such as an evening ball, gala or ceilidh, live music or karaoke, film, comedy or theatre, or a talent or fashion show.



Sign up for one of our places in a marathon, half-marathon or kilt walk. Or take on a sponsored cycle ride, swim, skydive...



Be sponsored to give up a habit or guilty pleasure, talking, or cutting or shaving your hair.



Challenge yourself over a period of time, for example, 30 days of walking or painting.



Be sponsored to learn a new skill that you have been meaning to start, like playing an instrument!



Car boot sales, bring-and-buy sales and local markets. You could host your own or ask to sell at a pre-organised one.



Mow lawns, wash cars or windows, walk dogs, pack bags in supermarkets.



If you don't want gifts at a special occasion, such as a wedding or birthday, ask people to donate instead.

Tips for staying safe and legal

Fundraising can be very rewarding. To help make sure this is possible you may need to consider some of the below legal and safety information.



If you have anything printed it will need to say “in support of Music in Hospitals & Care” and clearly show our registered charity number for England and Wales (1051659) and for Scotland (SC038864).



We can provide you with a letter of authority to show proof that you are fundraising. This will help if you would like to ask local businesses for raffle prizes or for sponsorship to cover costs of a venue, food and drinks or entertainment.



If you're organising a street or door-to-door collection you will need to contact your local authority for the relevant permit or licence. If you're collecting on private property, such as a supermarket, shopping centre or pub, you will need permission from the owner or manager.



If you're organising a raffle, lottery or prize draw or any games where the result is down to luck (such as a rubber duck race there are certain laws you will need to follow. Please check with us or your local authority.



Any collection buckets or tins must be clearly labelled with our name, registered address and registered charity number, and sealed. Please contact us for collection buckets or tins.



You might need licences from your local authority depending on the time of day your event or activity. This could be for providing entertainment, food and drinks or for any contractors or suppliers.



You may need to consider health and safety, such as hygiene guidelines for food and drinks and carrying out risk assessments. In some cases you will need to arrange to have a qualified first aider attend, or people to support you in case of an incident or emergency.

We are here to help you. If you have any questions or need support, please contact us at hello@mihc.org.uk or [0204 553 9219](tel:02045539219).

Promoting your fundraising

Here are some straightforward steps to successfully promote that you're fundraising.



Spread the word

Let family, friends, neighbours, community and sports groups, and colleagues know you're fundraising for Music in Hospitals & Care. Posters are also great for attracting people's attention. Remember to ask permission to display them in community noticeboards.



Local media

Featuring in local newspapers, on radio stations, or in community newsletters is fantastic for reaching a big local audience. Please contact us for any help with reaching out to local media.



Social media

Regularly posting and asking people to share your posts is a great way to promote your fundraising. Remember to include information about the event and links to your online sponsorship page (if you have one). Don't forget to tag us - [@MiHCUK](#).



Online sponsorship pages

This can be one of the most straightforward ways to collect donations. The funds go directly to the charity so you don't need to worry about collecting cash and cheques.

We recommend using JustGiving: justgiving.com/musicinhospitals or you can fundraise on Facebook too: facebook.com/fund/MiHCUK.

To set up an online sponsorship page include who, what, where, when, a personal story of why you're fundraising and an overview of Music in Hospitals & Care. We also recommend a photo and a fundraising target to help people understand what you are doing and what you want to achieve.

We always love to hear about the wonderful ways our supporters are raising funds. Email hello@mihc.org.uk or give us a call on [0204 553 9219](tel:02045539219).



Our top fundraising tips

- Organise your fundraising after payday as people donate more generously. Check the date doesn't clash with other local events or a sports or TV show final.
- If you hire a venue, mention it's for charity and they might negotiate the cost. It's also best to contact venues by phone or face-to-face as it's more personal than email.
- If you're planning a larger event, sell tickets so you know how many will attend.
- If you're organising an auction, you can ask local businesses for prizes or your family, friends and colleagues to give up items they don't need or want anymore.
- If you need any materials such as stickers, balloons or bucket labels, please get in touch with us as we have a variety of items we can post to you.
- Share your online sponsorship page with someone you know will donate first, as having a donation before you share it with more people increases your chances of getting more donations!
- Send links to your online sponsorship page by email and text – this is good for people who you know don't have social media accounts, or don't use them often. Include the link in any posters you're putting up.
- If you're emailing your local media about a press release, it's recommended to phone them a few days after to check they've received your email. You can also contact them after your fundraising has finished about your achievements. Don't be put off even if they didn't publish about you beforehand.
- Once your fundraising is over, share your thanks with everyone who attended or provided support, and remind people that there's still time to donate.



How your fundraising helps

We believe live music needs to be part of everyone's health and social care because it improves mental, physical and emotional health. Research shows that live music can:

- ♪ Help people feel relaxed and confident
- ♪ Unlock memories and create new ones
- ♪ Relieve stress and isolation
- ♪ Reduce the perception of pain
- ♪ Provide natural physiotherapy when people move along to music
- ♪ Transform relationships and break down barriers between patients, health and care professionals, residents and carers, and families

Our professional musicians are chosen for their blend of musical talent, sensitivity and people skills. They adapt to individual needs whether they are performing music for premature babies in hospitals or older residents in care homes.

"The musician made us feel at ease with the soothing sound of her voice and gentle and calming guitar melodies. For that short moment in time I felt transported away from the neonatal unit and didn't for a second worry about the numbers on the monitor or what the doctors had to say."

Parent at Stepping Hill Hospital, Stockport



Amari's story

Manchester Sensory Support Service works with families of children with visual and hearing needs in Manchester from birth until they leave school. Music in Hospitals & Care musicians visit the babies and toddlers group in the community room at Asda Eastlands around once a month.

Leah has been coming to the sessions with her 17 month old son, Amari, for over a year. "Deaf and hearing impaired children being exposed to music, especially in this small group, is very important. They can interact with and touch the instruments to feel the vibrations."

"Parents often struggle to keep hearing aids in as the children want to take them out and play with them," says Linda Hoburn, Family Liaison Officer. "But when they are listening to the music, they aren't messing with them and really start to experience the benefit. And once they start using that hearing, their language and learning that have been delayed start to come on too."

Leah: "Amari is very behind in speech compared to friends his age, who are already singing songs. But he loves the double bass, the maracas and the bells, so I do think he will be a little musician when he's older."

Linda: "It's the only time the children really engage with music. If you put it on the telly, or the radio, or sing it yourself, they might engage for a minute but quickly lose interest. When it's live music, they really start to listen and get so many benefits from it."

Donating your funds

After you have finished your fundraising you can relax and feel proud of your hard work in raising funds for, and awareness of, Music in Hospitals & Care.

If you have cash or cheques, please transfer us the funds within a month of your fundraising ending. Any cash must be collected, counted and recorded by two unrelated individuals where possible.

By bank transfer

Contact us for our bank details.

By cheque

Please make the cheque out to Music in Hospitals & Care and post to:
Music in Hospitals & Care
10 Forth Street
Edinburgh
EH1 3LD

By phone

Call us on 0204 553 9219 to make a card payment over the phone.

Don't forget to *giftaid it*

For every £1 of Gift Aid money we receive, we can claim 25% back from HMRC. Please make sure people give their name, address, postcode and tick the 'Gift Aid' option if they are eligible.

Good luck with your fundraising and remember to get in touch with your ideas to see how we can support you.

Thank you for the music!



mihc.org.uk



Music in Hospitals & Care is a registered charity in England & Wales 1051659 and in Scotland SC038864 Registered office: Canopi, 82 Tanner Street, London, SE1 3GN
Scotland office address: 10 Forth Street, Edinburgh, EH1 3LD