



HealthLink360

Healthcare for a global generation

Fundraising Toolkit

Address Elphinstone Wing, Carberry, Musselburgh, EH21 8PW

Web www.healthlink360.org **Tel** 0131 653 6767 **Email** admin@healthlink360.org

HealthLink360 is a Company Ltd by a guarantee registered in Scotland, No SC392981, Scottish Charity No SC000948

A **£20** donation opens our doors for ten minutes to provide a vaccination for a humanitarian worker preparing to return to the field.

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“We really appreciated the excellent care given to us at **HealthLink360**. Thank you for the effort and time given to us to ensure we were physically and psychologically fit and equipped to return to overseas service.”

—

Anon client



Fundraising for HealthLink360

HealthLink360 provides high quality healthcare for people who volunteer to help and care for others around the world, working for low or no pay, in risky and hostile environments.

Every penny raised helps us maintain our dedicated facility, employ a team of in-house doctors, psychologists, counsellors, travel nurses and support staff.

We started out in 1983, to provide a specialist health service for missionaries. We've since worked with hundreds of charities and agencies, including **Project Trust**, **Medicine Sans Frontiers**, and the **NHS Ebola team**.

Our travel clinic and mental health services are open to members of the public. We also offer subsidised mental health support for those with limited financial resources, and who can't fully fund the service themselves.

Your money is vital and every £ helps...

Embracing our ethos of 'whole person care for global workers' we offer a unique service: a comprehensive range of medical, psychological and travel health services in one clinic.

Thanks to your support in fundraising for **HealthLink360**, many of our clients have a powerful impact on a global scale - they work for international charities, missionary, humanitarian, volunteer, and medical relief agencies, all over the world.

Meanwhile at a local level, individuals suffering from mental health issues receive the support and help they desperately need.

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A £60 donation pays for our clinic to be open for thirty minutes to vaccinate a family of four preparing to travel overseas as volunteers

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“Thank you for your excellent support in my deployment.”

—
Doctor deployed to Ebola Crisis, Sierra Leone



Putting the FUN into Fundraising

We want your fundraising to be as easy, fun and successful as possible.

Your story - If people know why you're taking on your challenge, they're more likely to sponsor you so say what our work means to you and where their money will go.

Make a splash on social media - promote your fundraising page on social media and ask your friends to share when they've donated.

Get friends, family & colleagues to help - Get friends and family to spread the word about your fundraising. Mention your fundraising event in email signatures, notice boards, anywhere you can!

Tag us! - Don't forget to tell us about your fundraising activity by contacting us.

...and finally - we want everybody to stay safe, so please do make sure that any planned activity complies with current Covid-19 guidelines.

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An A to Z of fundraising ideas

We've given you some ideas here for your fundraising but let your imagination run wild and don't forget to let us know what you're doing!

- A** Animals Set up a sponsored walking challenge for you and your dog
- B** Boogie Host a disco and boogie the night away to your favourite bands
- C** Cycle Find a cycle event <http://www.ukcyclingevents.co.uk/events/>
- D** Dinner Host a come dine with me event or supper club
- E** Eco Sponsored litter pick or beach clean - you'll be helping the environment too
- F** Fun Whip up a bush-tucker trial challenge - banana milkshake with mackerel?
- G** Gaming Get your gaming buddies around the world to compete in a gameathon
- H** Hair Take on a new look by shaving it, dying it or waxing it!
- I** Indoor Indoor sports are a great way to guarantee everyone will have fun
- J** Jiggle Zumba, aerobics, dance class? - Jiggle your way to fundraising success
- K** Kids Pram walking events, a fun sports day, a 'dress your parent' day
- L** Local Community fundraising celebrating what's unique to your community
- M** Music Record a charity single, put on a live concert and sell tickets
- N** Nominate No make up selfie? Think up a challenge and nominate your friends
- O** Occasions Got a special day coming up? Ask for donations in place of gifts.
- P** Poetry A great idea for schools - a poetry recital with proceeds to the charity
- Q** Quiet Calling all chatterboxes! Get sponsored to do a sponsored silence
- R** Run Find a running event <https://www.runnersworld.com/uk/events/>
- S** Swim Find a swim event www.swimming.org/justswim/just-swim-app/
- T** Themed Host a themed movie night, get dressed up and grab some themed treats
- U** Unique Do you have a special talent you could use in exchange for donations?
- V** Volunteer Offer a helping hand and do jobs for people in return for donations
- W** Wear Get out of your comfort zone and wear something silly!
- X** Xmas Make and sell Christmas crafts with proceeds to the charity
- Y** Yes day Say yes to everything in exchange for donations
- Z** Zzz Challenge yourself to do something for 24 hours and forgo a good sleep

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A **£120** donation pays for an hour of our running costs to provide a debrief session for a worker coming home, after years of volunteering in a situation of extreme poverty.

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“You will never know how much peace of mind it gives us having your service for trustworthy advice for our medical situations here.”

—
Missionary couple



How to send us your money

Raising money **online** is a great way to spread the word about your fundraising activity and the work of **HealthLink360**. You can make a one off donation, set up regular giving or fundraise on our behalf.



By post

Send cheques made payable to

HealthLink360

Elphinstone Wing
Carberry
Musselburgh
EH21 8PW

Please do not send cash by post



Online

[justgiving.com/health360](https://www.justgiving.com/health360)



Bank transfer

Account Number

06001438

Account Sort Code

80-13-51

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Keeping it legal

If you're organising your own event in aid of **HealthLink360**, be sure to consider legal and risk implications. Here are some simple things you can do to ensure everything runs smoothly:

Health and safety

Risk assessments are important for identifying, minimising and controlling any potential risk to all those taking part at your event, and members of the public who may be attending.

Complete a risk assessment and include any potential hazards at your event. Ensure that you include the provision of first aid cover if necessary, and where children are involved, have appropriate adult supervision and parental permission. For more information about risk assessments, visit the Health and Safety Executive website.

We cannot accept liability or any loss, damage or injury suffered by yourself or anyone else as a result of taking part in a fundraising event organised in aid of **HealthLink360**.

Fundraising materials and publicity

If you are creating any fundraising materials you must make it clear that you are fundraising 'in aid of' **HealthLink360**. You can promote your activity online but please contact us to discuss using the Charity's logo. We also need you to ensure that our registered charity numbers are featured (Registered Scottish Charity No SC000948, Company Limited by Guarantee SC392981). Alternatively, we would be delighted to design publicity materials specific to your activity eg posters, invitations etc. Get in touch and we can chat through the options.

Data protection

Personal data is any data that relates to and can identify an individual. If you're recording personal data at your event, make sure it complies with the Data Protection Act. Personal data shouldn't be stored any longer than necessary (i.e. after the event) and shouldn't be used without their permission.

Insurance

Public liability insurance may need to be considered, this will protect you against claims made by third parties for injury or property damage as a result of negligence. Public liability insurance is usually included in venue hire fees, whilst if you're holding a private event (e.g. your own house), then insurance may not be necessary. However, it is important that any hired buildings or equipment are insured. Please seek advice from your local authority if you're unsure.

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Collections

Public collections take place in a public space. You need a licence from your local authority to collect funds on the street or in a public place or by going from house to house, it is illegal without one. Some popular premises for public collections, such as supermarkets and train stations, may require you to arrange public liability insurance. Please contact us before you approach your local authority for a license.

Private collections take place on private premises and don't require permission from your local authority - although you do need permission from the owner of the premises.

Raffles and lotteries

Raffles, lotteries and prize draws at your event must follow strict legal requirements so please contact us before organising one. If you are holding a raffle on the night of the event (i.e. not selling tickets in advance), then you will be able to use cloakroom tickets. More information about these rules can be found at the Gambling Commission.

Food hygiene

Selling or distributing food at your event (e.g. a cake sale) will require you to consider its safe preparation, storage, display and cooking. You will need to ensure that any caterers are licensed. Further information can be found at Food Standards Agency, under 'Food Safety' on NHS Choices and from your local authority.

Alcohol and entertainment

Alcohol or public entertainment licenses may be required if your event involves the sale of alcohol, live or recorded music, art performances, sport or any entertainment of a similar nature. Speak with your local authority or look on their website for more information.

We're here to help

We're here to help so just contact us if you have any questions.

“In the time Challenges Worldwide have worked with **HealthLink360**, the number of early returns for medical reasons has dropped significantly.”

Senior
Programme
Coordinator

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Gift aid declaration form

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Boost your donation by 25p of Gift Aid for every £1 you donate

Gift Aid is reclaimed by the charity from the tax you pay for the current tax year. Your address is needed to identify you as a current UK taxpayer.

In order to Gift Aid your donation you must tick the box below:

I want to Gift Aid my donation of £_____ and any donations I make in the future or have made in the past 4 years to:

Name of Charity **HealthLink360**

I am a UK taxpayer and understand that if I pay less Income Tax and/or Capital Gains Tax than the amount of Gift Aid claimed on all my donations in that tax year it is my responsibility to pay any difference.

My Details

Title _____ First name or initial(s) _____

Surname _____

Full Home address _____

Postcode _____ Date _____

Please notify the charity if you:

- Want to cancel this declaration
- Change your name or home address
- No longer pay sufficient tax on your income and/or capital gains

HealthLink360 will reclaim 25p of tax on every £1 you give. If you pay Income Tax at the higher or additional rate and want to receive the additional tax relief due to you, you must include all your Gift Aid donations on your Self-Assessment tax return or ask HM Revenue and Customs to adjust your tax code.

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Other ways to support us

easyfundraising

Shopping through **easyfundraising** couldn't be simpler. Visit the easyfundraising website and nominate **HealthLink360** as your chosen charity or click the direct link

<https://www.easyfundraising.org.uk/causes/healthlink360/>

Download the reminder and every time you shop at one of the **thousands** of participating retailers we receive a donation from easyfundraising without it costing you a penny more.



easyfundraising
feel good shopping



Raise **FREE** funds
for us every time you
shop online

Find out more

GROUPON



ebay

M&S
EST. 1884

Boden



U switch



Currys



PCWorld

HOBBS
LONDON

Booking.com

Viking

ASOS



JUST EAT

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Other ways to support us

Corporate sponsorship and payroll giving

The companies that support us play a vital role in helping us support global workers and volunteers. Here are just a few ideas of how you and your company can get involved.

Employee participation

Fundraising is a great way to bring your team together - whether it's for a dress down day, bake sale or quiz.

Charity of the Year

We can design a package of activities that support your corporate social responsibility aims and engage your employees.

Payroll giving

Payroll giving or Give As You Earn is a simple way for employees to make regular, tax-free donations via their salary.

Sponsorship

Sponsor our vital work supporting global workers and volunteers physically, mentally, emotionally and spiritually.

We are here to help

Contact us to discuss how you and your company can support **HealthLink360** and make a difference to the people making a difference around the world.

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Other ways to support us

Legacy Giving

Donating in memory of a loved one is a very special and meaningful way to remember them.

Donate by post

Please send a cheque made payable to **HealthLink360** with the name of the person you are remembering to Elphinstone Wing, Carberry, Musselburgh, EH21 8PW. Please don't send any cash in the post.

Donate online

To make a donation in memory of a loved one, please make a donation at <https://www.justgiving.com/health360> and note who you are making the donation in memory of.

Funeral collections - Information for funeral directors

If you are a funeral director and paying in donations from a recent funeral then please send donations in by post or online (info above)

Fundraise in memory

Fundraising in memory is a lovely way to celebrate the life of someone special. Organise your own or take part in an organised event.

Leave a gift in your will

Leaving a gift in your will is a very simple way to make a huge impact. Whatever the size of your gift, your legacy will ensure that we continue to support global workers and volunteers physically, mentally, emotionally and spiritually.

We are here to help

Letting us know you will be remembering us in your will allows us to plan for the future and to say thank you for your invaluable support making a difference to the people making a difference around the world.

Useful information

Free Wills month March and October
International Legacy Day 13th September
Scottish Law Society <https://www.lawscot.org.uk/>



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