

# the sussex beacon

## challenge events fundraising pack



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## A letter from our Chief Executive

Dear Friends and Supporters,

Thank you for your interest in The Sussex Beacon, without people like you we would simply not exist, and so it is with much gratitude that I welcome you as a friend and supporter of this amazing charity, providing much needed support to people living with HIV.

People often ask me why I chose to work for The Sussex Beacon, put very simply it is because I believe passionately about what we do and after several years as CEO I can say with confidence we provide essential services to all our clients.

Working with people living with HIV is a fast moving environment, when we opened 23 years ago it was as a hospice, back then a positive HIV diagnosis was a death sentence. Turn the clock forward to today and thanks to the incredible advancements in treatment people are living well with HIV.

As CEO I am immensely proud of the quality of services our staff and volunteers provide across our inpatient and outpatient services, working together to address the physical, psychological and social impact of HIV.

To continue our valuable services, we have to raise in excess of £2 million a year, as you can imagine this task becomes harder and harder every year and that is why your support is so important to us. We raise money in a variety of ways including Trusts and Foundations, charity shops, the Brighton Half Marathon, challenge and community events and of course the fantastic support we receive from community fundraising.

I sincerely hope that as a supporter of The Sussex Beacon you feel a huge sense of pride in what you achieve and most importantly I hope you enjoy your journey with us and dare I say it, have shed loads of fun!

Thank you on behalf of all the people that will benefit from your dedication and commitment.

Simon Dowe  
CEO



# the sussex beacon fundraising guide



## Welcome

Thank you for choosing to fundraise for The Sussex Beacon. Every penny you raise helps us to provide vital services for people living with HIV. This guide contains advice, tips and useful information to help you get the most from your fundraising.

## In a nutshell...

Providing concise information to your potential sponsors, about the charitable cause you are fundraising for, is key.



Brighton has the 2nd highest HIV prevalence in the UK, and access to specialist care and support is vital. With a 10-bed inpatient unit, The Sussex Beacon provides 24 hour medical and psychological care to people struggling with a new diagnosis, starting new medication, recovering from HIV-related cancer treatment and dementia, family services and end of life care. Most of all, it provides a safe, comforting place for patients in their time of need.

Every year The Sussex Beacon requires over £2 million to continue our services. It is thanks to the generosity and determination of people who support and raise funds for The Sussex Beacon, that we can continue to offer this specialist care. For full details of the work, please visit [www.sussexbeacon.org.uk](http://www.sussexbeacon.org.uk).



# What is HIV?



HIV stands for human immunodeficiency virus. HIV is a virus which attacks the body's immune system, specifically the CD4 cells (otherwise known as T cells) which are there to help the immune system to fight off infections.

If left untreated, HIV will reduce the number of CD4 cells in the body, making a person more susceptible to infections. If left untreated, HIV can eventually destroy so many of these infection-fighting cells that the body becomes unable to fight off infections and disease. This leads to a syndrome known as AIDS, or acquired immunodeficiency syndrome.

## Ready. Set. Fundraise.

Once you have chosen the challenge or community event you are going to take part in or organise, you are ready to set up your fundraising methods and spread the word to friends and family.



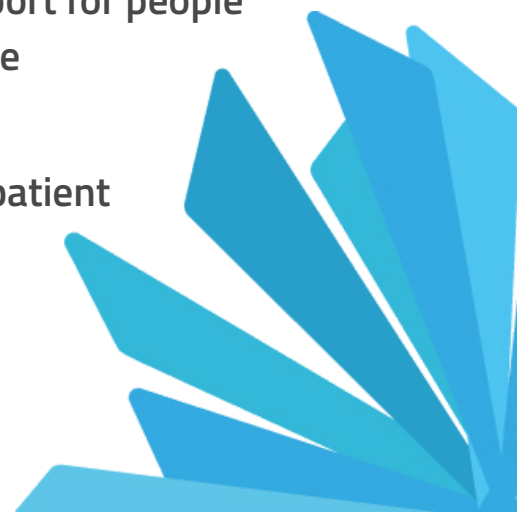
## Goal!

Set yourself or your team a sponsorship goal, keeping in mind any required minimum target.



For both the fundraiser and donor, having a fundraising goal which can pay for something whole can make it more achievable and rewarding to reach. For example, **£192** could pay to run the Sussex Beacon for one whole hour, allowing us to help offer vital specialist care and support for people living with HIV and HIV related illnesses. An incredible accomplishment to make!

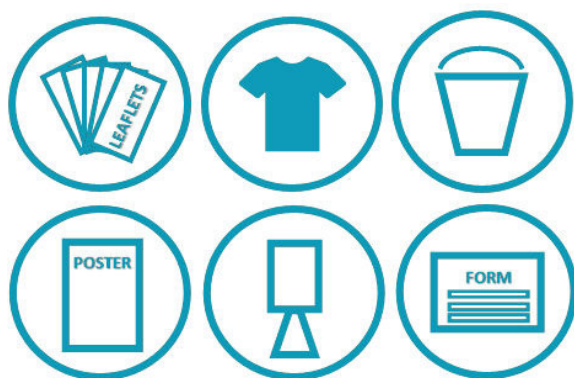
A fundraising total of **£498** could fund a five-night inpatient package of care at The Sussex Beacon for a patient in need of help to recover from an HIV related illness, making a crucial difference to someones life.



# Host an event

Whether you are gathering sponsorship for a challenge event, or simply raising funds for a good cause, hosting an event is great fundraising.

Why not throw a BBQ or dinner party, ask your local pub to host a quiz or cabaret night, put on a bake sale, raffle, tombola or an Easter egg hunt - the possibilities are endless!



## Resources

We have a range of resources to help your fundraising efforts. Get in touch at [fundraising@sussexbeacon.org.uk](mailto:fundraising@sussexbeacon.org.uk) or 01273 694222 to arrange collection or delivery.

## Get online...

It's easy to collect donations through an online fundraising platform, such as [JustGiving](#). In just a few clicks your friends, family and colleagues can donate straight to the charity, so all you need to worry about is spreading the word and preparing for your challenge or event!



For best results, customize your page with photos, your motivation for fundraising for The Sussex Beacon, and regular updates. Share the link on social media, and send to friends, family and colleagues individually to ask for their support. Don't be shy about asking people to sponsor you – you are doing an amazing thing and raising money for a worthwhile cause.

Offline donations too? Print our sponsor form included in this guide to record and post with funds raised offline.





# In good company?



Take your fundraising to work with our simple sponsorship forms to pin on the staff notice board or circulate around the office, throw an office raffle or tombola or request a fancy dress day. Why not start an office competition for your colleagues to guess your race time with our handy poster included in this guide, charging per guess and offering a prize to the winner.

Many organisations are happy to support your fundraising challenge. Ask your employer to 'match-give' the amount you raise and you could double your total!



## Help is at hand!

Here at The Sussex Beacon we have a team of experienced fundraisers happy to help with any queries and offer you support throughout your fundraising challenge.



**01273 694222**



**fundraising@sussexbeacon.org.uk**



**Julie**  
Specialises  
in community  
events



**Rosie**  
Specialises  
in challenge  
events



**Lisa**  
Specialises  
in trusts &  
foundations

## Thank you for choosing to fundraise for The Sussex Beacon.

**Every penny you raise will help us to continue  
our vital services for people living with HIV.**

sussexbeacon.org.uk  
10 Bevendean Road, Brighton, BN2 4DE  
Registered charity no. 298388  
Company registration no. 2205876



# how much does it cost to run the sussex beacon?



**£498** could fund a vital package of care for a patient recovering from serious HIV related illnesses, providing them with specialist 24-hour nursing care in our 10-bed inpatient unit, along with rehabilitation support through physiotherapy and occupational therapy.

**£192** could run The Sussex Beacon for a whole hour. This could help us support a mother diagnosed with HIV during pregnancy, care for a patient struggling with medication side effects, help someone deal with depression, stigma and isolation, care for someone with early onset dementia or provide end of life care.



**£50** could fund a Physiotherapy or Occupational Therapy session for a patient.



**£21** could fund a Mindfulness session for people experiencing anxiety, pain or stress, helping them to face the challenges of living with a chronic illness.





# how to set up your.... **JustGiving** page



JustGiving is an online platform which allows people to fundraise for and donate to charity. It is a safe and trusted way to gather funds from sponsors and support worthy causes. The clever tools and functionality help to increase fundraising and fulfill your goal!

## Step-by-step

1. Visit [justgiving.com/sussexbeacon](https://justgiving.com/sussexbeacon)
2. Click 'Fundraise for us'
3. Log in **OR** if you need to create an account:

- Click 'Sign up'
- Enter email address, name and a password
- Click 'sign up' to create your account
- Go back to step 1

4. Click 'organised event'
5. Search for the event or add your own
6. Fill out the activity/page details
7. Click 'Create your page'
8. Customize your page with a photo, story and target.

**TIP**  
Add your  
JustGiving page  
link to your email  
signature.

**TIP**  
Challenge event?  
Pop a  
JustTextGiving  
code on your  
vest!

**TIP**  
20% of donations  
are made after  
the fundraising  
event - keep  
promoting!

## 9. Spread the word and watch your total grow!





**Fundraiser**  
**Full Name:**  
**Fundraiser**  
**Address:**  
**Fundraiser**  
**Email:**

\* I confirm that I am a UK income or Capital Gains tax payer. I have read this statement and want The Sussex Beacon to reclaim 25p of tax on every £1 that I have given to date, in the past 4 years and in the future. I understand that if I pay less income Tax / or Capital Gains Tax than the amount of Gift Aid claimed on all of my donations in that tax year, it is my responsibility to pay any difference.

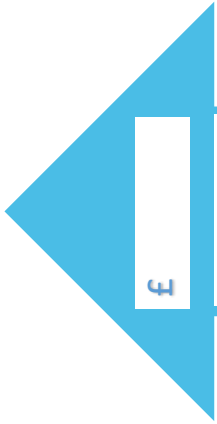
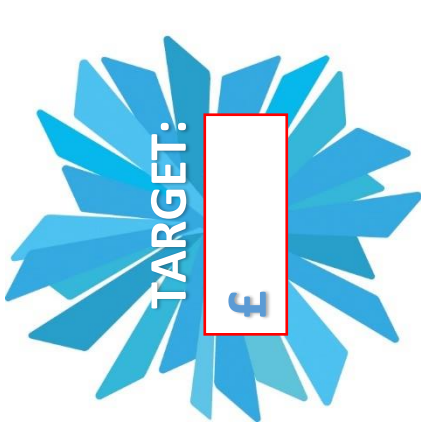
Please make cheques payable to The Sussex Beacon, and post with this form to The Sussex Beacon, 10 Bevendean Road, Brighton, BN2 4DE. Please do not send cash via post. Any questions? Please email fundraising@sussexbeacon.org.uk.





# Fundraising Planner

Whether you are fundraising sponsorship for a challenge event, or just raising vital funds for The Sussex Beacon, plan your fundraising events and watch your target get closer and closer! Every penny you raise helps us to continue our services which provide specialist care and support for people living with HIV.



AMOUNT RAISED

£
£
£
£
£
£
£
£
£

January	February	March	April	May	June
To do:	To do:	To do:	To do:	To do:	To do:
Target: £ Tip: New year's resolution? Sign up to an event like the Brighton Half Marathon.	Target: £ Tip: Make Valentine's Day themed cakes and treats to sell.	Target: £ Tip: If you are taking on a challenge, send a paper's sponsorship form round your work place.	Target: £ Tip: Organise an Easter Egg Hunt in your garden and ask for a donation to take part.	Target: £ Tip: Create a blog for your fundraising events to spread the word and draw in funds.	Target: £ Tip: Wash cars! Advertise a one-day car washing service in your street and charge a fee.

July	August	September	October	November	December
To do:	To do:	To do:	To do:	To do:	To do:
Target: £ Tip: Get sponsored to do something crazy. Like wearing only fancy dress for a week!	Target: £ Tip: Set up a JustTextGiving code so people can simply text to donate.	Target: £ Tip: Look after the pennies and the pounds will look after themselves. Save your coppers!	Target: £ Tip: Host a Halloween trail with fun, spooky activities. Ask guests for a donation to attend.	Target: £ Tip: One man's trash is another man's treasure, so sell unwanted items and donate a percentage.	Target: £ Tip: Throw a Christmas bash and ask guests for a donation to attend.



Providing specialist care and support for people living with HIV  
We promote independence and improve health and wellbeing through inpatient and outpatient services



I am taking part in the \_\_\_\_\_ on \_\_\_\_ / \_\_\_\_  
to fundraise for The Sussex Beacon. Guess how long it will take me to  
complete my challenge! The closest guess wins \_\_\_\_\_

1 Guess costs: £

[illegible]

**Every penny you donate will help The Sussex Beacon to continue providing vital services for people living with HIV**

All proceeds go to The Sussex Beacon. Please make cheques payable to The Sussex Beacon, and post with this form to The Sussex Beacon, 10 Bevendean Road, Brighton, BN2 4DE. Please do not send cash via post. Any questions? Please email fundraising@sussexbeacon.org.uk.

