



**NATIONAL
AIDS
TRUST**

Securing rights
Stopping HIV



National AIDS Trust

Fundraising pack

Registered charity number: 297977

“

Thanks so much for fundraising for National AIDS Trust! With your support we can stop HIV from standing in the way of health, dignity and equality, and end new HIV transmissions by 2030.”



Hello,

Thanks for supporting National AIDS Trust!

World AIDS Day is on 1 December each year. It's a time for people worldwide to unite in the fight against HIV, show support for people living with HIV, and remember all those we've lost to AIDS-related illnesses.

This year marks 40 years since the first reported cases of AIDS-related illnesses and deaths. With a renewed drive to end new HIV cases nationally by 2030, it's an important time to take part in World AIDS Day.

An estimated 105,200 people live with HIV in the UK. Yet our recent research found 63% of the public do not remember seeing or hearing about HIV in the past six months. Only a third said they have sympathy for people living with HIV regardless of how they acquired it.

National AIDS Trust is committed to stopping new cases of HIV, securing the rights of people living with HIV, and fighting HIV stigma and discrimination. There's still a crucial need to raise money, increase awareness, and fight prejudice to do this – especially during the ongoing COVID-19 pandemic.

For World AIDS Day 2021 we're asking you to Rock the Ribbon and be an HIV ally.

We know COVID-19 has meant fundraising has looked a bit different, and there's uncertainty about what may be possible this year. Rest assured, we have lots of fun, easy and safe ways for you to Rock the Ribbon this World AIDS Day! You can choose from our ready-made events packs, use our World AIDS Day presentation, or be creative and come up with your own ideas.

Everything you do – from holding a bake sale, dressing in red, or collecting money in return for red ribbons – makes a huge difference. By wearing a red ribbon you show your support for people living with HIV. Don't forget to tweet your photos with the hashtag #RockTheRibbon on World AIDS Day and tag @NAT_AIDS_Trust!

Our sincere thanks for supporting National AIDS Trust's vital work by raising awareness and much-needed funds.

Best of luck with all your exciting fundraising activities!

A handwritten signature in black ink, appearing to read 'Deborah Gold'.

Deborah Gold, Chief Executive



How will you Rock the Ribbon this World AIDS Day?

WORLD AIDS DAY

ROCK THE RIBBON

WEDNESDAY 1 DECEMBER 2021

We're thrilled you're fundraising for National AIDS Trust. You're joining a movement of people, workplaces and community groups UK-wide, united by a single aim: securing the rights of people living with HIV and stopping new HIV transmissions.

As we mark 40 years since the first reported cases of HIV-related illnesses and deaths, we can see how far we've come since the times when being diagnosed with HIV was a death sentence. Now, 98% of people living with HIV in the UK are on effective treatment and 97% can't pass the virus on.

However, our recent public survey found 1 in 5 think people think you can acquire HIV through kissing. Only 16% knew if someone is on effective treatment, they can't pass HIV on and can expect to live a long and healthy life.

We have a once in a lifetime opportunity to end the HIV epidemic for good, but we must also continue fighting the stigma still experienced by people living with HIV. Your support can help us realise our vision of a future where HIV is no barrier to health or equality. This year we're asking you to Rock the Ribbon with our community and be an HIV ally.

Ask your colleagues, students, friends and family to Rock the Ribbon with you by hosting a fundraising event, using our fundraising Red Ribbons, and much more! Thanks for helping us by raising awareness and vital funds to support our work.

“

I never thought it would happen to me. Famous last words. I was diagnosed late and had HIV-related pneumonia. I wish I'd tested earlier.” John

WORLD AIDS DAY

ROCK THE RIBBON

WEDNESDAY 1 DECEMBER 2021



#RockTheRibbon with me
Jo, rocking for 5 decades,
makes a mean quiche,
living with HIV for 13 years

worldaidsday.org

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“

I fell in love with a man who is living with HIV for 18 years now. We're attempting to have our first child. We can have a healthy baby.”

Serena

WORLD AIDS DAY

ROCK THE RIBBON

WEDNESDAY 1 DECEMBER 2021



#RockTheRibbon with me
Jimmy, 32, ex-Ska-Punk rockstar,
living with HIV for 7 years

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How your money helps

We want to see an end to HIV-related stigma and discrimination and no new cases of HIV by 2030. Thank you for helping us get there.

Here's how your fundraising can help:

£30 can help us fight to make sure all people living with HIV have access to quality treatment and support services.

£70 can help us keep our teaching materials up to date and, most importantly, free.

£100 can help us keep fighting to make sure PrEP, the HIV prevention drug, is known about and accessible across our diverse community.

£200 can help us fight a case of discrimination and change policies and practices so it never happens again.

“Without National AIDS Trust’s knowledge and expertise, I wouldn’t have been able to continue my studies. I was facing discrimination at university and its work enabled me to challenge it, and win.”

Grace, student nurse

“

Your donations will directly support National AIDS Trust to enable and empower people like me living with HIV to live a life of equality, free from prejudice and discrimination.” Danny



Fundraising ideas

We know fundraising has looked a bit different over the past year, and there is still a great deal of uncertainty going forward about what may be possible. Don't worry, we're here to help you work out which amazing fundraising options work best for you.

We have our ready-made Big World AIDS Day Quiz, which can be run virtually or in person, and our 1920s inspired Big Murder Mystery. We provide everything you need to easily run any of these events in our information packs and, of course, you can always contact us, and we are happy to help. Or, if these ideas don't work for you, then you can always create your own exciting event.

If regulations mean we can spend time together face-to-face, we know some of you will prefer to fundraise in person but don't despair if not! Over the past year we've seen some amazing virtual events take place (and hosted a few ourselves) – and don't forget virtual fundraising means that you can bring people together from across the country or further afield.

To help you set your fundraising goal, we've made suggestions below on how much you could raise based on previous community fundraisers. But remember the sky's the limit and it's possible to raise far more. If you work for a big company, you could get the whole business involved, make it competitive, and drastically increase the amount you raise!

“

Hosting a virtual event for National AIDS Trust was really simple. The instructions were easy to follow and the Fundraising team was incredibly supportive and encouraging, which really helped make my event a success. I felt I could ask any question, no matter how small.” Louise





We have been raising money for the National AIDS Trust through World AIDS Day for multiple years. Each year we are proud to Rock the Ribbon and raise money and awareness for such an important cause to ensure that people know the facts and fight the stigma of HIV.” Tom Glynn, City, University of London

1. Bake sale (£50)

An absolute classic for a reason! Introduce a theme (e.g. Christmas, red ribbons or the colour red). Or turn it into a Bake-Off style competition where people pay to taste and vote for their favourite.

2. Sweepstake (£50)

How many sweets in the jar? Company profit margin? You could even incentivise people to take part by splitting the takings 50:50 between the winner and National AIDS Trust.

3. Wear red or dress down/up (£50)

Easy to do in the office, virtual office or at school – everyone donates to wear red or dress down/up for the day.

4. Big Murder Mystery (£100)

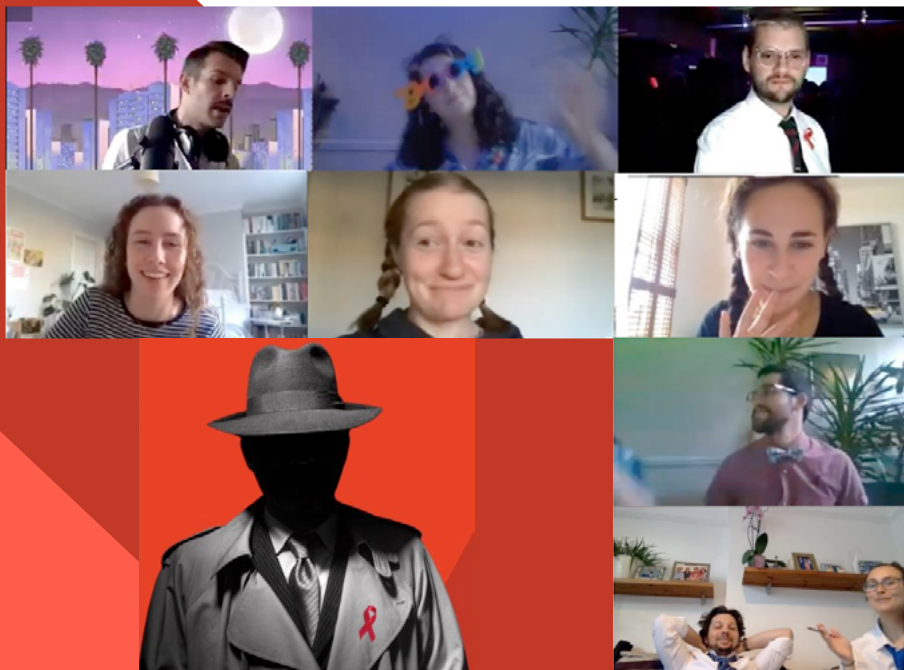
Use our Big Murder Mystery pack to run a 1920s Paris themed murder mystery dinner for friends, family or colleagues. Ask for donations for participation.

5. Virtual/in person quiz (£100)

Get competitive and run your very own virtual or in person Big World AIDS Day Quiz using our pack with questions and answers and everything you need to organise this classic event. Get team members to donate a ticket price.

6. Virtual Big Escape or Big Whodunnit (£100)

You can also still get our virtual escape room or virtual whodunnit packs if you didn't use them last year with everything you need to run a successful and unique virtual event! Travel around the world as a spy to escape or attend a 17th century dinner party gone wrong to guess whodunnit. You can ask for ticket donations from your attendees.



We chose to get involved because we all, young and old, need to unite in the fight to end HIV and fight for the rights of people living with HIV. It is such an important part of our history, but it is not over yet. We feel our children need to learn more about how HIV and AIDS impact so many lives around the world.”

Jerome Barlow, Reach Academy

7. Raffle (£200)

Raffles can raise lots of money if you leave yourself plenty of time to get prizes donated from local businesses. Contact our Fundraising team for a template email/letter to send to businesses.

8. Jumble sale (£200)

Put a call-out for unwanted clothes, books and bric-a-brac and hold a jumble sale at work, the pub or another setting. People pay for items by donating whatever they think it's worth.

9. Sponsored event (£200)

Set yourself a goal like staying silent for 24 hours, eating only red food for a day, or give something up for a week/month – drinking, smoking, coffee, chocolate, or swearing, and ask for sponsorship from friends and family. Use social media to update people regularly on your progress and get more donations!

10. Challenge yourself (£250)

Run, ride, swim... set yourself a movement goal and ask people to sponsor your challenge. You can even set yourself a week/month's goal and cover a great distance! Or, you can enter an organised event such as a fun run or marathon.

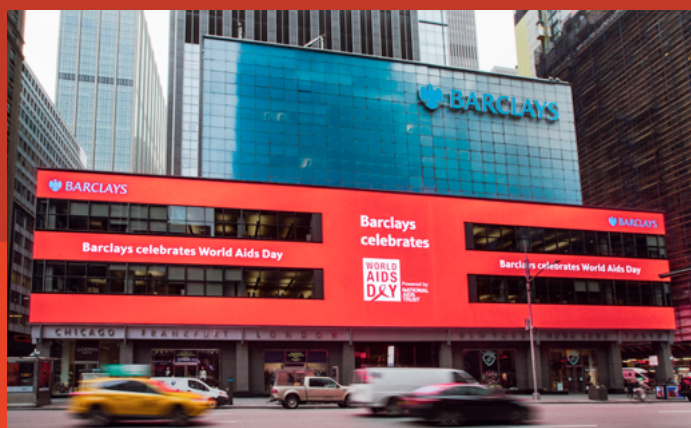
“



I decided to fundraise for National AIDS Trust because I was inspired by the stories of those who fought for not only LGBT rights but also for HIV awareness, such as Mark Ashton who unfortunately lost his fight to an AIDS-related illness in 1987 and who inspired the film *Pride*. I think it's really important that people are aware of the history of HIV and the devastating impact it had on our community, and also how lucky we are to be at a point where people living with HIV can now lead a healthy, normal life. I think we owe it to every single activist who spoke up in the 1980s to get the job done and end all HIV transmissions in England by 2030.” Harry Levin, a fundraiser who shaved his head for National AIDS Trust



You can discuss your ideas with one of our Fundraising team at fundraising@nat.org.uk or on 020 7814 6751.



Successful fundraising step-by-step

1 Assemble your team

Get an event planning team together. Not only will it make organising easier, it'll be more fun and your invite list of potential supporters will be even longer.

2 Make a plan

Time flies so nail down your date and who's responsible for what early on. We suggest making a small project plan so you can track progress week by week.

3 Secure a venue if applicable

Find your preferred venue and find out when it's available – you can plan everything else around it. Some venues will offer free usage for a charity event but only on selected days of the week. Check with them.

4 Choose a video call system if applicable

You can choose any video call system to host a virtual event. Some may be better for a live class whereas others are great for games in teams. We can give you the most technological support if you use Zoom.

5 Ask for freebies

See what you can get for free – venues, catering, drinks, raffle prizes, performers. Local businesses, community groups and friends are often willing to donate what they can to support your charity event.

6 Inviting everyone

A great thing about fundraising is that you can involve people from lots of parts of your life! Make sure you set a date early enough, so everybody is available and send reminders as it gets closer to the date.

7 Promote your event

Post regularly about your event on social media. Keep it interesting by using pictures and videos, and make it personal and funny. Ask friends, family, colleagues or parents at school to promote it on their own networks too to increase your reach. What's particularly interesting about your event? You can also ask the local press to run a story.

8 Set a fundraising target

Know from the outset how much you want to raise. This will keep you on track in your planning and motivate you – and your team – to keep going. And aim high!

9 Create an online giving page.

Some people may not be able to attend your event or have cash, so set up a JustGiving page so they can donate. Share your motivation on the page and send this to any attendees, anybody who will sponsor you, and everyone you know! Find out more about how to set up your online giving page below.

10 Download this year's Rock the Ribbon posters, and social media infographics, along with a range of other free resources from the World AIDS Day 2021 campaign page.

We've also created customisable versions of the posters so you can add your event details at the bottom.



How to set up your online giving page

JustGiving

1. Visit our campaign page on JustGiving [here](#)
2. Select "Start Fundraising"
3. You'll be asked to log in or sign up.
4. Enter your home address to complete the sign up
5. You'll be asked what you're doing to raise the money, select one of the options
6. Fill out the information about your exciting event
7. Once you've filled this out your page will be live. You can now add a picture and some extra information about the cause and the event
8. Update supporters on your planning, they'll donate more if they see your hard work!

Other online fundraising platforms:

We usually also advise using Virgin Money Giving. However, please note that Virgin Money Giving have announced its closure with effect from 30 November 2021. We recommend using JustGiving instead, but please contact a member of the Fundraising team if you would like to discuss other options.

If you work for a large company and want to make your fundraising events competitive, you can set up separate online fundraising pages for competing regions/offices in your business. This way you can easily keep a track of who raised the most!

Remember to share your fundraising page across your internal and external networks so those who can't take part can still show their support by donating online.



Top tips to get more out of your fundraising

Employer matched funding

Lots of employers offer a matched funding scheme, where they will match the amount you fundraise. As a first port of call, speak to your manager or HR. Even if your employer doesn't run an official scheme, ask them to consider matching your fundraising – it's a great way for them to promote their commitment to corporate social responsibility.

Gift Aid

Gift Aid allows charities to claim an extra 25% on every £1 donated, at no cost to the donor. If you have an online giving page, ensure your supporters tick the Gift Aid box. Donations made with a company's money or other people's money are not eligible for Gift Aid. This includes amounts raised through fundraising, so only direct donations to us from your supporters will be eligible.

Get in touch

We are always only a phone call or email away if you need any support setting up and planning your fundraising. We love to hear about your fundraising events! To discuss your ideas with one of our Fundraising team email fundraising@nat.org.uk or call 020 7814 6751.

Legal advice

- **COVID-19:** if there are COVID-19 restrictions this autumn and winter please make sure you follow the latest government guidance.
- **Safeguarding:** if you are hosting a video call for a virtual fundraising event, it is best you set up the call with a password as well as a link to get in. This will ensure your call will only be attended by people invited.
- **Using our name:** remember, all publicity materials must state, "All proceeds will go to National AIDS Trust, Registered Charity No. 297977". If you intend to use our logo, please check with us first.
- **Collections:** if you'd like to hold a street collection, you'll need a permit from the council. We recommend applying well in advance so you can definitely secure your permit. Usually, they will ask for a letter from National AIDS Trust – let us know and we can supply one. Holding a collection on private property is much more straightforward: you'll just need permission from the landowner or manager. Money needs to be collected in a sealed container, which we can provide.
- **Raffles:** as long as you only sell tickets on the day of the event, and you donate all proceeds to National AIDS Trust, you won't need a license. Make sure the costs of the raffle don't exceed £100, and the winning ticket is drawn on the same day.
- **Selling things:** if you are selling goods at the event, new or second-hand, you must ensure your event complies with safety standards, which can be obtained from your local Trading Standards or Consumer Safety Departments. If food is to be sold or served at the event, you will need to check food safety regulations, which you can get by contacting the Environmental Health Department of your local council.
- **Licenses:** if you are planning a public event then you will need to get a public entertainments license. If alcohol is being provided, an alcohol license will be needed if the venue where the event will take place do not have one already. These can be obtained from your local council. It may also be appropriate to contact the local police force if your event is likely to cause disruption to traffic on the day.
- **Any Questions?** Contact our Fundraising team who are here to help you: fundraising@nat.org.uk or 020 7814 6767.

WORLD AIDS DAY

ROCK THE RIBBON

WEDNESDAY 1 DECEMBER 2021



#RockTheRibbon with me
Angelina, 54, ex-catwalk model,
living with HIV for 27 years

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WORLD AIDS DAY

ROCK THE RIBBON

WEDNESDAY 1 DECEMBER 2021



#RockTheRibbon with me
Rob, 65, fuelled by curiosity,
living with HIV for 12 years

worldaidsday.org 



We're the UK's HIV rights charity. We work to stop HIV from standing in the way of health, dignity and equality, and to end new HIV transmissions.

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