



**NATIONAL
AIDS
TRUST**

Securing rights
Stopping HIV



THE **BIG** GARDEN PARTY

Fundraising pack

THE BIG GARDEN PARTY



Introduction

We're thrilled you're interested in hosting a Big Garden Party for National AIDS Trust. You're joining a movement of people, workplaces and community groups UK-wide, all united by a single aim: to secure the rights of people living with HIV, and to end new HIV transmissions. Without you, the work we do simply wouldn't be possible.

By supporting us now you'll become part of history as we focus on our ambitious, but achievable, goal of ending new HIV cases in the UK by 2030. Join us as we follow the recommendations of the HIV Commission and help us reach this exciting target. Your Big Garden Party is also vital in helping us to support people living with HIV. People living with HIV experience stigma and discrimination, are more likely to live in poverty, have mental health problems, and feel isolated. As the UK's HIV rights charity, we're committed to stopping HIV from standing in the way of health, dignity and equality. We're grateful for your support with this.

It's been a tough year for all of us and COVID-19 has greatly impacted people living with HIV. We've successfully challenged and overcome many more cases of discrimination, and we've clarified contradictory and confusing information.

The HIV prevention drug PrEP, which is only available because of our work challenging the NHS in 2016, has now received funding so it will be available in all sexual health clinics in England this year.

By hosting a Big Garden Party you help:

- to **celebrate** our progress
- to **share** recent information about HIV
- to **support** HIV rights.

As we can now eat together in person again, we're asking you to get your friends, family or colleagues together to eat and drink and have fun for HIV rights!

Whether it's a small group in your garden or a park, or a larger party

(depending on government regulations), this instruction pack covers everything you need to set up your event.

We'll be sending out more resources periodically such as fundraising tips, recipe and drink ideas, games you can play and more, so keep your eyes peeled for these!

Thank you for helping us by raising awareness and vital funds to support our work.

Don't forget to tweet your photos [@NAT_AIDS_Trust](#) or tag us on Instagram [@nationalaidstrust](#) with the hashtag #BigGardenParty on the day of your event!

How do I host a Big Garden Party?

Plan

The first step is deciding who you'd like to invite. Hosting a Big Garden Party is a fantastic opportunity to catch up with friends or say thank you to colleagues who've helped you get through this difficult year.

You'll also want to decide where you're hosting your Big Garden Party, maybe in your garden or a local park?

Once you've made these plans, you can decide what type of event you want to host. Your Big Garden Party can be a casual picnic, a fancy dress party, a formal tea with champagne and canapes... whatever you prefer!

You can use our 'Next steps' page to make sure you've planned everything you need for your Big Garden Party.

Fundraise

Hosting your Big Garden Party is a brilliant occasion to tell your friends, family and colleagues about why **you** support National AIDS Trust. Your passion about the vital work we do will encourage them to support us too! If you set yourself a fundraising target for your Big Garden Party, this can help your attendees donate more too.

Everyone loves reaching a target!

You can introduce the fundraising aspect of your Big Garden Party in lots of different ways.

Here are a few fun ideas:

- ask your guests to donate to join you for your Big Garden Party, this can be pay-what-you-can or a set ticket price
- have a tin/bucket for guests to donate any of their loose change. Make sure you leave the change for a while before handling it again to be COVID safe
- ask guests to donate for their meal/drink. You can even have a guide price on a menu for them
- ask guests to donate to play a game or set up a competition
- have a 'Guess the number of sweets in a jar' or similar.

What will be in the pack?

Our Big Garden Party pack will include a variety of resources for you to choose from so you can design your event around the lovely people you've invited. We'll release pages throughout the next couple of months including:

- games
- decoration templates
- educational resources
- recipes – for yummy food and drinks!
- hosting tips.

Next steps

- 1. Plan your invitees, your theme, and your venue for your Big Garden Party**
Maybe you want to use this opportunity to get your family together again, have a belated birthday party, or have a party during Pride month. Decide who you're inviting, where you'll be hosting, and if there's a theme first so you can promote your Big Garden Party. **Remember**, you may still need to socially distance depending on when you host your event, which may also change your venue or theme plans.
- 2. Set a date**
Make sure you set a date early on so everyone's available. You can send your guests reminders as the date gets closer.
- 3. Promote your event**
You need to decide if you want your guests to know about your event by invite only or, if COVID restrictions allow for lots of people to come to your Big Garden Party, you can share information about your event on your social media. Make sure the information is only seen by people you want to attend your event. You can also ask friends, family, colleagues, or parents at schools to promote it on their own networks too. What's particularly interesting about your event? Is it going to be fancy dress?
- 4. Use National AIDS Trust's Big Garden Party pack for helpful tips on how to get the most out of your fundraising and plan your event**
Over the next couple of months, we'll have more resources helping you prepare for your Big Garden Party including recipes, hosting tips, fundraising tips. Look out for some of these coming soon!
- 5. Set up your online fundraising page.**

Virgin Money Giving

1. Visit our campaign page on Virgin Money Giving [here](#)
2. Select "Start Fundraising"
3. You will be asked to register or sign in

4. After setting up your page, select whether you're an individual or a team (this allows you to give access to other team members)
5. Describe your event in the "What are you doing to raise money?" box, click "Doing something else?" and select the date for your event
6. Scroll through the details about selecting a charity and click "Create my page"
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.

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!

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.

We're here to help every step of the way with any questions you have so please get in touch by emailing fundraising@nat.org.uk.

How your money helps

We want to see an end to discrimination and to new cases of HIV in 10 years. Thank you for helping us get there.

Here's how your fundraising can help:

£30 can help us keep Looped in, our free online information sharing tool, up to date. Looped in lets people share information with anyone they feel needs to understand HIV better. This has been vital during COVID-19 to help people share information and prevent discrimination.

£70 can help us keep our resources for schools up to date so young people can understand HIV.

£100 can help us make sure PrEP, the HIV prevention medication, is known about and used by everyone who needs it.

£200 can help us fight a case of discrimination and take steps so it never happens to other people living with HIV.

“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.

**THE BIG
GARDEN
PARTY**

for National AIDS Trust

Contact the relevant member of National AIDS Trust's fundraising team for further support and additional resources, where appropriate.

We're here to help every step of the way with any questions you have.

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Thank you!



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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