

TRANSFORMING
THE UK'S
RESPONSE
TO HIV



NAT (National AIDS Trust)

Fundraising Pack

“Thank you so much for fundraising for NAT! With your support, we can continue to champion the rights of people living with HIV.”



We are thrilled you've chosen to fundraise for NAT. Without you, the work we do simply wouldn't be possible. Your support will enable us to fight to end new transmissions, challenge HIV-related stigma and raise awareness of HIV in schools and among the wider public. Thank you for believing in these aims.

This is an exciting time in the fight against HIV. Increased and frequent HIV testing, swift treatment for those diagnosed with HIV, continued high rates of condom use, and the HIV prevention pill PrEP have contributed to a 28% drop in new HIV diagnoses in the UK from 2015 to 2018.

For the first time, we know that an end to new transmissions of HIV is not only possible, but foreseeable. Your support can help us reach all affected communities and help us reach this goal sooner.

But we must also make sure that no one is left behind. There are 101,600 people living with HIV in the UK. Living with HIV can bring with it significant discrimination and stigma. This impacts on poverty, mental health and wellbeing and can lead to people living with HIV feeling isolated.

Everything you do, whether it's holding a bake sale, wearing red, or collecting money in return for red ribbons, makes a difference. By wearing a ribbon, you're showing your support for and solidarity with people who are living with HIV – and by raising vital funds for NAT you're helping to end new transmissions, end stigma and make sure people living with HIV get the support they need to live happy, healthy lives.

Thank you,

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

Deborah Gold, Chief Executive, NAT (National AIDS Trust)





Rock the Ribbon together this World AIDS Day

World AIDS Day is on 1 December each year. It's an opportunity for people worldwide to unite in the fight against HIV, to show support for people living with HIV, and to commemorate those who have died from an AIDS-related illness.

Each year in the UK, over 4,480 people are diagnosed with HIV. Not everybody is equipped with the facts on how to protect themselves and others and stigma and discrimination remain a life-changing reality for people living with HIV.

1 in 5 people living with HIV say that they have needed help with loneliness and isolation. NAT believes that nobody should feel or be alone because of their HIV. We know you do, too. That's why we're asking you to Rock the Ribbon Together in 2019 – to stand in solidarity with people living with HIV.

HIV diagnoses are falling in the UK, meaning the spread of the virus is slowing down. We're winning the fight against HIV, and we need to continue our work to end it for good. Thank you for helping us by raising awareness and vital funds to support our work. You can find our campaign posters in the 2019 Campaign section on the [World AIDS Day](#) website, including a customisable poster for your own event.

Don't forget to tweet your photos @NAT_AIDS_Trust with the hashtag #ROCKTHERIBBON on the day!

“The stigma attached to HIV needs to change, as people are still incredibly naive about it. I certainly haven't told all my friends because I fear their reaction.” Kelly, 31

“Finding a friend with whom I can speak has helped me focus on the journey. HIV has made me more fearless. Now, I am ready to face anything else that is thrown my way.” John, 61



How your money helps

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

Here's how your fundraising can help:

£30 can help us keep [Looped In](#), our online information sharing tool, up to date. Looped In lets people share information with anybody they feel needs to understand HIV better.

£70 can help us keep our teaching materials up to date and ensure that schools can keep accessing them for free.

£100 can help us keep fighting to make sure the HIV prevention drug, PrEP is available free of charge to everyone who needs it.

£200 can help us fight a case of discrimination and take steps so it never happens to someone again.

“Without NAT’s knowledge and expertise, I wouldn’t have been able to continue my studies. I was facing discrimination at university and their work enabled me to challenge it – and win.” Grace, student nurse.

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



Fundraising ideas

Bake Sale (£50)

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

Sweepstake (£50)

How many sweets in the jar? Grand National winner? Biggest scorer in the Premier League? Company profit margin? Incentivise people to take part by splitting the takings 50:50 between the winner and NAT.

Wear Red or Dress Down (£50)

Easy to do – ask the bosses if everyone can donate to wear red or dress down for the day. Or, spice it up and get people dressing up!



Bag Packing (£100)

Ask your local supermarket if you can pack bags for donations on the checkouts. Get a team together to help you. Good on Saturdays or Christmas time.

Great Give Up (£100)

Give something up for a week or month – drinking, smoking, coffee, chocolate, swearing – and get people to sponsor you for it. Use social media to update people regularly on progress and get more donations!

Movie Marathon (£100)

You can charge people an entry fee and for refreshments on the night. Pick a theme – comedy, musicals, or films about LGBTQ+ rights – or get people to vote from a shortlist beforehand.

Fundraising ideas

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.

Jumble Sale (£200)

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

Pub Quiz (£200)

We have a ready-made pub quiz which we can send to fundraisers. If you don't fancy running your own, many pubs already have a regular quiz. Find your local one and ask to host a takeover for a week.

Challenge Yourself (£250)

Get fit and raise money at the same time! NAT has charity places in some popular active challenge events. Or, enter an event of your choosing and fundraise through it.

Battle of the Bands (£250)

This event will give local bands exposure, as well as raising lots of money. Charge for entry and have collection tins on the night. There are so many people involved – e.g. all band members' friends – it's possible to raise a lot of money.



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

Top tips to get more from your fundraising

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 and list of potential supporters will be even longer.

2 Secure a venue

Find your preferred venue and find out when that'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.

3 Make a plan

Time has a habit of running away, so nail down your venue, date and who's responsible for what early on. We suggest making a small project plan so you can track progress week by week.



4 Ask for freebies

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

5 Social media

A free way to tell everybody what you're doing. Post regularly about your event. Keep it interesting by using picture and video, make it personal and make it funny.

6 Support with an online giving page

Some people may not be able to attend your event – so set up a [JustGiving](#) or [Virgin Money Giving](#) page so they can still donate. Share your motivation on the page. And share it with colleagues around payday!

7 Use your networks to promote what you're doing

Friends. Family. Work colleagues. Clubs. People at the pub. Parents at school. Ask your nearest and dearest to promote your event in their own networks too, to double your reach.



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 Local media

What's particularly interesting about your event? Perhaps it's wacky, perhaps you're attempting a record or maybe you have a personal story to share about why you're raising money for NAT. Work out your angle – and ask local press to run a story.

10 Employer matched funding

Lots of employers offer a matched funding scheme, where they will match the amount that you fundraise. As a first port of call, speak to your Manager or HR at work. 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.

11 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. If you're collecting offline, cash sponsorship, a paper sponsor form is in the back of this pack.

Fundraiser stories



Ministry of Justice, World AIDS Day 2018 – £4,700

“When I first started at MOJ, I’d never heard of World AIDS Day. But my manager at the time had a real passion for it. He told me how he’d been affected by HIV and after hearing his story, I wanted to get involved and make a difference.

I had so, so much fun fundraising! I met so many people and got loads involved. A lot of them were like me and hadn’t heard much about World AIDS Day. But once we told them stories and about what NAT do, everyone was onboard and donating.

More people need to be aware of HIV and know that just by raising a small amount they can literally change someone’s life!” Sarah, WAD MOJ Coordinator.

King William IV Pub, Big Quiz 2019 and World AIDS Day 2018 – £804.69

“World AIDS Day is very important to us. It’s a platform to raise awareness that HIV is no longer the potential death sentence it once was but also an important time to get the staying safe message out there. It’s also a really important time to let people know about the help and support available to them.”



Club Tropicana, Manchester, club night – £211.85

“World AIDS Day means so much to me as it can help save lives. And it’s a time to remember all those who have already passed, including my best friend Liza.” Jodie, Fundraiser 2019.



Challenge events

Doing a physical challenge and fundraising go hand in hand. As well as the money you'll raise, there are so many benefits for you – improved health, a sense of achievement and smashing those bucket list goals!

Challenge events needn't involve 50-mile treks across the desert. Choose a challenge that feels right for you, your goals and your current abilities – whether that be a 5k run or an ultra-marathon.

NAT has charity places in selected, popular challenge events, like Royal Parks Half Marathon and the Manchester Marathon. Contact our Fundraising team to find out what spots we have available. If none of them suit you, you can fundraise through a challenge of your choosing without an official NAT place.

Once you have a place, set up an online giving page with [JustGiving](#) or [Virgin Money Giving](#) and promote it on your social media – and watch the donations roll in!



Red Run, November 30th, Victoria Park

The Red Run is the UK's biggest World AIDS Day charity run. Take on the 10k or 5k distance this World AIDS Day for Team NAT.

Book your place at www.redrun.org.uk or email fundraising@nat.org.uk



"I decided to do the Amsterdam Marathon for NAT because they do great and much-needed campaigning for HIV awareness and education. They also tackle the stigma that continues to exist to this day."

The NAT team were always on hand with friendly help and support. This really mattered, because it was my first attempt at a marathon and it was a solo effort!" Derek Germon, Amsterdam Marathon 2019 – £784

Legal advice

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 NAT – let us know and we can supply them. If you are collecting on the street, money needs to be collected in a sealed container, which we can provide. Holding a collection on private property is much more straightforward: you'll just need permission from the landowner or manager.

Raffles: As long as you only sell tickets on the day of the event, and you donate all proceeds to NAT, you won't need a licence. Make sure that the costs of the raffle don't exceed £100, and the winning ticket is drawn on the same day.

Licences: If you are planning for members of the public to attend your event, then you will need to get a public entertainments licence. If alcohol is being provided, an alcohol licence will be needed if the venue where the event will take place does 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.

Selling things: If you are selling goods at the event, either new or second-hand, you must ensure that your event complies with safety standards, which can be obtained from 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.

Using our name: Remember, all publicity materials must state, "All proceeds will go to NAT (National AIDS Trust) Registered Charity No. 297977". If you intend to use our logo, please check with us first.

Any Questions? Contact our Fundraising team who are here to help you every step of the way.

fundraising@nat.org.uk 020 7814 6767

Registered charity number: 297977



