

TRANSFORMING  
THE UK'S  
RESPONSE  
TO HIV



YOU'VE HELPED US FIGHT HIV  
NOW LET'S END IT

#LETSENDIT



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.”*



In the 30 years since NAT was set up, we've come a long way in the fight against HIV. Now, with an early diagnosis and access to treatment, people living with HIV can expect the same life expectancy as the rest of the population – and they can't pass the virus on.

Despite this progress, life with HIV still poses significant challenges. People living with HIV still face stigma and discrimination: at home, in the workplace, and in health care settings. 1 in 10 people living with HIV has even experienced verbal harassment relating to their HIV. And public knowledge about HIV is still lacking. Less than half of the public can correctly identify all routes of HIV transmission.

We've come so far: with your help we can make sure that HIV remains a priority. Your money will help us ensure that the public are educated, that everyone who needs it can access HIV prevention medication, and that stigma and discrimination are a thing of the past.

Everything you do, whether it's holding a bake sale, wearing red, or collecting money in return for the red ribbons, makes a difference. Just by wearing a ribbon, you're showing your support for and solidarity with people who are living with HIV.

Thank you,

A handwritten signature in black ink that reads "Deborah Gold".



Deborah Gold  
Chief Executive, NAT (National AIDS Trust)

# ROCK THE RIBBON

SATURDAY 1<sup>ST</sup> DECEMBER

## Rock the Ribbon to end HIV and HIV Stigma

**This year marks the 30th year since the first World AIDS Day.**

Our 2018 campaign celebrates this by asking you to 'Rock the Ribbon' with pride – to mark the progress we've made, show support for people living with HIV, raise awareness and help end new transmissions, and end HIV stigma.

There are 101,000 people living with HIV in the UK, there is no cure, and people living with HIV still face ignorance and discrimination that can impact on poverty, mental health and wellbeing.

Rocking a red ribbon not only completes any outfit! – it shows everyone, especially people living with HIV and their families, your support.

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.

We're asking you to help us by raising awareness and vital funds to support our work.

You can find our campaign posters in the 2018 Campaign section on the [World AIDS Day](http://WorldAIDS.org) website.

These can be printed and displayed in your school, college, university or workplace in the run up to World AIDS Day and on the day itself.

One of the posters has space at the bottom for you to advertise your own local event.

Don't forget to tweet your photos @NAT\_AIDS\_Trust with the hashtag #ROCKTHERIBBON on the day!



WORLD AIDS DAY - LOCAL EVENT

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# Top 10 simple fundraising ideas

## 1 Bake Sale

Red ribbon shaped cookies, red velvet cupcakes... Get out the red food colouring and a recipe book, and whip up a storm in the kitchen for NAT.



## 2 Wear Red... or embrace the 80s!

Encourage people at school or work to pay £1 and wear red for the day. Or pay homage to the year NAT was founded – 1987 – by wearing 80s-inspired outfits (shoulder pads, leg warmers, or your favourite 80s celeb!).



## 3 Movie Night

Here's a list of films that helped change perceptions of HIV. Host a screening, and ask for donations in return. You could even sell popcorn! [nfts.co.uk/news/films-helped-change-perception-hiv](https://nfts.co.uk/news/films-helped-change-perception-hiv)



## 4 Hold a Quiz

Organise a quiz and have people pay to play. Or, if you go to a regular quiz, ask them to include NAT's HIV round and donate a portion of takings. Download our [World AIDS Day Quiz](#) to get started.



## 5 Put on a Show

Sell refreshments or add a bucket collection to your Christmas show. Or you could stage a piece of theatre about people living with HIV, such as *Rent*, *As Is*, or *Angels in America*, and donate the proceeds to NAT.



## 6 Raffle or Auction

Ask friends or local companies to donate prizes and stage a raffle, tombola, or auction. Make sure you check our guide to keeping it legal at the back of this pack.



## 7 Doughnut Sale

You can order Krispy Kreme doughnuts at a reduced charity price and sell them on to raise money. Find out more at [www.krispykreme.co.uk/fundraising](http://www.krispykreme.co.uk/fundraising)



## 8 Red Run

If you're near London, why not take part in the Red Run, which happens on World AIDS Day? It's a 5 or 10K race in beautiful Victoria Park. You'll get free food and a free T-shirt, plus the money you raise supports HIV charities.



## 9 Sponsorship

If running isn't your thing, get sponsored to do another sport: a bike ride, a hike, or an endurance swim. Or give up a bad habit for charity!



## 10 Matched Funding

Don't forget to check if your company offers matched funding. Many do, and it's an easy way to make the most of your fundraising efforts



To discuss your ideas with one of our fundraising team contact:

[Kirsty Purnell](#) – Community Fundraiser (020 7814 6751) or

[Chris Dye](#) – Corporate Fundraiser (020 7814 6726)

# Get inspired...



## The University of Manchester, Bake Sale – £1,500

“For World AIDS Day, we held several bake sales across campus. Everyone loves cake, so we made sure there were enough sales for all staff and students to buy delicious cakes, as well as a red ribbon to show support.

“Our LGBT Staff Network, ALLOUT, organised the initiative, alongside the Black Minority and Asian Staff Network Group and the Disabled Staff Network Group. We wanted to emphasise that HIV is a condition that impacts several communities, not just one.

“We wanted to get the whole university involved not only to raise awareness, but to reduce stigma, to help people understand more about the condition, and to start open conversations about how HIV affects people they may know.

“We’re already planning for next year, with more bake sales, a talk by one of our researchers and an even bigger communications campaign.”

## Alice Brooks, Worcester Half Marathon – £500

“I decided to raise money for NAT when my best friend contracted HIV. As we were travelling at the time, we both thought that the initial onset of his illness was dengue fever. We had little knowledge of HIV or its treatment.

“Since then, I’ve committed myself to doing anything I could to raise awareness, to raise money, and to remove the stigma surrounding HIV once and for all. Even though I could just about put one foot in front of the other, I chose to run a Half Marathon. Over months of training, I was able to laugh with my friend about my aches, pains, and mental stamina.

“Through Facebook campaigns and sweaty photos, I raised £500. It was tough, but not as tough as the journey my best friend had been on.”



## Moat Homes, LGBT Pride – £143

“On the 7 July, we held our Team Pride LGBT+ event in collaboration with our contractors, Mears. The afternoon was a huge success with mocktails, games, prizes and even a fish and chip van! We managed to raise £143.23 for National AIDS Trust, a charity that does such important work and one that we are proud to support.”





## Keep it legal

**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. 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.

## Any Questions?

Contact our fundraising team who are here to help you every step of the way.

[fundraising@nat.org.uk](mailto:fundraising@nat.org.uk)

020 7814 6767



# What we've achieved with the money you've raised

- We changed the law to protect people living with HIV from discrimination.
- We stopped employers from asking if you have HIV before you get a job, and protected you in your job.
- Because of us, everyone in the UK can access free HIV treatment, wherever they are from. Now, more than 78% of people living with HIV are doing well on treatment and can't pass the virus on because of their medication.
- When an HIV prevention pill became available we fought to make sure you could get it. And we won.



# What we can still achieve with your support

- End the growth of the epidemic: we have the tools we need, now we must ensure the political will and investment to stop HIV in its tracks.
- End ignorance about HIV: we know how and what to teach people, now we need to ensure that every child in every school learns what they need to protect themselves.
- End stigma and discrimination: the laws are in place but now we must implement them and ensure we all have access to justice.



- **Become an HIV Activist**
- **Volunteer for us**
- **Join our mailing list for updates**
- **Donate**  
**(email [fundraising@nat.org.uk](mailto:fundraising@nat.org.uk) for more information)**

