

# Your guide to fundraising for CW+







Cover image: Clare Conroy

# Thank you!

When you support CW+, you join an amazing community of people who can make a difference to the lives of our patients, now and into the future

Thank you so much for choosing to support CW+. We're very grateful!

As the official charity of Chelsea and Westminster Hospital NHS Foundation Trust, CW+ helps to fund world-class facilities, pioneering innovation, and staff and patient wellbeing.

As a CW+ fundraiser, you are part of a much-valued group of people who help us make this happen. Patients, their families and our hardworking NHS staff deserve the very best – your support has the power to transform lives across our community.

Whether it's baking or bingo, karaoke or kayaking, there are endless ways to fundraise in support of our work. We hope this pack will help to guide and inspire you to make your fundraiser a huge success.

And remember – we're here to help, so do let us know about your fundraising plans and get in touch if you need us.

We're delighted to have you on Team CW+.

Whatever you are thinking of taking on for CW+, we wish you all the best!



**//**

**We made it through thanks to the incredible staff who took care of my son with such expertise. I wanted to give back by raising money for CW+**

Martin Kelly took on the London Marathon

# Peter's story

After Peter Brooks's young daughter was treated for Strep A at Chelsea and Westminster Hospital, he and his friends decided to take on a series of challenges to raise money for CW+

'In 2023 my daughter Sofia, then only 17 months old, fell ill. Initially, her symptoms seemed like a cold, but over the next few days, her condition steadily worsened.

'She was taken to Chelsea and Westminster Hospital, where she was quickly treated for invasive group A strep. It was this swift action that helped save her life.

'Sofia spent seven weeks in hospital, during which time

she had countless MRIs, X-rays, ultrasounds, a blood transfusion and more. Her infected hip joint – caused by the illness – was operated on four times.

'Without the determination of the staff to establish what was attacking Sofia's tiny body, she wouldn't be the sassy little girl she is today.

'To raise awareness of Strep A and give back in some small way, my family,

friends and I took on a series of fundraising challenges, including cycling to every Premier League football stadium in London, running 5km, taking on the Yorkshire Three Peaks Challenge, and competing in the Brighton Triathlon.

'Collectively we raised over £11,000, helping to ensure that Chelsea and Westminster Hospital continues to provide life-saving care for families like ours.'



// Thanks to CW+, patients are treated in a place filled with art and music. Children can have fun, even when their days are peppered with painful treatments and the prodding of needles

Peter Brooks and his friends cycled 90km



# How your fundraising helps

Every pound raised helps to support patients and staff at Chelsea and Westminster Hospital NHS Foundation Trust

## £50

could fund specialist fitness equipment to help patients maintain strength, prevent muscle loss and aid recovery.

## £150

could fund a ward visit from an artist or musician, offering distraction, engagement and social interaction.

## £500

could fund defibrillator training equipment to boost the life-saving skills of our hospital staff.

## £1,000

could help send two children who have experienced burns to a summer activity camp.

## £5,000

could help fund innovative laser technology to treat patients quickly and effectively without the need for general anaesthetic.



**I chose to fundraise for CW+ because its mission speaks to my heart. Its work not only addresses immediate need but also builds a foundation for lasting change**

Shwan Azeaz trekked to the top of Mount Kilimanjaro

# Get inspired...

Taking on a fundraiser is a great way to support your local hospital. The possibilities are endless!

## Individuals

**Get active:** from walking challenges to marathons, there's something for all fitness levels.

**Thrill-seekers:** take your fundraising to new heights with an abseil or skydive!



**Give it up:** ditch your daily coffee or chocolate for a month and donate the savings.

**Celebrate:** mark a birthday or anniversary by asking for donations instead of gifts.

**Make it a marathon:** dance, bake, knit, game... turn whatever you love into a fundraising challenge!



## Schools and groups

**Charity of the year:** nominate us as your school or organisation's charity partner.

**Own-clothes day:** dress down for a cause – charge a small fee and make a big impact!

**Fundraising fair:** host a fun-filled fair with stalls, games and activities for all.

**Sports day:** get competitive! Organise a fundraising sports event where participants pay to play.

**Bake sale:** whip up some sweet treats and sell them to raise funds.

## Corporates

**Quiz night:** turn your company social into a fundraising trivia showdown.

**Team challenge:** boost teamwork and raise money at the same time with an exciting group activity.

**Charity auction:** bid for prizes and experiences donated by employees and local businesses.

**Step it up:** compete in teams to hit the highest step count over a week or month.



**For more ideas or to let us know what you're doing, get in touch via [fundraising@cwplus.org.uk](mailto:fundraising@cwplus.org.uk).**

# How to raise funds

Follow our four-step guide to getting your fundraising page up and running, and watch the donations start rolling in!

1

## Set up a fundraising page

This is the easiest way to collate donations. You can connect it to our charity account, so the money is transferred automatically.

2

## Personalise your page

It's important that your fundraising page stands out from the crowd. The more you make it your own, the more compelled people will feel

to donate. Pages with a photo tend to raise around 13% more, and those with a personal story up to 65% more.

3

## Share, share, share!

Once your fundraising page is set up, it's time to start sharing it with family, friends, colleagues... everyone you know! Don't be shy – the more you share it, the more support you'll receive.

4

## Ask for help

We can provide support with setting up your fundraising page, including reviewing the wording to make it as compelling as possible and ensuring the accuracy of the CW+ messaging. We can also help with fundraising posters, collection tins and more.

//

I felt so proud that I'd managed to do it – and all in memory of such an amazing person. I'm not sure I can really explain it, it was almost like a buzz

Trust staff member Nicola Rose has completed several events for CW+, including three half-marathons





# Fundraising tips

Here are a few additional top tips that will help to drive donations

## Gift Aid

Encourage UK taxpayers to tick the Gift Aid box, adding 25% more to their donation at no extra cost.

## 'Anchoring'

Ask generous donors to give first (eg £25 or £50) to encourage others to donate similar amounts.

## Use milestones to motivate

Break your goal into smaller targets ('Help me reach £200 by the end of the week!') to keep momentum up and give supporters a reason to give now.

## Match funding

See if an employer, local business or generous donor is willing to match donations, doubling the impact and motivating more people to give.

## Share your progress

Update your fundraising page to keep supporters engaged and encourage donations. You could even make a video to share on your socials – be sure to tag @cwpluscharity.

## Incentivise your donors

Offer a fun reward – for example, 'If we hit the target, I'll race in a fancy dress costume chosen by the highest donor!'

Have you read our [fundraising terms and conditions](#) and [FAQs](#)?

Make sure you're on board with our requirements before getting started!



# Thank you

We're excited to hear about your fundraising plans and are here to help you every step of the way. We really appreciate your support.

020 3315 6600

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