



**NATIONAL  
AIDS  
TRUST**



**National AIDS Trust**

# **Fundraising guide**



Registered with  
**FUNDRAISING  
REGULATOR**

Registered charity number: 297977

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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,

We're thrilled you've chosen to fundraise for National AIDS Trust. You're joining a movement of people, workplaces and community groups UK-wide, all united by a single aim – to fight for the rights of people living with HIV.

National AIDS Trust is committed to stopping new cases of HIV in the UK by 2030. But we must also secure the rights of people living with HIV. Over 105,000 people are 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.

Simply by wearing a red ribbon you show your support for people living with HIV. Everything you do – from holding a bake sale, hosting a quiz, dressing in red, or collecting money in return for red ribbons, makes a huge difference. As a charity we rely solely on donations to carry out our vital work so every penny you raise will go a long way in helping people living with or affected by HIV live better lives. Our sincere thanks for supporting National AIDS Trust's work by raising awareness and much-needed funds. Best of luck with your fundraising activities!

Hannah Daws, Director of Fundraising



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.

Download this year's World AIDS Day posters, and social media infographics, along with a range of other free resources from the [World AIDS Day 2024 campaign page](#).

Don't forget to post your photos and videos and tag @NAT\_AIDS\_Trust on X, or @nationalaidstrust on Instagram or TikTok.



# About National AIDS Trust

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.

**Our aims are to:**

**STOP:** We will stop new HIV infections, working towards a 2030 goal.

**CHAMPION:** We will champion the needs of people whose voices and experiences are too often ignored.

**PROTECT:** We will protect the rights of everyone living with and at risk of HIV.

**DRIVE:** We will drive engagement and activism to change attitudes to HIV.

Together, with the help of generous supporters like you, we've already had significant success which has transformed the UK's response to HIV. For example, because of us:

- PrEP, the HIV prevention pill is available free on the NHS.
- Opt-out testing is now taking place in hospital emergency departments in 32 areas of high prevalence which is proving highly successful in diagnosing new HIV cases.
- HIV is recognised as a disability, giving people a host of legal protections.
- Pre-employment questionnaires were made illegal – so employers can't decide whether to offer a job based on HIV status.
- More new mothers can access free formula milk to avoid HIV transmission.

**There is still urgent work to do to make sure we end new cases by 2030, and that people living with HIV no longer face stigma and discrimination. Your fundraising will help us get there.**



# How your fundraising helps

**£50** can help us provide free resources to schools to improve HIV knowledge.

**£100** can help us ensure PrEP, the HIV prevention drug, is known about and accessible for anyone who needs it.

**£200** can help us fight discrimination so everyone living with HIV is treated equally.



“

Because it is important that we do not stop talking about HIV, because stigma is still present and a lot more education is needed.” Dusan

“

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





# Getting started

You may already know what you want to do, and if so do let us know how we can help! If not, here are some ideas:

## Our top fundraising ideas:

### 1. Distributing red ribbons

We send out free packs of 100 HIV awareness red ribbons with a display box and coin slot (let us know if you need more). There's a suggested donation of £1 for someone to take a ribbon but you can encourage people to donate whatever they would like to, and quite often they will give more. To maximise donations, we recommend creating an online giving page such as [JustGiving](#), and generating a QR code to offer cashless donation options. More info on this can be found on [Page 7](#). [Instruction video for putting your box together.](#)

### 2. Use our ready-made quiz

Get competitive and run your very own 'pub quiz' by requesting our pack with questions and answers, and everything you need to organise your event. Get team members to donate a ticket price or add a raffle. Don't fancy a quiz? We also have other ready-made activities including a Murder Mystery, Escape Room and Whodunnit.



We have been raising money for the National AIDS Trust through World AIDS Day for multiple years. Each year we are proud to 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



### 3. Livestreaming

From designing challenges to a videogame marathon this can be a fun way to get your friends, followers or anyone else interested to support you by donating. You can find our livestream fundraising platform on [Tiltify](#) where you can keep track of your fundraising target. We can also support by helping you reach a wide audience through our social channels.

### 4. Bake sale

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

### 5. Sweepstake

This can be a great way to fundraise and have fun along the way. A classic sweepstake can get everyone involved. You could even incentivise people to take part by splitting the takings 50:50 between the winner and National AIDS Trust.

### 6. Sponsored challenge

A challenge event can be something physical such as running, cycling or swimming and asking people to sponsor you. Or you can set a goal to stay silent for 24 hours, eating only red food for a day, or give something up for a week/month and ask for sponsorship from friends and family. Or, you can enter an organised event such as a fun run or events, including the HIV sector organised [Red Run](#) where you can select National AIDS Trust as your chosen charity.



**Unfortunately I lost my biological parents to AIDS and my goal is to continue to raise awareness for those who have been impacted by HIV/AIDS. I'll continue to make it my mission to fight the stigma and this is something we can fight together."**

Maggie, a fundraiser who supported National AIDS Trust with a half marathon run.



Whether you're running a physical, online or hybrid event, we will be there to support you with all your great ideas and to provide any hints or tips you might need along the way.

You can discuss your ideas with one of our fundraising team at [fundraising@nat.org.uk](mailto:fundraising@nat.org.uk) or on 020 78146767.



# Successful fundraising step-by-step

## 1. Assemble your team and make a plan

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

## 2. 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.

## 3. Licences and permissions

If you're planning a public event, you may need to obtain various licences, for example for alcohol and entertainment, or selling goods. Check the [Fundraising Regulator](#) for further information.

If you only sell raffle tickets on the day of your event, and you donate all proceeds to National AIDS Trust, you won't need a licence for this.

Make sure the costs of the raffle don't exceed £100, and the winning ticket is drawn on the same day. If there's something you're unsure about ask a member of our team.

## 4. 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.

## 5. Send invites early – maximise your audience

Make sure you set a date early enough and send reminders as it gets closer to the date. You can even send a 'save the date' to your contacts earlier on if all of the details for your event aren't yet confirmed. Check with anywhere you intend to advertise your event for any deadlines.

## 6. Setting up ways for people to donate

Whilst we would still recommend having an option for people to donate cash, in our experience, people raise far more through online giving pages. You can use our [JustGiving Campaign page](#) to create your page. Once created, add '/qrcode' to the end of your URL and click enter to generate a unique QR code for your page. You can then download the image to print and use in your online communications.

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!

## 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.

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.

## 8. Matched funding

Companies can often match fund their employees' fundraised money whether it's done at work or not so it's worth asking.

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 contribute towards their environmental, social and governance goals.

We will write you a letter confirming the amount raised to support your matched funding application.

# Legal advice

- **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 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 licence. 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.
- **Licences:** If you are planning a public event then you will need to get a public entertainment 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.
- **Using streaming sites:** Please remember the terms and conditions of the streaming service you use to support your fundraising. Many will require streamers to be over a certain age and have standards of use which include restrictions on discriminatory language or risky activities. Remember you could have hundreds or even thousands of viewers at a time, and your actions may reflect on National AIDS Trust.
- **Any questions?** Contact our fundraising team who are here to help you: [fundraising@nat.org.uk](mailto:fundraising@nat.org.uk) or 020 7814 6767.





# Other ways to stay involved



You can support our work throughout the year as we fight for HIV equality. With your help we can reach our goal of eliminating new HIV transmissions by 2030 and challenging HIV stigma for all who face it.

- Become a volunteer.
- [Make a regular or one-off donation](#) to support our work. Regular gifts mean we can be ambitious with our plans knowing we have your continued support.
- Join [The 100 Club](#) – our close supporters scheme for donors of £200 a month or above.
- [Sign up to receive regular updates](#) on our work and hear about our latest campaigns, and fundraising opportunities.

## Paying in the money you raised

Thank you for fundraising for National AIDS Trust, and for showing your support for people living with HIV. We create and send materials out at our own cost, which means we can only send them to people who are fundraising for National AIDS Trust, and who pledge to raise a minimum of £15. But we're sure you'll raise more!

We recommend setting up an online [JustGiving](#) page, as this tends to generate higher donations and increases the opportunity to ask people to support you. If you've done this, we will receive your donations automatically.

To return any physical money you've raised, please use one of the following methods of payment:

### 1. BACS / Internet banking

You can transfer the money directly using the following details:

Bank: CAF Bank Ltd  
Account Name: National AIDS Trust  
Account Number: 00005647  
Sort Code: 40-52-40  
Reference: [Your postcode] +  
[Organisation/Individual Name]

### 2. National AIDS Trust online donation portal

You can pay the money in online at [www.nat.org.uk/donate](http://www.nat.org.uk/donate). Please add a note saying how the money was raised, including the name of your organisation if applicable.

### 3. Cheque

Please make a cheque payable to 'National AIDS Trust' and send it to:  
National AIDS Trust, The Green House,  
Unit 3.9, 244-254 Cambridge Heath Road,  
London E2 9DA

Remember to enclose a slip with your name and address, so that we know who the funds are from.

### 4. Giro slip

If you want to pay in physical cash to the bank, we can send a Giro slip with a number unique to you. This can be taken to any HSBC UK bank along with the money raised and they will transfer it to our account. We will be able to identify this as your fundraising from this number.

**Thank you for your support.**

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The Green House, 244-254 Cambridge Heath Road,  
London, E2 9DA

T: +44 (0)20 7814 6767

E: [info@nat.org.uk](mailto:info@nat.org.uk) W: [nat.org.uk](http://nat.org.uk)



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244-254 Cambridge Heath Road, London, E2 9DA

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