



**NATIONAL  
AIDS  
TRUST**

Securing rights  
Stopping HIV



**National AIDS Trust**

# **Fundraising guide**



Registered with  
**FUNDRAISING  
REGULATOR**



**Thank you for choosing to fundraise for National AIDS Trust! Your support will help us continue our mission to stop HIV from standing in the way of health, dignity and equality, and to end new cases.”**



Hello,

We're absolutely delighted that you've chosen to fundraise for National AIDS Trust, the UK's HIV rights charity. Your support makes you part of a nationwide movement of workplaces, schools, universities and community groups, all united in standing up for the rights of people living with or affected by HIV.

More than 110,000 people are living with HIV in the UK. Too many still experience discrimination and stigma, affecting many parts of their lives, including their mental health and wellbeing, and sometimes leaving them feeling isolated.

Despite remarkable advances in HIV prevention, testing and treatment, much more remains to be done. We must improve understanding, widen access to vital services, and challenge the persistent stigma experienced by people living with HIV.

Whether you hold a bake sale, host a quiz, take on a challenge event or collect donations in return for red ribbons, you'll be raising the essential funds on which our work depends.

Every amount you raise will help us continue working towards our vision of a world where HIV does not stand in the way of health, dignity and equality. Thank you sincerely for supporting National AIDS Trust, raising awareness and generating much-needed funds. Your commitment helps make lasting change possible for everyone living with or affected by HIV today. We hope you have a brilliant and rewarding time fundraising!

Robbie Currie, Chief Executive

**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 website](https://www.worldaidsday.org).**

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



# Who we are

**We're the UK's HIV rights charity.**

**Our purpose is to stand alongside and defend the rights of everyone living with, affected by or at risk of HIV, and we won't stop until the virus doesn't stand in the way of people living their fullest lives possible.**

- We run the largest anti-stigma programme in England – HIV Confident. Over 100 organisations are currently signed up to this charter mark, which reduces HIV stigma by increasing awareness of staff and employees so that people living with HIV can access their services, and work for them, without fear of discrimination.
- We advocate for people's rights through our Discrimination Casework service which provides confidential, free support for people living with or affected by HIV who have faced discrimination.
- We speak out and campaign to change unjust laws and policies, securing rights for everyone living with, at risk of, or affected by HIV.
- We provide practical information to the media on how to accurately report on HIV, as well as holding any stigmatising or inaccurate reporting to account.
- Schools are in a unique position to shape the next generation's response to HIV, so we created a Schools Pack, with the aim of equipping teachers and other educators with the tools to engage students in an informed discussion about HIV.
- We are the largest supplier of the iconic red ribbon in the UK, enabling people to raise awareness and show their solidarity for those living with or affected by HIV.
- We carry out new research and publish policy reports that set the agenda and influence change by Government and the health service.
- We have quarterly meetings with our Community Advisory Group, which is a group of people living with HIV who input and feedback on our projects.



“

**National AIDS Trust is not just invaluable; it was a lifeline for me while navigating an awful situation. The knowledge, understanding, and compassion made me feel like I wasn't alone, and most importantly, it affirmed the wrongdoing I had felt.”**

Service user

# Our impact

With the help of generous supporters like you, we've already had a significant impact on the lives of people living with and affected by HIV.

We have ensured:

- PrEP, the HIV prevention pill is available free on the NHS.
- Opt-out testing is now taking place in over 85 hospital emergency departments, which is proving highly successful in diagnosing new HIV cases.
- HIV is recognised as a disability, giving people a host of legal protections from the moment of diagnosis.
- Pre-employment questionnaires were made illegal – so employers can't decide whether to offer someone a job based on HIV status.
- More new mothers can access free formula milk to avoid HIV transmission.
- The lifetime ban on gay and bisexual men donating blood was overturned.
- Medical professionals who are living with HIV and have an undetectable viral load can now perform surgery.



**This charity is held together by a truly inspiring community dedicated to improving the lives of those who have been, or are at risk of being, impacted by HIV – something that ultimately benefits everyone. Striving to understand the personal, communal, and nationwide struggles of HIV/ AIDS, this commitment is reflected in the meaningful personal support, education, and activism delivered by National AIDS Trust. Their work has even benefitted me in ways I hadn't realised, such as easier access to PrEP treatment – who would have thought this would need campaigning for?**

**By raising money for National AIDS Trust, it means that they can continue to fight for a more inclusive society. However, inclusivity starts within our communities, which is why I am proud to be publicly representing this charity in the Shakespeare Half. I can't wait to engage with the community and raise awareness of National AIDS Trust on the day.” Josh**

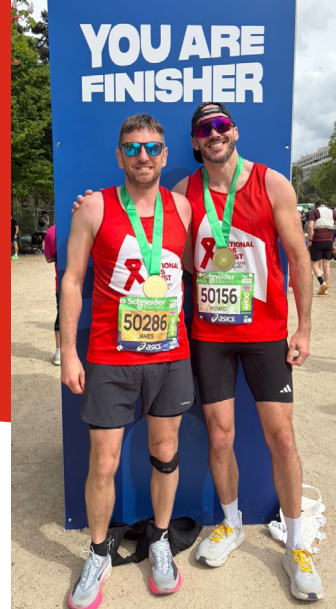


**Your fundraising will enable us to continue to carry out the urgent work needed to meet the goal of ending new cases of HIV in the UK by 2030, and to ensure people living with HIV no longer face stigma and discrimination.**

# Our top fundraising ideas



If you have fundraising plans already, let us know how we can help! But if you need inspiration, here are our top ideas:



## 1. Distributing red ribbons

We send out free packs of 100 HIV awareness red ribbons with a display box (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 – 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 in the 'How to make the most of your fundraising' section. If you need help putting your box together watch our [instruction video](#).

## 2. 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.

## 3. Sponsored challenge

A challenge event can be something physical such as running, cycling, swimming or even taking part in a cold dip and asking people to sponsor you. You can also enter an organised event, such as the HIV sector organised Red Run where you can select National AIDS Trust as your chosen charity. Check our [Challenge Events page](#) to find the perfect challenge for you, we'll even send you a free running vest! Or, you can set a goal to stay silent for 24 hours, eat only red food for a day or give something up for a week/month and ask for sponsorship from friends and family.

## 4. Turn your sales into HIV support

Donate a portion of your profits from a product you sell. You could donate a portion of the profits of your Cosmopolitans if you work at a bar or items you make if you sell crafts at a stall. Fundraising for us could even be the worthwhile opportunity you've been waiting for to create a fun, new and engaging product for your customers. Through advertising a portion of your profits get donated to us, you can show potential and pre-existing customers that you are actively supporting people living with HIV.

## 5. Use our ready-made quiz

Get competitive and run your very own 'pub quiz' or contact us to request our ready-made quiz. Get team members to donate a ticket price or add a raffle.

## 6. Entrepreneurial challenge for schools, colleges and universities

Give your students the chance to develop entrepreneurial skills while fundraising for our cause and learning more about HIV. Divide them into groups and provide each with a set amount of seed money to launch their own mini-business, aiming to generate as much profit as possible. Conclude with an evening event where parents, teachers and friends can visit student-led stalls and purchase their products and then donate a portion or all of the money made. Prior to doing this activity, you can teach your students about HIV and the importance of stamping out HIV stigma by using the ready-made lessons in our [Schools Pack](#).

## 7. Come Dine With Me night

Host a Come Dine With Me-style night where friends donate to attend each other's dinner parties. Every host can choose a theme for their meal – like Italian, tapas, street food, or vegan. Guests can score the evening on a set of criteria decided by the group. At the end of the series of dinners, hold a finale where scores are revealed and the winner gets a prize (or just bragging rights).

## 8. 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.

A group of students developed a dance called 'Red Ribbons' to fundraise for National AIDS Trust. Their dance, which won second place at the Dance Live! competition, explored the 1980s HIV epidemic and its impact on the LGBTQ+ community.

“

We couldn't take on a theme like this without giving something back to the community that supports those affected by HIV. We performed the piece to an audience of 2,000 at Portsmouth Guildhall, as well as in our own college theatre, raising both funds and awareness for the charity's essential work. Thank you to the National AIDS Trust for their time and resources.”

Sarah, dance teacher at Havant & South Downs College

“

It was an honour to be part of such an important project. We believe this is a vital story that needs to be discussed, and we felt very fortunate to have the support of the National AIDS Trust behind us.” Harry, student at Havant & South Downs College

However you choose to fundraise, we'll be there to support you with your fantastic ideas and to provide any 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.



# How to make the most of your fundraising

## 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. Get creative and have fun by posting interesting pictures and videos.

Ask friends, family, colleagues to promote it on their own networks 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.



# How you can stay involved throughout the year and beyond



We have lots of ways that you can continue being a part of the movement of people fighting for a world where HIV does not stand in the way of health, dignity and equality.

- [Volunteer for us](#) in person or remotely.
- Help to amplify our campaigns by sharing on your socials.
- Make a [one-off donation](#) to support people living with and affected by HIV. Become a part of our regular donor community, made up of committed individuals, who through their monthly donations, give us the confidence and ability to be ambitious with our plans to end new cases of HIV and stigma.
- [Sign up to receive regular updates](#) to receive regular updates on our work and hear about our latest campaigns, volunteering and fundraising opportunities.
- One of the most meaningful ways you can support the fight for HIV rights is to [leave us a gift in your will](#). Just 1% of your estate makes a real difference for us – leaving 99% for those you love.

## Paying in the money you raised

We are hugely grateful that you've chosen to fundraise for National AIDS Trust. Thank you for showing your support for people living with HIV and raising vital funds.

We create and send materials out at our own cost, which means we can only send them to people who are fundraising for our charity, 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 do 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 Mark Ashley Centre,  
159 Mile End Road, London E1 4AQ

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.**

**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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No. 297977 and a Company Limited by Guarantee  
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Registered address: c/o Begbies Chartered Accountants,  
14 Bonhill Street, London EC2A 4DJ

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