Hello,

Thank you for supporting National AIDS Trust!

We’re thrilled you’ve chosen to fundraise for us this World AIDS Day. 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.

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.

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.

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.

This year, along with the members of our community and celebrity allies in our campaign, we want you to tell us why you ‘Rock the Ribbon’.

Don’t forget to tweet or Instagram your photos with the hashtag #RockTheRibbon on World AIDS Day and tag @NAT_AIDS_Trust on Twitter, or @nationalaidstrust on Instagram.

Our sincere thanks for supporting National AIDS Trust’s vital work by raising awareness and much-needed funds.

Best of luck with your fundraising activities!

Deborah Gold, Chief Executive
How will you Rock the Ribbon this World AIDS Day?

We’re excited that you’re joining a movement of people, schools, universities, community groups and workplaces across the country to fundraise for National AIDS Trust. We are all united with a single aim: to secure the rights of people living with HIV and stopping new HIV transmissions.

People living with HIV are disproportionately affected by stigma and discrimination which can have a huge impact on their lives. For example, people living with HIV are twice as likely to experience feelings of depression or anxiety than the general population and are more likely to live in poverty. Your support can stop HIV being a barrier to health and equality.

We also have a once in a lifetime opportunity to the end the HIV epidemic for good. With your help we can reach our aim of eliminating new HIV transmissions in the UK by 2030.

This year we’re asking you to Rock the Ribbon to show your support of people living with HIV and all those we’ve lost.

Ask your colleagues, students, friends and family to Rock the Ribbon with you. You can host a fundraising event, use our fundraising Red Ribbons and much more! Thanks for helping us by raising awareness and vital funds to support our work.

“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

“For everyone we have lost and anyone who has suffered from the stigma of HIV. I want to help with stopping HIV from standing in the way of health, dignity and equality.” Sally
How your money helps

We’re working towards an end to HIV-related stigma and discrimination and no new national cases of HIV by 2030. Thank you for helping us.

Here’s how your fundraising helps:

£25 can help us keep Looped In, our online information sharing tool up to date.

£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 has equity.

“National AIDS Trust are important because they provide and disseminate education about HIV, support positive social and legal attitudes on HIV, affect policy change and help prevent the transmission of HIV.” Rob

“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
Fundraising ideas

To help you here are some ideas of what you can do and what you might be able to raise. But remember the sky’s the limit and it’s possible to raise far more. For example, if you are fundraising at work and work for a big company, you could get the whole business involved, make it competitive, and dramatically increase the amount you raise!

Whether you prefer to run a physical event or use an online platform we will be there to support you with all your great ideas and to provide any hints or tips you might need to help your fundraising shine.

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

1. Bake sale (£50)
   An absolute classic for a reason! Introduce a theme (e.g. red ribbons or the colour red). Or turn it into a Bake-Off style competition where people pay to taste and vote for their favourite.

2. Wear red or dress down/up (£50)
   Easy to do in the office, virtual office or at school. This is a great option to let people express themselves and donate to show their support for all people living with HIV.

3. Sweepstake (£50)
   How many sweets in the jar? You could even incentivise people to take part by splitting the takings 50:50 between the winner and National AIDS Trust.

4. Use our ready-made quiz (£100)
   Get competitive and run your very own Big World AIDS Day Quiz using our pack with questions and answers and everything you need to organize this classic event. Get team members to donate a ticket price or host a raffle. Don’t fancy a quiz? We also have a ready made Murder Mystery, Escape room or Whodunnit.

5. Livestream (£200)
   Use a livestreaming platform to show off your hidden talents. From designing challenges to a videogame marathon this can be a fun way to get your friends, followers or anyone interested to support you by donating. Don’t forget you can set challenges for yourself if you hit fundraising targets to really boost your fundraising goals!
We chose to get involved because we all, young and old, need to unite in the fight to end HIV and fight for the rights of people living with HIV. It is such an important part of our history, but it is not over yet. We feel our children need to learn more about how HIV and AIDS impact so many lives around the world.”

Jerome Barlow, Reach Academy

6. **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.

7. **Sponsored event (£200)**

Set yourself a goal such as staying 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. Update people regularly on your progress and get more donations!

8. **Challenge yourself (£250)**

Run, ride, swim and ask people to sponsor you. You can even set yourself a week/month’s goal and cover a great distance! Or, you can enter an organised event such as a fun run or events including the HIV sector organised Red Run for NAT.

“I decided to fundraise for National AIDS Trust because I was inspired by the stories of those who fought for not only LGBT rights but also for HIV awareness, such as Mark Ashton who unfortunately lost his fight to an AIDS-related illness in 1987 and who inspired the film Pride. I think it’s really important that people are aware of the history of HIV and the devastating impact it had on our community.”

Harry Levin, a fundraiser who shaved his head for National AIDS Trust

You can discuss your ideas with one of our Fundraising team at fundraising@nat.org.uk or on 020 7814 6767.
Successful fundraising step-by-step

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 list of potential supporters will be even longer.

2. **Make a plan**
   Time flies so nail down your date and who’s responsible for what early on. We suggest making a small project plan so you can track progress week by week.

3. **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.

4. **Licences and permissions**
   If you’re planning a public event, you may need to obtain various licenses, 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 license 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.

5. **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.

6. **Inviting everyone**
   A great thing about fundraising is that you can involve people from lots of parts of your life! Make sure you set a date early enough, so everybody is available and send reminders as it gets closer to the date.

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.

8. **Fundraising**
   Your event will be great fun and raise awareness, but how can you raise funds to support people living with HIV? We’ve given some examples but the options are endless. Aim high! In our experience, people raise far more through online giving pages so why not set one up. You can look at our JustGiving page here. 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 promote their commitment to corporate social responsibility.

   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!

   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.

9. **Download this year’s Rock the Ribbon posters, and social media infographics, along with a range of other free resources from the World AIDS Day 2022 campaign page.**
   We’ve also created customisable versions of the posters so you can add your event details at the bottom.
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 license. 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.

- **Licenses:** if you are planning a public event then you will need to get a public entertainments license. If alcohol is being provided, an alcohol license will be needed if the venue where the event will take place do 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 the National AIDS Trust.

- **Any Questions?** Contact our Fundraising team who are here to help you. If you are planning to have a stall or display we can guide you with posters and tips for really showing your awareness: fundraising@nat.org.uk or 020 7814 6767.
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.

The Green House, 244-254 Cambridge Heath Road, London, E2 9DA
T: +44 (0)20 7814 6767
E: info@nat.org.uk

National AIDS Trust is a Registered Charity No. 297977 and a Company Limited by Guarantee No. 2175938, (registered in England and Wales)
Registered Office: The Green House, 244-254 Cambridge Heath Road, London, E2 9DA

© 2022 National AIDS Trust