



**NATIONAL  
AIDS  
TRUST**

Securing rights  
Stopping HIV



**NATIONAL AIDS TRUST**

# Fundraising Pack



**Thanks so much for fundraising for National AIDS Trust! With your support, together we can stop HIV from standing in the way of health, dignity and equality, and end new HIV transmissions by 2030.**



We're thrilled you've chosen to fundraise for National AIDS Trust. Your fundraising means the world to us. You're joining a movement of people, workplaces, and community groups UK-wide with the single aim of securing the rights of people living with HIV, and to end new HIV transmissions. Without you, our work simply isn't possible.

This is an exciting time in the fight against HIV. Increased and frequent HIV testing, swift treatment for those diagnosed with HIV, more condom use, and the HIV prevention pill PrEP have contributed to a 29% drop in new HIV diagnoses in the UK in 2015-2018.

For the first time, we know an end to new HIV transmissions is not only possible but foreseeable. Your support can help us reach all affected communities and reach this goal by 2030.

But we must make sure no one's left behind. There are 103,800 people living with HIV in the UK. Living with HIV can bring with it significant discrimination and stigma. The impacts on poverty, mental health and wellbeing can lead to people living with HIV feeling isolated.

COVID-19 has exacerbated this. Many people living with HIV are unsure of their rights as an employee and their employer's responsibilities. The lockdown's made it harder to access medication and vital support services.

Everything you do – whether it's a virtual quiz or games night, a sponsored challenge, wearing red, or asking people to donate in return for red ribbons – makes a difference. By raising vital funds for National AIDS Trust you're helping to end new transmissions, end stigma, and make sure people living with HIV get the support they need to live happy, healthy lives. By wearing a fabric ribbon, or displaying your virtual ribbon, you're showing your support for and solidarity with people who are living with HIV. You're making a difference.

Thank you,

Deborah Gold  
Chief Executive, National AIDS Trust





# How will you Rock the Ribbon this World AIDS Day?

World AIDS Day is on 1 December each year. This year is an exciting time to take part, with a real opportunity to end new HIV transmissions in the UK by 2030. Your support will help us to get to this goal, and be a part of history.

Over 4,450 people are diagnosed with HIV each year in the UK. Stigma and discrimination remain a life-changing reality for some people living with HIV.

World AIDS Day is more crucial than ever. As we face the challenge of combating a new global pandemic, it reminds governments and the public that HIV hasn't gone away. There's still a vital need to raise money, increase awareness and fight prejudice. At National AIDS Trust, our goal is to stop HIV from standing in the way of health, dignity and equality, and end new HIV transmissions by 2030. We can only do this with your help.

This is why we're asking you to Rock the Ribbon:

- to **stop** HIV by 2030
- to **end** HIV stigma
- to **support** HIV rights.

We know things are different this year – but rocking a red ribbon can be even more creative! We have some fun, easy ideas for you to come together virtually wherever you are and get involved. Rock a virtual ribbon, or a 'Rock the Ribbon' Zoom background as you take part in one of our ready-made virtual events!

And of course, you can still 'Rock the Ribbon' physically using our fabric red ribbons where possible and safe to do so.

However you take part this year, your red ribbon shows everyone, especially people living with HIV and their families, your support. You can find our campaign posters in the 2020 Campaign section on the World AIDS Day website, including a customisable poster for your own event. Thanks for helping us by raising awareness and vital funds to support our work.

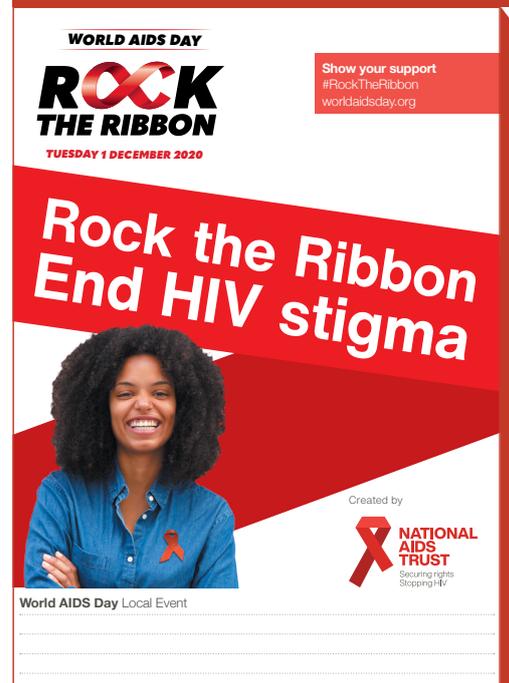
Don't forget to tweet your photos @NAT\_AIDS\_Trust with the hashtag #RockTheRibbon on the day!

**I fell in love with a man who is living with HIV for 18 years now. We're attempting to have our first child. We can have a healthy baby.**  
Serena



“

I never thought it would happen to me. Famous last words. I was diagnosed late and had HIV-related pneumonia. I wish I'd tested earlier. John



# How your money helps

We want to see an end to discrimination and to new cases of HIV in 10 years. Thank you for helping us get there.

## Here's how your fundraising can help:

**£30** can help us keep Looped in, our online information sharing tool, up to date. Looped in lets people share information with anyone they feel needs to understand HIV better. This has been vital during COVID-19 to help people share information and prevent discrimination.

**£70** can help us keep our teaching materials up to date and ensures schools keep using them for free.

**£100** can help us keep fighting to make sure PrEP, the HIV prevention drug, is easily accessible to all communities who need it.

**£200** can help us fight a case of discrimination and take steps to prevent the same thing happening to other people living with HIV.

**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



Your donations will directly support National AIDS Trust to enable and empower people like me living with HIV to live a life of equality, free from prejudice and discrimination. Danny



# Fundraising ideas

We know fundraising looks different this year with many usual activities impossible to do as we keep ourselves and each other safe. Don't worry, we're here to help you benefit from the amazing fundraising options in a semi-virtual world.

We have events packs for our virtual quiz, virtual escape room, and our virtual Games of Oz (a Wizard of Oz themed games night). You can easily run any of these events with our helpful information packs and, of course, help from us. Or you can create your own exciting event.

We also have technology instructions for a virtual book club, film club, cooking class or art class. Our virtual events pack covers everything you need to set up your event. There are also a few top tips in this pack if you're still not sure what to expect when you choose to run a virtual fundraising event.

As long as regulations mean we can spend time together face-to-face, we know some of you will prefer to fundraise in your bubbles or with another household. Please keep an eye out for any changes to the Government's rules.

To help you set your fundraising goal, we've made a suggestion on how much you could raise based on previous community fundraisers. Work for a big company? Get the whole business involved, make it competitive, and increase the amount you raise!



Hosting a virtual event for National AIDS Trust really lifted the spirits of my colleagues and it was made all the more rewarding by raising money for a great cause at the same time. It was smiles all round! I really recommend giving it a go.

Louise



## 1. Book (£50)

if you're a book lover, you can host a book club with friends and family on video call. They donate a ticket price or the price of the book.

## 2. Film Club (£50)

use Netflix Party to watch anything on Netflix with your friends, family or colleagues virtually or host a movie marathon with your bubble. You can ask them to donate the cost of a cinema ticket and chat while you watch.

## 3. Masterclass (£50)

teach any special skill you have over video call! Invite friends, family or colleagues to learn a fun new skill together and donate a ticket price. We have some masterclass virtual event instructions to help you!

## 4. Wear red or dress down/up (£50)

easy to do in the office, virtual office or at school – everyone donates to wear red or dress down/up for the day.

# Fundraising ideas



I had so, so much fun fundraising! I met so many people and got loads involved. A lot of them were like me and hadn't heard much about World AIDS Day. But once we told them stories and what National AIDS Trust does, everyone was on board and donating.

More people need to be aware of HIV and know that just by raising a small amount they can literally change someone's life!

Sarah, World AIDS Day Ministry of Justice Coordinator



## 5. Virtual Escape Room (£100)

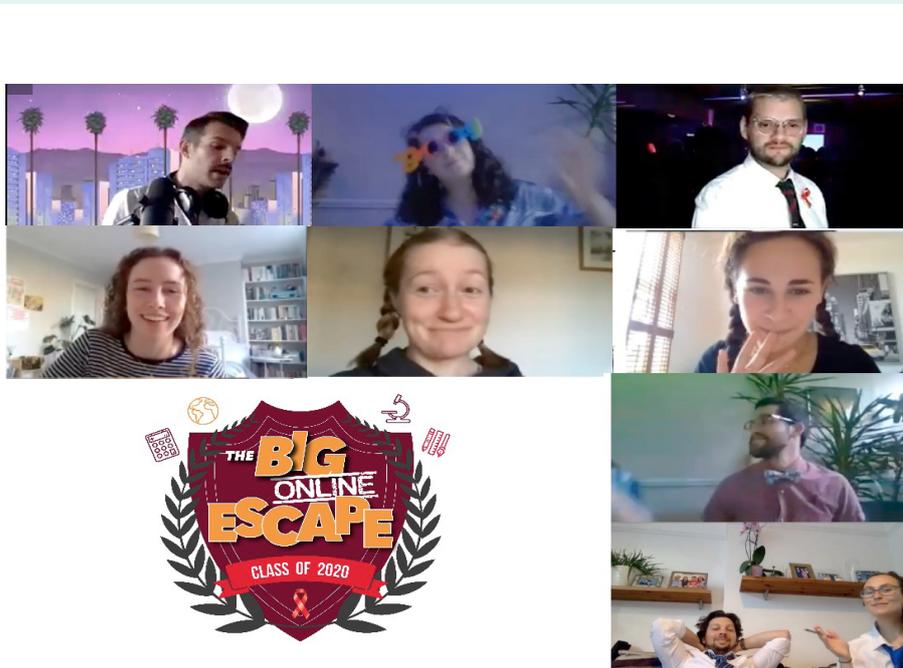
get our virtual escape room pack with everything you need to run a successful and unique virtual escape event! You can ask for ticket donations from your attendees.

## 6. Virtual Games of Oz (£100)

use our online Games of Oz pack to run a Wizard of Oz-themed games night for friends, family or colleagues. Ask for donations for participation.

## 7. Virtual Quiz (£100)

get competitive and run your very own virtual or household Big Online Quiz using our pack with everything you need to organize this classic event. Get team members to donate a ticket price.



Hosting a virtual event for National AIDS Trust was really simple. The instructions were easy to follow and the fundraising team were incredibly supportive and encouraging, which really helped make my event a success. I felt I could ask them any question, no matter how small or simple.

Louise

# Fundraising ideas

## 8. Sponsored Livestream (£100)

creating a charity livestream is simple: pick a livestream platform (e.g. Twitch), play games, create an online tutorial or perform your best talents, and encourage people to donate by showing a link to a fundraising page.

## 9. Sponsored Event (£200)

set yourself a goal like staying silent for 24 hours, eating only red food for a day, or give something up for a week/month – drinking, smoking, coffee, chocolate, or swearing, and ask for sponsorship from friends and family. Use social media to update people regularly on progress and get more donations!

## 10. Virtual Run/Ride Challenge (£250)

run, ride, swim... set yourself a movement goal and ask people to sponsor your challenge. You can even set yourself a week/month's goal and cover a great distance!



Discuss your ideas with one of our fundraising team at [fundraising@nat.org.uk](mailto:fundraising@nat.org.uk) or on 020 7814 6751.



World AIDS Day is very important to us. It's a platform to raise awareness that HIV is no longer the potential death sentence it once was but also an important time to get the staying safe message out there. It's also a really important time to let people know about the help and support available to them.

King William IV Pub

# Top tips to get more from your fundraising this year

## 1 Assemble your virtual 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 has a habit of running away, 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 Get creative!

We have lots of pre-planned virtual events that you can run but you can also use this unique opportunity to think of some really creative fundraising! What skills can you pass on to others in a virtual class? Can you cook something special, juggle, create beautiful nail art, or sew clothes?

## 4 Choose a video call system if applicable

You can choose any video call system to host a virtual event. Some may be better for a live class whereas others are great for games in teams. We can give you the most technological support if you use Zoom.

## 5 Ask for freebies

See what you can get for free – quiz prizes, performers, volunteers to help out, virtual event hosts. Local businesses, community groups and friends are often willing to donate their time and resources to support your event.

## 6 Inviting everyone

A great thing about virtual fundraising is that you can involve people from lots of parts of your life! Make sure you set a date early enough to send people the scheduled call and 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, parents at schools to promote to their own networks too, to double your reach. What's particularly interesting about your event? You can also ask the local press to run a story.

## 8 Create an online giving page

Some people may not be able to attend your event or may not want to handle cash at the moment so set up a [JustGiving](#) or [Virgin Money Giving](#) page so they can donate. Share your motivation on the page. Send this to any event attendees, anybody who will sponsor you, everybody you know!

## 9 Set a fundraising target

Know from the outset how much you want to raise. This will keep you on track in your planning and motivate you – and your team – to keep going. And aim high!

## 10 Employer matched funding

Lots of employers offer a matched funding scheme, where they will match the amount you fundraise. 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.

## 11 Gift Aid

Gift Aid allows charities to claim an extra 25% on every £1 donated, at no cost to the donor. If you have an online giving page, ensure your supporters tick the Gift Aid box.

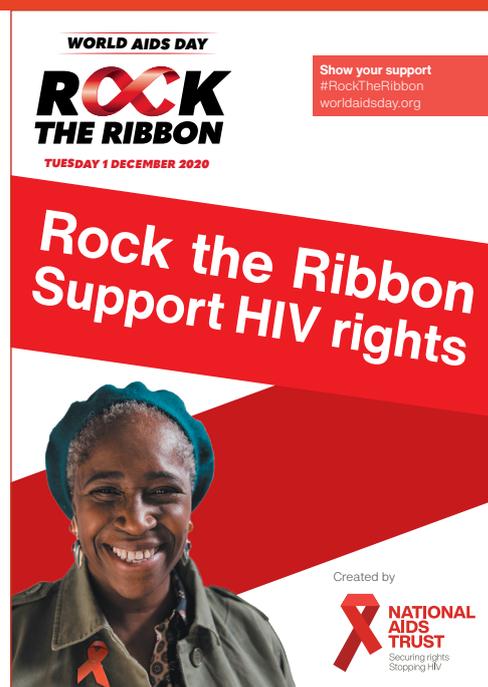
## 12 Get in touch

We are always only a phone call away if you need any support setting up and planning your virtual fundraising. We'd love to hear about your fundraising events! To discuss your ideas with one of our fundraising team email [fundraising@nat.org.uk](mailto:fundraising@nat.org.uk) or call 020 7814 6751



# Legal advice

- **COVID-19:** activities need to be carried out in-line with the latest Government advice. Observe the social distancing requirement and wash your hands frequently, and use hand sanitiser particularly before and after touching any object. When a fundraising activity requires the exchange of items, such as ribbons, collect these items from an appropriate distance. Further information is available from the [Fundraising Regulator](#).
- **Safeguarding:** if you are hosting a video call for a virtual fundraising event, it is best you set up the call with a password as well as a link to get in. This will ensure your call will only be attended by people invited.
- **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:** current guidelines to prevent the spread of COVID-19 mean it's unlikely you will be able to hold a street collection this year. However, if this changes you'll need a permit from the council. We recommend applying well in advance so you can definitely secure your permit. Usually it will ask for a letter from National AIDS Trust so let us know and we can supply it. Holding a collection on private property is much more straightforward: you'll just need permission from the landowner or manager.
- **Selling things:** we normally advise if you are selling goods at your event, either new or second-hand, that you ensure the event complies with safety standards (obtained from local Trading Standards or Consumer Safety Departments). There are also food safety regulations to check if food is to be sold or served at the event. However, we appreciate it is unlikely you will be able to organise this type of event this year. Contact us if you would like further information.
- **Licenses:** we would normally offer advice about obtaining a public entertainments license if you plan to invite the public to your event (if alcohol is being provided, an alcohol license is needed if the venue where the event will take place does not have one already). However, we appreciate it is unlikely you will be able to organise this type of event this year. Contact us if you would like further information.
- **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





**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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