



BECOME A **SUPER STAR** FUNDRAISER

Fundraising Pack

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Your Hospital
Your Health
Your Charity

**Thank you for choosing to support the
Stars Appeal, Salisbury Hospital's Charity**



**The Stars Appeal is the NHS charity for
Salisbury District Hospital. Every day we help hundreds of
patients and their families at Salisbury Hospital and the NHS staff
who care for them.**

By supporting the Stars Appeal, you are helping us raise **£2million** each year to enhance care, provide state-of-the-art equipment, improve buildings and fund ongoing services such as free Wi-Fi, patient clothing, parents' accommodation, and play therapy for children.

This fundraising pack will help you carry out a successful and enjoyable fundraising activity, whether you are a thrill-seeker ready to climb Mount Snowdon or jump out of an aeroplane, a keen runner preparing to take on a marathon, or someone planning to host a cake sale or coffee morning. Inside, you'll find lots of helpful hints and tips to get you started!

If you have any questions, please contact us:

- **Call:** 01722 429005
- **Email:** info@starsappeal.org
- **Or pop by our office and say hello.** We are located at Salisbury Hospital (behind the leisure centre) - [Google Maps](#)

Every day Stars Appeal projects are helping hundreds of patients, their families and the NHS staff that care for them at Salisbury Hospital.

Here are some examples of the projects and services that support like yours enables us to fund.

You can find out more about our work on our [website](#), and the projects we are currently fundraising for [here](#).

Children's Ward and Outpatients



Amount funded by Stars Appeal donors:	£1million + £30,000 each year
Number of local children and parents benefiting each year:	13,000+
How people are being helped:	<ul style="list-style-type: none"> • Child friendly environment and decor. • Outdoor and indoor play areas. • Peaceful single rooms with en-suites and proper beds for mums and dads. • The latest sensory equipment. • Dedicated Stars Appeal Play Specialist.

Stars Appeal Wi-Fi



Amount funded by Stars Appeal donors:	£35,000 each year
Number of local people benefiting each year:	50,000+
How people are being helped:	<ul style="list-style-type: none"> • Free Wi-Fi from their hospital bed. • Keeping in touch with loved ones. • No need to pay for bedside TV.

Neonatal Intensive Care Unit



Amount funded by Stars Appeal donors:	£400,000
Number of local people benefiting each year:	300+
How people are being helped:	<ul style="list-style-type: none"> • State-of-the-art incubators and other treatment equipment. • 10-bed parents' accommodation suite.

2nd MRI Scanner and dedicated Scanning Suite



Amount funded by Stars Appeal donors:	£1.5million
Number of local people benefiting each year:	11,000+
How people are being helped:	<ul style="list-style-type: none"> • Shorter waiting times and quicker diagnosis. • Not having to travel to other hospitals. • The latest MRI scans e.g. Cardiac MRI.

Breast Unit



Amount funded by Stars Appeal donors:	£1million
Number of local people benefiting each year:	4,000+
How people are being helped:	<ul style="list-style-type: none"> • Salisbury's first-ever dedicated Breast Unit. • Dignified and sensitive environment. • Quicker results and diagnosis.

Your support helps hundreds of people in your community every day. People like...



Florence - Children's Ward

"My room was decorated with vibrant colours and pictures on the wall, the bathroom even had multi-coloured LED lights which were very cool! There was a play lady who would bring me lots of things to do like arts and crafts stuff and as a regular customer I made lots of decorations to dress up my room and the ward for Halloween, Christmas and Easter. There was free Wi-Fi so I could play games, stream movies and Facetime friends and family. When I was well enough, and if there was no one around, usually at weekends, I used to go out to the outdoors play area for some fresh air and to play with the musical instruments. Either my mum or dad would stay with me in my room on a comfy pull-out bed."

Francesca and Margaux - Neonatal Unit

"Along with specialist equipment, the Stars Appeal provides special family rooms and 'mum and baby' rooms. They meant I could stay on the Neonatal Unit and be there all the time for Margaux, for every decision about her care and never miss anything. They gave us a home from home where we could be together as a family. Without that, I'd be going home a very broken lady every night."



Gill - 'By your Side' sleeper chairs

"In the last week of my dear Colin's life, I stayed there with him all day and all night. The sleeper chair that support like yours funded made my stay in hospital so much more comfortable. It meant the world to Colin that I could be with him. I promised Colin I would not leave his side. Having somewhere to sleep enabled me to fulfil my promise to him. He was able to go to sleep holding my hand, knowing I was there with him, right to the end."

Emma - Breast Unit and Pembroke Suite

"The Stars Appeal do so much to help patients on the Pembroke Suite. They provide extra equipment, comfy recliner chairs, and even snacks and biscuits and hot and cold drinks. The charity's free Wi-Fi was an absolute bonus. I could FaceTime my sister for a quick chat, which helped take my mind off my treatment. During my chemotherapy I met the brilliant Shelley, the Stars Appeal Aromatherapist. She noticed that I was crying and asked if I was ok and offered me a foot massage. That day I felt at my lowest point, but Shelley was very kind, and the massage was so calming. It made me focus on the smells of the aromatherapy oils and forget where I was. "



Kickstart your fundraising...

Events and activities are a fun and effective way to raise funds and help you make the most of your talents and connections. Join forces with your friends or local community, or get fundraising at work!

Success factors include:

- Have a great reason for supporting the Stars Appeal (Salisbury Hospital) and shout about it! Read more about our work [here](#).
- Keep costs low by using your contacts and getting donations.
- Maximise opportunities for people to spend – e.g. tickets, bar, refreshments, raffle at a quiz night etc.
- Think about your audience – you are most likely to attract family, friends and colleagues, and their friends, rather than people who have no connection with you.
- Create an online fundraising page, such as JustGiving. It's quick and easy to set up and a simple way for your friends and family to support your efforts.
- Make sure you thank your supporters for donating, attending your event or activity.

Setting up an online fundraising page:

- You can create your online fundraising page by clicking [here](#) or go to www.justgiving.com/charity/salisburyhc
- Follow the simple steps to complete your page set up, upload a photo and most importantly include your reasons for supporting the Stars Appeal.
- Set an achievable target! You can always increase this once you get going.
- Most importantly, don't forget to share your page! Email or WhatsApp your friends and family, put it in your email signature and share it on your social media sites.
- You can create a QR code for your JustGiving page by simply adding /qrcode after your page URL. e.g. www.justgiving.com/charity/salisburyhc/qrcode
- Funds raised online via a JustGiving page will come to the Stars Appeal directly. *We recommend that you do not create a 'Crowdfunding Page' as the funds do not come to us directly.*
- Please read the Fundraising Regulators guide to setting up an online fundraising page [here](#).



Tough Mudder



Car Rally



Stall at village fete

Fundraising ideas...

Activities that you can do with your friends, family and local community:

- Quiz night
- Cake sale, from front gardens and garages, or at work
- Handicrafts and homemade items sold at fetes, at work or front garden stalls
- Raffle at work, at events or with friends (Please [read here](#) for more details)
- Auction of donated items or of promises
- Live music event (works best if venue and performers are free/low cost)
- Garden party
- Themed supper at home or in a hall
- Talk + collection at schools, churches, community groups
- Ask the neighbours – drop a letter in ([read how to get a license here](#)) to ask for donations
- Regular LinkedIn, Facebook, Instagram and other social media posts
- Head shave
- Bring a £1 (or £10) to work
- Dress down Friday
- Team fitness challenge: 'Swimathon' / walk or cycle to work
- If you are raising sponsorship for your activity, then always have your paper sponsor form with you!



Cake sale



Company 'Spinathon'



Live music event

Why not consider supporting the Stars Appeal as your Charity of the Year at work or school?

Fundraising resources:

We can support your fundraising through loaning resources including:

- Bunting
- Collection buckets or boxes
- Balloons
- T-shirt or running vest
- Signage
- Charity literature
- Stars Appeal merchandise – pens, keyrings and pin badges



Downloadable resources:

- ['Fundraising in aid of' logo](#)
- [Blank fundraising activity poster](#)
- [Sponsorship form](#)



If you would like any resources for your upcoming fundraising activity please get in touch with us to arrange collection and return.

Challenge yourself!

If you're a thrill seeker looking for a fundraising activity that will push you to your limits, then here's some ideas to get your adrenaline pumping...

- Skydive
- Wingwalk
- Abseil the Spinnaker Tower
- Ultramarathon / IronMan
- 10k, Half Marathon or Marathon



Skydive at Old Sarum

Gift Aid:

Don't forget to ask your sponsors if they are able to Gift Aid their donation. Doing so means we can claim an extra 25p on every £1.



Trek Snowdon at Night

Join an organised challenge

If you're looking for an adventure without the stress of organising it yourself and fancy lacing up your walking boots or taking to the saddle, then Discover Adventure will have something for you! Either visit their [website](#) to be inspired, or take a look at our suggested challenges below:

- [Trek Snowdon at Night](#) - June 2026
- [Cycle London to Paris](#) - September 2026
- [Croatia Mountain Trek](#) - September 2026

London Marathon 2027 - 2029

The TCS London Marathon is one of the most iconic running events in the world and you could join a team of fellow supporters running in aid of the Stars Appeal. We have been allocated places in 2027, 2028 and 2029!

[Register your interest via our website.](#)



Take on a Marathon

Don't forget to [set up an online fundraising page](#) or download and [print our paper sponsor forms](#).

The important stuff...



When planning your fundraising activity, it's important to make sure it's legal and safe. Remember that you are responsible for organising all aspects of your fundraising, and that the Stars Appeal cannot accept any liability for it. Here are some key points to consider:

Publicity and Promotions:

Please make sure you use the following on all posters / publicity: "Fundraising in Aid of Stars Appeal" Charity No. 1052284. You can download our 'Fundraising in aid of' logo via our website (or [click here](#)) which you can use on publicity materials / social media promotions that you may wish to do.

Raffles and Lotteries:

If you are holding a raffle or lottery you may need a licence. Small, incidental lotteries (raffles held at events) do not require a licence, provided tickets are sold only during the event and the draw takes place at the same event. Please contact your local authority and look at the gambling commission website for further information [here](#).

Licences, permissions and street collections:

Some activities may require you to have a licence, such as a temporary event licence if you are playing music or serving alcohol. Some of these licences may be provided by your venue, so make sure you check this first.

If you want to organise a street or door to door collection you will be required to apply for a licence. Please check with your local authority, e.g. [Wiltshire Council](#) and seek further guidance from the Stars Appeal.

Insurance:

If you are organising an event that is open to members of the public or is a public venue, you will be required to have Public Liability Insurance. The venue may have their own insurance that will cover your event, so check this first.

Risk Assessment:

As part of your planning stages it is important to complete a risk assessment carefully highlighting any potential hazards that may cause harm to your guests and how you plan to eliminate the risk. You can read more about this on the [Health and Safety Executive website](#) and also download a [risk assessment template](#).

First Aid:

Depending on the nature of your event / activity, you may need to consider organising additional first aid provisions, such as St John Ambulance. They will be able to advise you on the level of cover required for your size event, type of activity and the risk involved.

Venue:

Make sure you choose the right venue for your chosen event / activity - is there adequate parking, what are the maximum numbers the venue can accommodate, is it accessible and safe?

How to get your funds to us:

If you have raised funds by holding an event or activity, please pay in your funds to us within 30 days.

- ★ **Bank Transfer:** You can make a bank transfer to Stars Appeal using the details below:
Account number: 47011297
Sort code: 54-41-19
Account name: Salisbury District Hospital Charitable Fund Receipts
Refence: Your Full Name
- ★ **Online Fundraising Page:** Funds raised via an online fundraising page such as JustGiving or Enthuse will be paid to the Stars Appeal directly. We recommend that you do not use a Crowdfunding page as these funds are paid to your own bank account, so you would need to transfer it Stars Appeal.
- ★ **Cash:** You can visit us at Stars Appeal HQ (Salisbury Hospital) to pay in any cash. Please do not put cash in the post.
- ★ **Cheques:** Please make cheques payable to Stars Appeal and pop them in the post to:
Stars Appeal
Salisbury District Hospital
Salisbury
SP2 8BJ
- ★ **Donate Online:** You can donate online via our website at <https://starsappeal.org/donate/make-a-donation/>

When your funds have been received we will issue you with a thank you letter and certificate.

A huge thank you for choosing
to support the Stars Appeal.
You are making a difference
to so many people at
Salisbury Hospital!

