

# JUST ASK



## “HOW CAN I HELP?”

Ideas to inspire & make a difference

For more information visit [www.sepsistrust.org](http://www.sepsistrust.org)



THE UK  
SEPSIS  
TRUST

# WELCOME

This pack provides ideas and tips to help with your fundraising efforts.

We're striving to improve sepsis care across the UK by educating healthcare professionals and the public, as well as supporting those affected by this devastating condition.

We'd like to thank you for supporting the UK Sepsis Trust and helping us to continue the fight against sepsis.

Your fundraising makes it possible for us to carry out our ground-breaking work.

VISIT [SEPSISTRUST.ORG](http://SEPSISTRUST.ORG) FOR MORE IDEAS ABOUT HOW

YOU CAN HELP



# ABOUT US

Sepsis, or blood poisoning, is a potentially fatal condition that can be triggered by something as simple as a cut, insect bite, or infection. Every year in the UK 250,000 are affected by sepsis, resulting in a staggering 44,000 deaths – more than bowel, breast and prostate cancer combined. Sepsis is the biggest direct cause of death in pregnancy, and a patient with sepsis is five times more likely to die than someone who has a heart attack.

Early detection and treatment of sepsis greatly increases the chance of a patient surviving and reduces the potentially devastating long-term effects – of the people who survive many suffer avoidable long-term physical and psychological effects. Since 2012, UKST has worked tirelessly to fulfil its aims by instigating political change, educating healthcare professionals, raising public awareness, and providing support for those affected. The Trust is making significant progress. In May 2017, for example, the World Health Organisation adopted a resolution on sepsis which calls for all UN member states to treat sepsis as a priority, and to work to save some of the six million lives claimed by sepsis every year worldwide.

Every single day we're contacted by families whose lives have been devastated by sepsis. It's all the more tragic knowing that this is a preventable condition.

*"In December 2014, I lost my 12-month-old son, William, to sepsis. I cannot help but commit myself to saving as many other babies, children and adults from preventable deaths like William's – it's the only response that makes sense"*

- Melissa Mead,

the mother of William and a team member  
at the UK Sepsis Trust.

UKST is an independently funded charity so we need your support to continue the fight against this silent killer.

William Mead



# FUNDRAISING FOR US

Whether you're climbing a mountain or selling cupcakes, every penny you raise for UKST is vital. Here are our tips for a successful fundraising event...

1. Choose an idea that will appeal to your supporters – keep it simple!
2. Find the ideal event space – think carefully about the sort of space you'll need. Indoor or outdoor? Big or small? What facilities do you need? And don't forget to tell the venue it's for charity – you might be able to negotiate a special rate or even secure free space.
3. Organise your time – pick a day that's easy for people, like the weekend – or a Friday, if you're doing something at work.
4. Draw up a budget – work out a simple and realistic budget at the start of your planning and try to keep costs to a minimum. Prepare a detailed list of expenses including printing, promotion, venue, prizes, refreshments and equipment. Local businesses can be helpful and may offer to sponsor you or donate prizes.
5. Recruit your friends and family to help – it's more fun to work in a team!
6. Set your target and share it – the more people who know about what you're doing, the more money you'll raise. Spread the word far and wide. Once you've set your fundraising goal, tell everyone! People love a challenge and will be inspired by fundraisers like you.



# WHAT YOUR MONEY CAN DO

- £5 will provide an information booklet to relatives of 10 patients in ICU
- £20 will pay for posters in your GP surgery and local pharmacy; keeping sepsis on your health professionals' mind and equipping your community with life-saving knowledge.
- £100 will educate 50 members of the public so they know the signs and symptoms of sepsis
- £200 will allow us hold a regional support group event to help those affected by sepsis
- £10 will allow us to print and distribute 200 leaflets to a GP surgery
- £50 will make one more health professional Sepsis Savvy, in order that they can share this life saving knowledge and awareness to others
- £90 saves a life
- £100 will provide an ICU with resources to help a patient and their relatives
- £1000 will provide a hospital with a pack of educational and awareness resources, and give them an initial training session



In the last year we have made 2 million more people aware of 'Sepsis' Please visit [sepsistrust.org](http://sepsistrust.org) to find out about this year's key projects and events

<http://sepsistrust.org/fundraise/fundraising-events/>



# HOW TO MAXIMISE

## 1. Set up an online sponsorship page

Create a page and share it online with your family and friends. Just Giving, BT mydonate and Virgin Money Giving send your donations straight to us and reclaim gift aid automatically on our behalf. Go to [www.justgiving.com/uksepsistrust](http://www.justgiving.com/uksepsistrust) and follow the instructions.

Go to your account and personalise your page with a message, image and target. Try to update this regularly to let your sponsors know how you are doing.

## 2. Text giving

It's quick and simple for anyone to donate from their mobile, and there's no additional charge. You're bound to attract more donations using JustTextGiving. Set up your unique text code. You will need an active JustGiving online page before you can set up your unique text code. Display your text code on all your fundraising materials such as flyers, t-shirts, posters and on your social media pages. For more information and to download your free text giving support pack go to [justgiving.com/justtextgiving](http://justgiving.com/justtextgiving). Keep people updated on your progress – remind them to donate if they haven't already and to forward your page to their friends.

## 3. Sponsorship forms

A sponsorship form is attached to this pack with a gift aid declaration.



# YOUR FUNDRAISING



## 4. Gift Aid

Increase your donations by 25%! Donating through Gift Aid allows charities to claim an extra 25p for every £1 raised.

## 5. Double up

A lot of companies run a Matched Giving scheme, which could double the amount you raise. Speak to your employer and find out if yours is one of them – if not, why not suggest they join the scheme? It's tax-efficient too!

## 6. Spread the word

Contact local newspapers or radio stations, or share the event on social media platforms like Facebook, Twitter and Instagram. You can make hundreds of people aware of your event at the click of a button. You can also use community centre and village hall notice boards as well as local shops.

# HOW WE CAN SUPPORT YOU

We can send you sponsorship forms, letter templates, and gift aid declaration forms. You may need a letter of authorisation from UKST declaring that we are aware that you are undertaking an event.

## MERCHANDISE

We can also supply you with leaflets, t-shirts, vests, badges, wrist bands, keyrings, posters, balloons and more, as well as template posters for noticeboards and windows. For larger events we may be able to arrange for a UKST representative to attend.

## SHARE YOUR NEWS

Let us know how your fundraising is going so we can share your news and good ideas with other fundraisers. We'd really like to know why you decided to fundraise for UKST and whether you or your family have been affected by sepsis. If you'd be happy for us to share your story on social media to help raise awareness of sepsis, please go to our website and fill in the 'Share Your Story' form.



# ESSENTIAL INFORMATION

There are a few laws that govern fundraising activity – if you have any questions, please contact us. Enclosed are the following documents:

1. Sponsorship form
2. Event risk assessment form
3. Money return form
4. Fundraising planner

## **MONEY COLLECTIONS**

You may need a license for some collections; it is illegal to carry out house-to-house or public street collections without a license from your local council. If the collection is on private property please get permission from the owner.

## **INSURANCE**

You may need to consider arranging public and product liability cover. Confirm what public liability insurance the venue has; please contact the charity – depending on the event you may well be covered under our own charity policy.

## **LEGAL**

The UK Sepsis Trust cannot accept liability for any personal or pecuniary loss, damage or injury suffered by yourself or anyone else as a result of taking part in a fundraising event. Please ensure your event is lawful and abides by the laws of the country and the country code. Visit the Institute of Fundraising website which provides information for fundraising in the UK. Ensure you have obtained relevant permissions/licenses. Check with your local council to see if you need any special licenses, e.g. public entertainment, collections etc.

## **RISK ASSESSMENT**

Ensure an adequate Risk Assessment is carried out – identify any hazards, and evaluate and minimise any potential risks. Please find attached a risk assessment form.

# WHAT'S IT LIKE TO FUNDRAISE FOR UKST?

"Fundraising has enabled me to share my passion for baking and help raise funds for this wonderful charity"



"Jumping out of an aeroplane for the Sepsis Trust was the most exhilarating experience ever and I also raised over £4k for this amazing charity"



"My children loved dressing up for the day as fairies and the picnic was a huge success as we raised over £150 for the UK Sepsis Trust"



"Being able to understand the affects of sepsis help me to raise awareness and very valued funds for the UK Sepsis Trust"

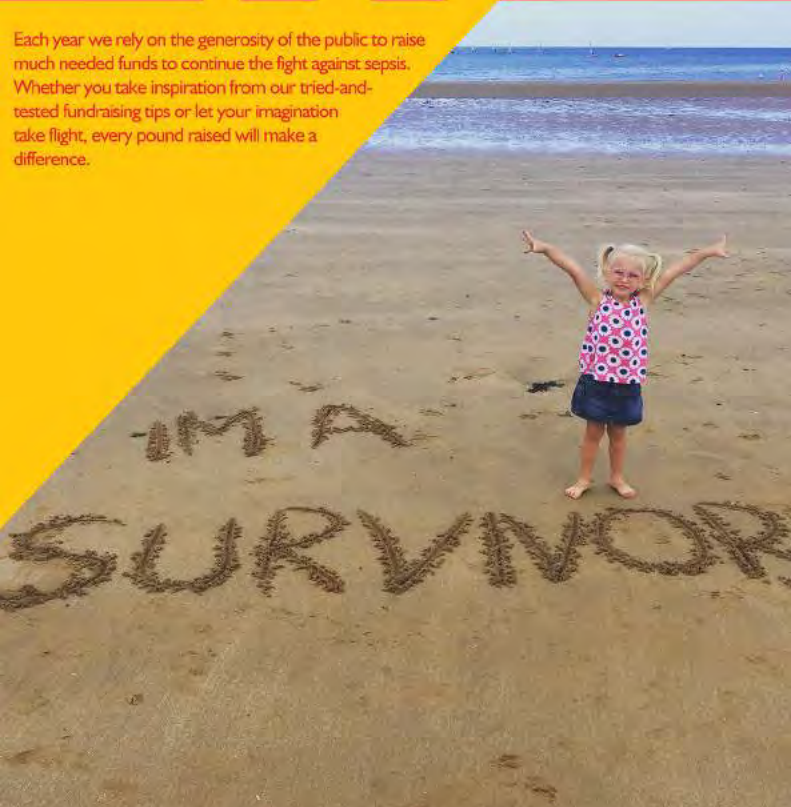


"I never thought running a marathon could be so exhilarating and raise such a huge sum to help this worthy cause"



# THANK YOU

Each year we rely on the generosity of the public to raise much needed funds to continue the fight against sepsis. Whether you take inspiration from our tried-and-tested fundraising tips or let your imagination take flight, every pound raised will make a difference.



# SEPSIS



# TRUST

For more information visit [www.sepsistrust.org](http://www.sepsistrust.org)

The UK Sepsis Trust registered charity number (England & Wales) 1158841. Company registration number 8641029. Sepsis Enterprises Ltd. Company number: 9583335. VAT registration number 225570223.



# RAISING AWARENESS FOR THE **UK SEPSIS TRUST**



THE UK  
SEPSIS  
TRUST

[www.sepsistrust.org](http://www.sepsistrust.org)





*giftaid it*

Charity No: 1158843 Registered in England & Wales

**Gift Aid declaration – multiple donation**

**Boost your donation by 25p of Gift Aid for every £1 you donate**

Gift Aid is reclaimed by the charity from the tax you pay for the current tax year. Your address is needed to identify you as a current UK taxpayer.

**In order to Gift Aid your donation you must tick the box below:**

☐ I want to Gift Aid my donation of £\_\_\_\_\_ and any donations I make in the future or have made in the past 4 years to:

**Name of Charity :** \_\_\_\_\_

I am a UK taxpayer and understand that if I pay less Income Tax and/or Capital Gains Tax than the amount of Gift Aid claimed on all my donations in that tax year it is my responsibility to pay any difference.

**My details:**

Title \_\_\_\_\_ First name \_\_\_\_\_ Surname \_\_\_\_\_

Full home address \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_ Postcode \_\_\_\_\_

Date \_\_\_\_\_ Signature \_\_\_\_\_

Please notify the charity if you:

- Want to cancel this declaration
- Change your name or home address
- No longer pay sufficient tax on your income and/or capital gains.

If you pay Income Tax at the higher or additional rate and want to receive the additional tax relief due to you, you must include all your Gift Aid donations on your Self-Assessment tax return or ask HM Revenue and Customs to adjust your tax code.



On behalf of The United Kingdom Sepsis Trust Ltd

If you have ticked the box headed 'Gift Aid' I confirm that I am a UK Income or Capital Gains taxpayer. I have read this statement and want the charity named above to reclaim tax on the donation detailed below, given on the date shown. I understand that I must pay an amount of Income Tax and/or Capital Gains Tax in the tax year at least equal to the amount of tax that the charities I donate to, will reclaim on my gifts for that tax year. I understand that other taxes such as VAT and Council Tax do not qualify. I understand the charity will reclaim 25p of tax on every £1 that I have given.

# JUST ASK “COULD IT BE SEPSIS?”

The UK Sepsis Trust registered charity number (England & Wales) 1158843. Company registration no. 8644039.  
Sepsis Enterprises Ltd. company number 9583335. VAT reg. number 225570222.



If you have ticked the box headed 'Gift Aid' I confirm that I am a UK Income or Capital Gains taxpayer. I have read this statement and want the charity named above to reclaim tax on the donation detailed below, given on the date shown. I understand that I must pay an amount of Income Tax and/or Capital Gains Tax in the tax year at least equal to the amount of tax that the charities I donate to, will reclaim on my gifts for that tax year. I understand that other taxes such as VAT and Council Tax do not qualify. I understand the charity will reclaim 25p of tax on every £1 that I have given.

**JUST ASK**  
**“COULD IT BE SEPSIS?”**

Every year, 44,000 people die in the UK from this ‘silent killer.’ Asking the question could save a life.

The UK Sepsis Trust registered charity number (England & Wales) 1158843. Company registration no. 8644039.  
 Sepsis Enterprises Ltd. company number 9583335. VAT reg. number 225570222.

The UK Sepsis Trust registered charity number (England & Wales) 1158843. Company registration no. 8644039.  
Sepsis Enterprises Ltd. company number 9583335. VAT reg. number 225570222.



# The UK Sepsis Trust

## Risk Assessment Sheet for Volunteers Working at an Event

Venue: \_\_\_\_\_

Date: \_\_\_\_\_

Volunteer's Name : \_\_\_\_\_

What are the hazards?	Who might be harmed and how?	What are you doing already	What further actions are necessary?	Action by whom?	Date complete
Risk of back injury	Volunteers may suffer injury from manual handling tasks such as transporting equipment and literature, or standing for long periods of time.	<ul style="list-style-type: none"><li>• Heavy or difficult to handle stock should be transported using a trolley or suitable container on wheels if available/necessary</li><li>• Stands to be transported in bags designed for the purpose.</li><li>• Setting up and dismantling stands or tables to be undertaken by more than one person</li></ul>	<ul style="list-style-type: none"><li>• Manual handling training may be necessary for some if involved in regular/frequent events where heavy equipment or supplies are used</li></ul>	Volunteer coordinator	
			<ul style="list-style-type: none"><li>• Purchase a further trolley for transporting heavy equipment</li></ul>	UKST Office Manager	Completed Trolley avail at HQ
			<ul style="list-style-type: none"><li>• Remind volunteers and staff that they should not lift anything that they consider is too heavy for them</li></ul>	Volunteer coordinator	
Slips, trips and falls	Volunteers and visitors may suffer injury if they trip over objects not stored correctly	<ul style="list-style-type: none"><li>• Display and stands set out neatly with excess stock stored away from the public or visitors</li><li>• Any cables or flexes do not trail over cause trip hazards</li></ul>		all volunteers at the event	

## The UK Sepsis Trust

Violence or aggression	Volunteers may encounter threatening behaviour, aggression or violence from visitors to their stand or display	<ul style="list-style-type: none"> <li>Some core UKST staff trained to deal with bereaved or distressed people</li> <li>Advice given to core volunteers at training days on personal safety and how to report any incidents to a member of UKST staff.</li> </ul>	<ul style="list-style-type: none"> <li>All volunteers to be made aware that any issues must be escalated to a member of the UKST staff</li> </ul>	Volunteer coordinator	
		<ul style="list-style-type: none"> <li>Core volunteers advised at training days on personal safety and how to avoid vulnerable situations</li> </ul>	<ul style="list-style-type: none"> <li>All volunteers to ensure that they do not work alone if at all possible</li> <li>All volunteers to ensure they do not get cornered in a room, - always plan an exit.</li> <li>All volunteers to be advised that it may be dark when you return to your car and to be aware of personal security issues</li> </ul>	All volunteers	
Electrical	Volunteers could receive electrical shocks or burns from faulty or portable electrical items	<ul style="list-style-type: none"> <li>Training days to cover checking any electrical appliance for faulty or worn cables or obvious faults.</li> <li>Training days to cover taking faulty items out of use and reporting the fault to a member of the UKST staff who will ensure the item is repaired or replaced.</li> </ul>	<ul style="list-style-type: none"> <li>All volunteers to ensure they are aware of any potential issues related to the venue</li> </ul>	All volunteers	
			<ul style="list-style-type: none"> <li>All volunteers to be made aware that electrical equipment must be stored as per manufacturer's instructions to reduce damage during transportation</li> </ul>	All volunteers	
Fire	Volunteers could be trapped and serious/fatal injuries from smoke inhalation or burns	<ul style="list-style-type: none"> <li>Portable fire extinguisher available from the office if needed at a venue.</li> </ul>	<ul style="list-style-type: none"> <li>Volunteers at events must make themselves aware of the emergency evacuation procedure/fire extinguishers etc for that particular venue</li> </ul>	All volunteers	