



Cambridge
Global Health Partnerships

Fundraising Guide

Information on how to organise
and supercharge your fundraising



Helping CGHP work in partnership to improve healthcare globally.

Thank you for choosing to fundraise for Cambridge Global Health Partnerships. Fundraisers like you are vital in helping CGHP continue to facilitate safe, ethical, and effective healthcare partnerships between Cambridge, the East of England, and low- and middle-income countries (LMICs) around the world.

Tragically, between 5.7 and 8.4 million deaths are attributed to poor access to quality healthcare each year in low- and middle-income countries.

By raising funds for us, you are directly supporting CGHP's mission to enhance healthcare systems through the sharing of knowledge, skills, resources, and experiences.

To ensure your fundraising experience is seamless, we've put together this guide to give you the help you need to make your fundraising a success.



How your fundraising will help

Your generous fundraising will support our broad range of partnerships by providing vital unrestricted funding, changing global health outcomes through:

Developing and growing our key partnerships which are helping to tackle pressing global health challenges including antimicrobial resistance, maternal and neonatal health, critical care, paediatric cancer, HIV and ear and hearing care.

Exploring and fostering new partnerships to address areas of urgent healthcare need across the globe, such as strengthening services for children with cancer in Sri Lanka and improving outcomes for mothers and babies in Nepal.

Expanding and increasing our grants programme to allow more healthcare workers to get involved in global health.

Growing and extending our electives scheme to enable more students on both sides of health partnerships to get involved.

We understand that you may wish to raise funds for a particular area of our work or partnership that you are involved with. This is absolutely possible, and we ask that you let us know your preference when setting up your fundraiser.

For every £1 donated...

91p

is spent on health partnerships and broader global health activities

7p

is spent on fundraising to help sustain and develop CGHP's work

2p

is spent on governance and administration to ensure the smooth running of CGHP

Fundraising ideas

If you're not sure where to start, we've got you covered with our A-Z fundraising ideas on the next page. In the meantime, we've compiled a few of our favourites here for you.

Please do let us know about your fundraising activity and we will be on hand to support you and offer advice where possible.

An easy win

Online banking round ups: Many online banking apps now allow you to round up your payments to the nearest pound. Banking app Moneybox found that you can make £12.37 per week or £643 annually just from roundups. Setting up a round up pot on your current account and donating them to CGHP is a great way to fundraise with minimal effort. You could do it as just a one off or make it a monthly donation and encourage your friends and family to do the same.

Taking the middle lane

Clothes swap: With a little bit of planning and some helpers on hand, clothes swaps are a great way to raise awareness of CGHP, help attendees to declutter and raise money through entrance fees and refreshments.

Global food day dinner party: Love to experiment with your cooking? Hosting a dinner party is a great way to earn money whilst guaranteeing your guests a good time. You could try potluck style or cook dishes from countries CGHP has partnerships in, serving as a great conversation starter about the work we do. Global food day is on 16 October.

Rising to the challenge

Marathon events: Sign up to a local or national marathon and fundraise on behalf of CGHP. Marathon events don't necessarily have to be running either- think marathon DJ sets, roller skating, or swimming! Just decide on an activity that will take you to 26.2 miles or hours and you can even spread it over a certain time period.

YOLO: Always wanted to climb Kilimanjaro? Camp the Cornish coastal path or break a Guinness World Record? You only live once so why not challenge yourself to do something from your bucket list to get sponsored for CGHP!



FUNDRAISING IDEAS

FROM A TO Z

A

Abseil challenge, auction of promises, afternoon tea

B

Barbecue, bake sale, bingo, birthday fundraiser

C

Coffee morning, ceilidh, clothes swap, carol singing

D

Dinner party, dress down/ up day, declutter & donate

E

Eurovision party, exercise challenge, Easter egg hunt

F

Facebook fundraiser, film night, fancy dress day/ run

G

Give something up, games night, global food day dinner

H

Halloween party, hike, (donate an) hour of pay, half marathon

I

Ice challenge, Ironman, ironing for donations

J

Jumble sale, jogging challenge, jam sale

K

Kick a habit, karaoke night

L

Loose change collection, local 10k, Land's End to John O'Groats

M

Marathon, mountain climb, mystery solving party

N

Nighttime sponsored walk, New Year's Party

O

Open mic night, office olympics, odd jobs for donations

P

Pot luck night, pub crawl, parachute jump, poker night

Q

Quiz night, quintessential afternoon tea party

R

Running challenge, raffle, round-ups

S

Swimming challenge, scarecrow trail, street party, sky dive

T

Talent show, table top sale, tombola, trashy t-shirt day

U

Unwanted gift sale, uniform/ non-uniform day

V

Village games, vegetable sale, video game night

W

Walking challenge, wine and cheese night

X

Xmas activities, Xtreme sports challenge

Y

Yoga with friends, YOLO- bucket list challenge

Z

Zip-wire, Zumbathon/ Zumba party

Our values

CGHP's work and partnerships are guided by our three core values: safe, effective and ethical. We want our fundraising to be the same.

CGHP will not accept donations that are derived from tobacco manufacture, the manufacture of weapons, the fossil fuel industry, as winnings from betting or that we believe have been derived from the proceeds of criminal activities. Additionally, we will not be associated with or accept donations from activities that may be considered to be detrimental to the population's health and well-being, or activities that may be likely to damage the reputation of the charity or our partners in any way.

Using the CGHP logo

We encourage you to use our logo to help advertise your event or activity. Please contact the team at info@cghp.org.uk before using our logo or publishing any communications to obtain prior approval. We will provide a copy of the logo to use and provide support and advice on any communications. It's important that you don't make any changes or alterations to the logo.

Catherine Barlow: NYC Marathon 2025

CUH midwife and CGHP member Catherine decided to take on the New York City Marathon in support of CGHP in 2025, raising nearly £600 to support across our projects and partnerships.

'I decided to fundraise for CGHP because I wanted to give something back after the incredible opportunities I've had working with them. I've been fortunate enough to take part in two projects in Uganda - the maternal and neonatal partnership and the SCALE partnership - which gave me valuable insight into the challenges and strengths of healthcare delivery in these settings. I feel really lucky to have had these experiences, and fundraising felt like a meaningful way to support CGHP in continuing their important work and enabling others to benefit in the same way.'

As part of this, I ran the NYC Marathon, where I was proud to represent CGHP. It made the experience even more special, knowing I was raising awareness for a cause that means a lot to me on such a global stage.

The fundraising experience itself was incredibly rewarding. It was great to see people come together to support the cause, and it also helped raise awareness among friends and family about the realities of accessing healthcare in different parts of the world. Knowing that the effort could contribute to something genuinely impactful made it all the more worthwhile.'



Creating your online fundraising page

1

Create a JustGiving account

Go to JustGiving.com

If you don't already have an account, click on 'Sign Up' and fill in the required details to create your account.

2

Start your fundraising journey

Once logged in, click on 'Start Fundraising' on the homepage. You will be asked, 'Are you fundraising for a charity?' Select 'Yes, I'm fundraising for a charity'

3

Raise funds for CGHP

In the 'Select a cause' box, type 'Cambridge Global Health Partnerships (CGHP)'. You might need to scroll through the drop-down options to find it.

4

Complete the fundraising setup

Follow the prompts provided by JustGiving.

When asked if you are taking part in an activity, you can select 'Just fundraising'

5

Set your fundraising target and personalise your page

Set a fundraising target amount.

Add personal information about why you are raising money. This can include:

- Details of your fundraising activity.
- Reasons why this cause is important to you.
- Any personal stories or connections to the cause.
- Include any photos that can help make your page more engaging.

Remember, you can always go back and edit this information, so it doesn't have to be perfect at first. If you are interested in raising funds for a specific project, please let us know which project you would like the funds to be allocated to. You can learn more about our projects and partnerships by visiting our website and contacting us at info@cghp.org.uk

6

Review and finalise your page

Once you have filled in the details, review your page to see what it will look like to visitors. Make any necessary changes to improve the look and feel of your page.

7

Set up automatic thank you messages

Add an automatic thank you message that donors will receive upon making a donation.

Please let us know once you have set up your JustGiving page by emailing us at info@cghp.org.uk

Donations made through your page will be directed to Addenbrooke's Charitable Trust (our linked charity) as we use the same bank account, but rest assured, all donations will come directly to CGHP and be allocated to your specific project if you have notified us of a preference.

JustGiving®



@cambghp



Cambridge Global Health Partnerships



facebook.com/CambGHP



@cambridgeghp.org



A picture paints a thousand words!

Sharing photos is a surefire way to get people interested in what you are doing. Make sure to take pictures of your progress and share them regularly to let people know what you're up to and how they can support you.

Share, share, share!

Emails and social media are a great way to spread the word and gain support from friends, family and colleagues. Don't forget to tag CGHP in your posts! #CGHP

Get clued up

If you have a story to tell about what you're fundraising for, people are likely to be more engaged and happier to donate. Information about our partnerships can be found on the CGHP website.



Top tips:

- Fundraisers with pictures on their page raise 14% more so don't be afraid to share a selfie!
- Set a fundraising target - you could raise 46% more!
- Donate a small amount on your own page first as it encourages others to do the same.



Safe and legal fundraising

We want your fundraising to be fun, but it's also important that everything is safe and legal for everyone involved. CGHP is here to make sure that happens.

If you're holding an event and need some help in ticking all the boxes, you can ask the CGHP Fundraising team for an event checklist by sending an email to info@cghp.org.uk

Assessing risks

If you're organising an event in an unfamiliar place or that involves a lot of people, it may be worth completing a risk assessment. If you need any licences for your event, your local authority and/or the emergency services may ask for a risk assessment when considering your application. You can get more help for completing a risk assessment from the Health and Safety Executive.

Fundraising with food

If you're serving food at your event it's important to be food safe by checking the Food Standards Agency guidelines at Food.gov.uk

Raffles and public collections

If you're planning on holding a raffle or collection please get in touch with the CGHP team at info@cghp.org.uk as you may need to apply for a licence. CGHP can also help by supplying collection buckets or tins.

Fundraising for under 18s

You'll need to get permission from a parent or guardian to fundraise for CGHP if you're under 18.

Data protection

Only collect the information you need. Keep it safe, do not share it and only keep it for as long as you need. You can find information about how we protect and use personal data in our privacy policy at <https://cambridgeghp.org/privacy-policy/>

Lodging your funds

Online Giving: If you have raised funds using JustGiving your fundraising will be directly transferred to us.
CGHP website: Donate - Cambridge Global Health Partnerships
By post: Please make payable to CGHP and send them to Addenbrooke's Charitable Trust, Box 126, Addenbrooke's Hospital, Hills Road, Cambridge, CB2 0QQ and mention your activity or event
All monies collected are required to be paid within a period of no longer than 6 months from the date of the event or activity.

Permission

We encourage you to use our logo to help advertise your event or activity. Please contact the team at info@cghp.org.uk to get a copy of the logo to use and check with us before going live with any communications so we can provide advice and support. It's important that you don't make changes or alterations to the logo in any way.

Photos

Please make attendees aware if you plan to take and share photos at your fundraiser. If people don't want their photo taken, an easy way to indicate this is on badges or lanyards.

First Aid

If your event involves many people, make sure that you have appropriate first aid support in place. You can get advice from St John Ambulance (sja.org.uk). There should always be someone on hand to help with smaller events.

Insurance

It's important to have Public Liability Insurance in place if your event involves the public. It's often the case that your venue will have this but always check first. If you're holding an event at home or on private property, it's important to check your insurance covers this too.