



# YOU CAN MAKE A DIFFERENCE



**Your fundraising guide**

Manchester Foundation  
Trust **Charity**



# WELCOME TO THE TEAM!

You're now part of a group of wonderful supporters and fundraisers – helping us to make a difference for our patients each and every day!

As a Charity, our mission is simple: to support the excellence in treatment, research and care we provide to the **2.5 million patients** we care for across our **10 hospitals in Manchester and Trafford.**

Whether you are donning your running gear, preparing a bake sale or organising a gala dinner, your support helps us to fulfil that mission and continue to provide **the very best care in the very best facilities.**



# OUR PATIENTS

## Tony's story

There were times in 2020 when the family of Tony Mungai thought they would be saying their goodbyes over the phone.

Tony had contracted COVID-19, his condition rapidly deteriorated and he was admitted to Wythenshawe Hospital for lifesaving treatment where he spent four months in a coma. Tony was treated on the Cardio Thoracic Critical Care Unit where he was placed on extracorporeal membrane oxygenation (ECMO) – a machine for critically ill patients when a ventilator is not enough to keep them alive. The machine takes over a patient's heart and lung functions to allow these organs to recover. ECMO is reserved for some of the most poorly patients and the Unit at Wythenshawe Hospital is one of only five specialist adult ECMO centres in the country.

Thanks to the incredible ECMO treatment he received at our hospital, Tony is on his road to recovery and has recently become a father to baby Xristos. Tony and his wife Martha are so grateful for the treatment that he received and that they are able to spend time together as a new family creating precious memories.



*"I feel very lucky that we had ECMO unit on our doorstep at Wythenshawe."*

## Hughie's story

Hughie was just 10 years old when he was told his sore legs and weight loss were down to acute lymphoblastic leukaemia.

He spent a total of six weeks on our children's cancer ward at Royal Manchester Children's Hospital, with only one parent able to stay with him at a time due to COVID-19 restrictions in the hospital.

While he was in hospital, best pal Freddie wanted to lend his own support and decided to set himself a challenge to run 2km every day, reaching a total of 100km target by the end. The challenge and their unique friendship caught the attention of the public and the boys were able to raise a staggering amount of money for Royal Manchester Children's Hospital.

As well as funding vital life-saving equipment, Hughie and Freddie also wanted to purchase items that the children and young people on the ward could enjoy and thereby enhance the overall care they receive. They were able to fund a supply of fresh fruit and a stock of new slushie drinks pouches to soothe the throats of young cancer patients undergoing chemotherapy, something that was very important to Hughie!





# WE WANT TO MAKE A REAL DIFFERENCE TO THE PATIENTS WE TREAT ALL YEAR ROUND

Manchester Foundation Trust Charity helps to make a difficult time easier for patients across our family of ten NHS hospitals, at what can often be a distressing time for them.

With your help, and the help of all our incredible supporters, we fund projects that benefit our patients and their families, particularly when they have long or frequent stays in our hospitals.

We do this by focussing our fundraising efforts on three key areas – treatment, research and care. This can include the purchase of cutting-edge equipment, funding pioneering medical research and creating a patient-friendly environment allowing our patients, and their families, to feel welcome and at ease during their time in hospital.

Your support will make a lasting difference to our hospitals, NHS teams and patients, both now and in the future.

*Thank you!*



# HOW YOUR MONEY CAN HELP

**£60**

could purchase two pet animatronics, a lifelike cat or dog to provide companionship for a patient with dementia.

**£100**

could provide home comforts for one of our Bereavement rooms, allowing grieving parents that have lost their newborn child, a place for solace and time with their loved ones.

**£250**

could support our Specialist Play team, giving our young patients a playful fun distraction during their time in hospital.

**£600**

could fund a wheelchair for our patients who have recently undergone a traumatic or life-changing event, helping to aid their recovery while at home.

**£2,000**

could contribute towards vital research projects to improve our understanding of illnesses and invest in life-saving therapies.

## Your support can help to fund some of the incredible research across our hospitals

At our children's hospital, remarkable research into how cord blood can become even more effective at treating leukaemia is taking place. Professor Rob Wynn, Consultant Paediatric Haematologist and Director of Paediatric Bone Marrow Transplant Programme at Royal Manchester Children's Hospital, is working on some of the dynamic treatments taking place in our own hospitals, including the extraordinary use of cord blood transplants. Cord blood is surplus blood taken from the placenta at birth, from hospitals including Saint Mary's Hospital, to treat children with leukaemia.

*"Right now (mid-2021) we have children from Croatia, Cambridge and Northern Ireland staying with us, because we are a centre for excellence. Families travel here for the expertise we are able to offer."*

It is thanks to our research and medical teams, and the support we receive as a Charity, that we are able to contribute to the success of cancer treatment development, which puts our family of hospitals at the forefront of cutting-edge paediatric cancer medicine.





# OUR TOP FUNDRAISING TIPS

We are so grateful to all of our wonderful supporters who want to fundraise for our family of NHS Manchester hospitals. There are lots of different ways to get involved, start fundraising and to ultimately make a real difference for our hospitals and patients. Whether you want to take on a solo challenge or team up with colleagues and friends, we've pulled together some handy tips to help you get started!

## Do something you like

It may sound obvious but choosing something you enjoy like a hobby or a fun activity will always be more enjoyable and will give you the best chance to reach your goals. Why not turn your favourite hobby into a fundraising event and ask friends, family and colleagues to get involved? If you are a keen swimmer could you arrange a sponsored swimathon? Or perhaps you are a regular at your local bingo hall and could organise a special one-off charity event? We have a number of specific event guides we can provide to you which will help you with your planning.

We also have a wide range of existing events for you to get involved with right away, with something available for everyone. Visit [mftcharity.org.uk/events](http://mftcharity.org.uk/events) to see what you can sign up for today.

## Everything is more enjoyable as a team

Why not share your fundraising experience with your friends, family or work colleagues? Whether you are taking on a sporting challenge or you're planning a large-scale event, surrounding yourself with a good team will give you dedicated support to help with all the planning as well as improving morale and motivation.

## Quinn's story

Four-year-old Quinn was born without her lower left leg and has been a patient at Royal Manchester Children's Hospital ever since. When mum Natasha saw our 30 miles fundraising challenge, she decided to sign both Quinn and herself up. Not only did Quinn raise much needed funds for our children's hospital, taking part in the challenge also built up her confidence in using her prosthetic leg and has encouraged her to walk more. Quinn completed the challenge in just one month and hasn't shown signs of slowing down with her new-found confidence since!



## Maximise your fundraising online

Setting up an online fundraising page is a great way to increase your fundraising income and can be shared with supporters.

One of the most popular sites is [JustGiving](http://JustGiving), but there are also other sites you can use. Setting up a page is really simple and will take you a matter of minutes to complete, depending on how detailed you want your page to be.

## Gift Aid it

Gift Aid allows us to make your donation go even further. All personal donations qualify, be it large or small, one off or regular.

If you are a UK tax payer we can claim back the tax you have already paid on your donations. The extra income comes straight from the government, so you can increase your donations at no cost to yourself.

## Get in touch

If you're not sure what to do, or need help with a fundraising idea – get in touch with our Charity team! We're here to help and would love to support you with your fundraising goals.

We love hearing from our supporters and can offer you tailored advice for your fundraising activity.

## Share, share, share (and then share some more)

The key to success is promotion. Whatever you decide to do, make sure you share your fundraising with as many people as possible. Tell your friends, family and work colleagues, create posters and share on your social channels. The more people you share with, the more likely your fundraising total will increase! We have a number of fundraising materials that can help you promote your event and encourage others to get involved including social graphics, a fundraising totaliser and useful 'How To' guides.

## Get your workplace involved

Many workplaces now run match giving opportunities where they will match your fundraising total up to a certain amount. Check with your employer or HR team to see if this is an option for your fundraising.

*"We were thrilled to raise £530 at our in-store fundraising event... and it gets better, our CEO agreed to match any donation, meaning this brought the total to £1,060! Which really helped to boost our fundraising!"*

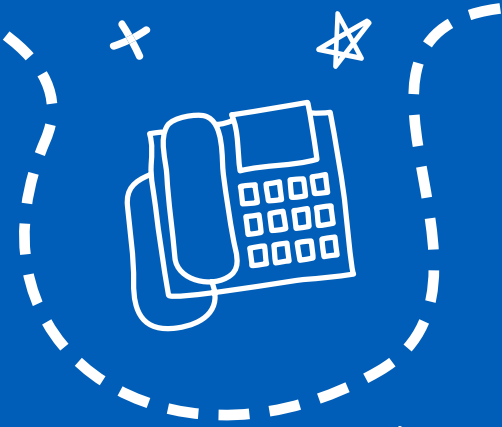
Zoe, Marketing & Account Manager, Bathroom Takeaway

## We're here to help

Before you start planning your fundraising activity, please do get in touch with us first to let us know what you're doing. Some activities will have certain rules, permits and licences tied to them.

Don't worry – we will talk all of this through with you and can advise on what is needed.

# CONTACT THE CHARITY TEAM



0161 276 4522 [charity@mft.nhs.uk](mailto:charity@mft.nhs.uk)

We would love to stay in touch – sign up to receive our regular charity e-newsletter at [mftcharity.org.uk/keep-in-touch](http://mftcharity.org.uk/keep-in-touch)

Don't forget to follow us on social media and share your story!

  Manchester Foundation Trust Charity  @MFT\_Charity  @MFTCharity



## Our hospital family:

North Manchester General Hospital, home to the region's specialist infectious diseases unit.

Manchester Royal Infirmary, a national centre for services including kidney and pancreas transplants, liver surgery and rheumatology.

Wythenshawe Hospital, recognised as a centre of clinical excellence, with specialisms in heart and lung transplantation, cancer and breast care services and respiratory conditions.

Royal Manchester Children's Hospital, the largest and busiest children's hospital in the UK.

Manchester Royal Eye Hospital, providing world class ophthalmic care to the people of Manchester and the North West, and first hospital in the country to offer community eye clinics on the high street.

Saint Mary's Hospital, providing world class medical services for women, babies and children as well as a comprehensive Genomics Centre and an internationally recognised teaching and research portfolio.

The University Dental Hospital of Manchester, a major dental teaching hospital for the UK.

Withington Community Hospital, offering diagnostic treatment, day surgery and community services.

Trafford General Hospital, the birthplace of the NHS.

Altrincham Hospital, providing general specialist and diagnostic and outpatient services, including kidney dialysis clinics.

[mftcharity.org.uk](http://mftcharity.org.uk)

Registered with the Charity Commission as Manchester University NHS Foundation Trust Charity.  
Registered Charity 1049274.

**10 hospitals**  
supported by our Charity

**2.5 million**  
patients treated per year

**280,000**  
**children**  
treated each year

More than  
**13,000**  
**babies**  
delivered every year



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Trust **Charity**