



Fundraising Update
1st May 2020
Guy's & St Thomas' Charity
Coronavirus Appeal

This is no ordinary time. We are no ordinary team.
#KeepUsAllGoing

We are now in the sixth week of our COVID-19 fundraising appeal and so far, an incredible £1,000,000 has been raised and over 2,000 individuals have been added to the supporter database, following the engagement phase of the campaign. Last week saw the launch of our virtual 30in30 fundraising challenge. Our supporters have already shown their enthusiasm to participate with several virtual fundraising events taking place across the community to support our hospitals. Activities range from a fundraiser running 30 miles in just one day, to 83-year old Diana, who is raising money by litter picking for 30 days, whilst walking her GSTT therapy dog, Dido.



Supporters within the community are getting involved in the challenge with 40 sign-ups confirmed during the first couple of days. Please encourage your friends and family to participate by visiting: <https://www.supportevelina.org.uk/30in30> | <https://www.supportgstt.org.uk/30in30>

What next...

- The fundraising campaign is to continue for at least the next two weeks, at which point it will be reviewed pending appetite from the public.
- A key focus is now on reporting back to our donors on the impact of their giving so far and building on long term relationships with these supporters.
- Major gift opportunities are also opening up with two significant 6 figure leads currently being discussed, as well as development of a series of webinars with experts from across GSTT, Evelina London and KHP.
- Our community team has been working hard to connect with our network of schools to encourage students to send further messages of support and artwork to the amazing staff across Guy's and St Thomas'.



Yeo Valley's Chelsea Flower Show comes to GSTT

Due to the Chelsea Flower Show being put on hold this year, thousands of plants grown for Yeo Valley's display have been kindly donated to hospitals across London. Guy's and St Thomas' have received 1,000 plants, which have been distributed to Lambeth community care centre, Minnie Kidd House and the Pulross centre.



The fundraising appeal ...



has had an exceptional week – we've now surpassed **£1,000,000** raised and pledged from our public donations, gifts in kind, major donors and trusts and foundations.

The Gifts in Kind team continue to receive donations from organisations across our community and, to date, we have received a total value of £256,000 in gifts.

So far this week, we have had the following delivered:

- 12kg of coffee from Origin coffee roasters
- 250 bags of fruits from the Fruitful Office
- 200 children's books from Pushkin Press
- 75 hand creams from Cosmydor
- 700 boxes of chocolates from Shangri-La

In addition to the above, we've continued to support the logistics of further gifts in kind, such as technology, offers of medical equipment and protective clothing.

Weekly Highlights

£38,500 second gift from the Oak Foundation

£9,500 received from Major Donors

£5,000 gift from a new corporate supporter, Fabrix Capital



How donations are continuing to make a significant impact across the Trust

Guy's & St. Thomas' Charity has approved further grants in support of the appeal this week:

- **Homeless Phones:** A&E to provide homeless patients, who are seen out of hours, with a simple pay as you go mobile, to allow staff to provide referrals for accommodation after they have been discharged.
- **ECHO:** £36k to the Evelina Children's Heart Organisation to ensure it can continue to provide vital support services to patients and families on Evelina London's cardiac ward during the pandemic.
- **FORWARD:** £13.5k extension to grant for a speech and language therapist. The project is supporting the introduction of a novel care bundle called FORWARD as best practice for the treatment of patients with a permanently unsafe swallow.

"Your work is invaluable and essential. Please know that you have our unwavering support & gratitude. We will stay at home so you can ensure we get through this. Thank you from the bottom of our hearts now and forever."

"You are all amazing. From the cleaners, administrative staff and porters to the doctors and nurses. Thank you all so much. I am very much in awe of your dedication to the job. Thank you"

Show your friends and family how you're helping **#KeepUsAllGoing** so we can spread the word across London and beyond. Share our appeal on social media or send your message of support to teams at the hospital to let them know how much their extraordinary efforts mean to you.

- **Facebook** [/SupportGSTT](#) [/SupportEvelina](#)
- **Twitter** [@SupportGSTT](#) [@Evelina London](#)

Other ways to support our appeal: please reach out to family, friends, local businesses, and all social networks asking if they can:

1. Make a financial contribution, only if they feel they can
2. Use any other communications channels via work or home to amplify our social media communications
3. Have any company connections that can contribute any products that we need (please check with us first) via enquiries.covid-19@supportgstt.org.uk
4. Have connections to high net worth individuals or family foundations that may want to give
5. Encourage friends and family to participate in our virtual 30in30 challenge