



**Healthcare  
Workers' Foundation**

**FUNDRAISE FOR US!**

**SETTING UP A JUSTGIVING PAGE**

Set up in response to the COVID-19 pandemic in 2020 by healthcare workers, for healthcare workers, the Healthcare Workers Foundation (HWF) exists to support everyone working within the sector by providing emotional, financial and workplace support.

We believe that by improving welfare provision for these workers, we will reduce staff attrition and create positive working environments, thus improving patient care.

The needs of our beneficiaries are at the core of everything we do. As the charity has evolved, we have developed new services and created long-term support mechanisms; while the worst of the pandemic is over, the workload pressures, mental health struggles and financial difficulties continue.



# THANK YOU FOR SUPPORTING US

Thank you for choosing to fundraise for the Healthcare Workers' Foundation. Your fundraising will provide invaluable support to healthcare workers when they need it most.

Setting up a JustGiving page is simple and a great way to kickstart your fundraising. Share the link to your page on social media, in an email to friends and family, your local businesses and more...the choice is yours!

Spread the word about what you're doing and the difference you'll be making to the HWF.

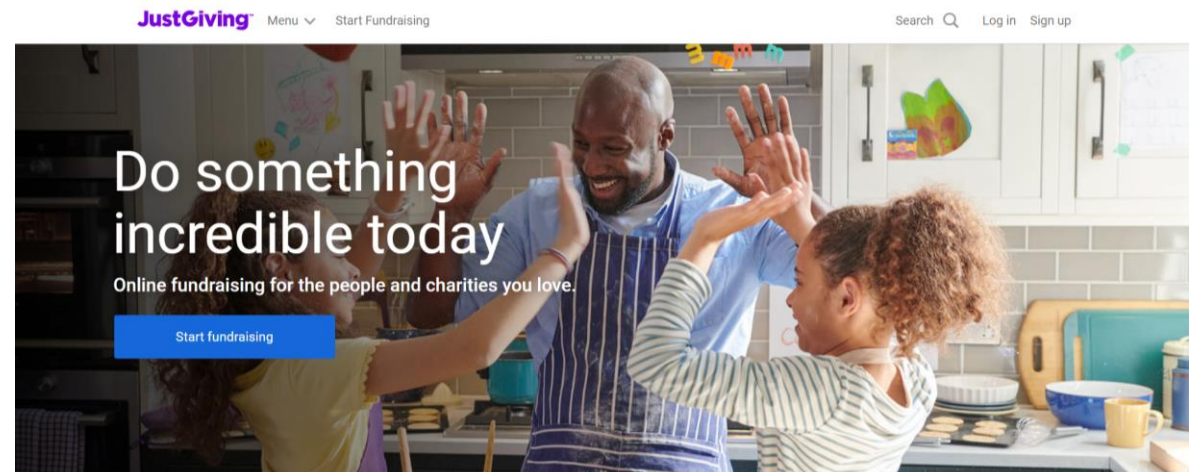




# SETTING UP YOUR PAGE

Here's our guide to setting up your page:

- 1/ Go to [www.justgiving.com/healthcare-workers-fdn](https://www.justgiving.com/healthcare-workers-fdn) and click 'Fundraise for us'
- 2/ Under the heading 'What are you doing?' scroll down and select 'Doing your own thing'
- 3/ Under 'Tell us about your event' select 'an appeal for a charity', then name your event
- 4/ Pick a name for your fundraising webpage. Top tip: Keep it simple (not too long). You want to make it easy for your supporters to find you!



Make a difference today



# SETTING UP YOUR PAGE CONT...

5/ Click 'Yes my page is eligible for Gift Aid'

6/ We would love to keep in touch with you to find out how you're getting on and to update you on all things HWF. If you're happy for us to do so, please select 'yes please, opt me in' under the next section

7/ Click 'Create page'

8/ Now you can really make your page your own! In the top left hand corner select 'edit page'. Here you can update your:

- Page title
- Fundraising target
- Cover photo
- Your story

Under 'Your story', you can let everyone know what you're up to, so they can really get behind your fundraising. Please do include any personal stories you're happy to share.



## FINAL STEPS OF SETTING UP YOUR PAGE

9/ A picture's worth a 1000 words, so keep your supporters in the loop by adding pictures and any updates you have. Are you planning any events or have any fundraising ideas? Pop them in the 'updates' section and let everyone know what you're up to.

10/ Time to share!

Once you're happy with your page, share it far and wide with all your contacts. Do you use social media? Share it on your page and post updates whenever you can.

For questions about setting up your page or your fundraising, please email [fundraising@healthcareworkersfoundation.org](mailto:fundraising@healthcareworkersfoundation.org)





**THANK YOU**

**H·W·F**

[healthcareworkersfoundation.org](https://healthcareworkersfoundation.org)