Parent Pack

A guide to successfully running your Tree of Hope fundraising campaign.
Welcome to Tree of Hope Children’s Charity. The team have produced this pack of information to help you maximise the success of your fundraising campaign and to achieve your goals. We hope you find this inspirational and encouraging as we know how daunting it can be at the start of your campaign journey.

This pack details our experience of what works but if you have any queries or questions or just need someone to talk to please don’t hesitate to contact the team here.

If you don’t get time to read it all straight away just take a look at our top campaign tips for now- they’re really important to get you started!

Gill Gibb
CEO

Contact Us
01892 535525
info@treeofhope.org.uk

Office Opening Hours:
Mon-Fri 9am-5pm
Top 10 Campaign Tips

If you don’t get around to reading the whole parent pack straight away, please take a look of of our top 10 campaign tips which includes important information to ensure you get the best out of the donations you receive and so your campaign is as strong and efficient as it can possibly be.

1. Donating with Just Giving incurs a 5% fee plus a 1.2% card fee. **Where possible, always ensure your donors give via cheque or BACS transfer.** You’ll need to add these to your offline donations by logging into Just Giving.

2. If what your fundraising for changes or you need other things, always reflect this on your Just Giving page to ensure quick invoice payment! **Donors must know what they are and have donated for.** This automatically reflects on to your Tree of Hope page up to 24 hours later.

3. Always bear in mind that Just Giving donations can take up to **two weeks** to get to us, and it can take **up to six weeks** for us to receive Gift Aid claims.

4. Remember, **always use Tree of Hope’s name and logo.** It gives donors confidence and trust that they are donating to a registered charity. We have leaflets, balloons and other materials we can send to you for your events, just send us an email and we’ll pop them in the post to you.

5. Saying Thank You is important. Unfortunately, due to data protection **we can't pass on to you any donor information** unless they have specified otherwise however, please note where we receive contact details with a donation, we will always send a thank you.

6. **Gift Aid increases donations by an extra 25%** which could add a real boost to your campaign. Always ensure you pass on a Gift Aid or Sponsorship form to your supporters where applicable. Head to page 17 & 28 for the forms or find them on our website to download.

7. **Never be afraid to ask!** Asking for support, help, donations or volunteers is never easy but explain your story and you’ll be surprised how many people will be willing to help. Your campaign supporters can make subsequent fundraising pages for your child which will all amount to your child’s campaign total. Just ask your supporters to click on the ‘Fundraise for this child’ button on your Tree of Hope web page so they can start fundraising themselves.

8. Please bear in mind we are only able to pay invoices for treatment, therapy and equipment if we have received your doctors form. **The quicker you can get your doctors form to us, the better.**

9. **Stay up to date by following us on Facebook and Twitter.** We always post about our upcoming events, latest news and changes on social media so give us a follow to ensure you’re in the know! Give us a mention and we might even give you a retweet too.

10. **Need some help and wondering who to contact?**
    - **For donations** contact Liz on accountsreceivable@treeofhope.org.uk
    - **For invoice queries** contact Cath on accounts@treeofhope.org.uk
    - **For family support** contact Georgina on families@treeofhope.org.uk
    - **For fundraising advice** contact Kate on kate.bourne@treeofhope.org.uk
    - **For social media and marketing queries** contact Harriet marketing@treeofhope.org.uk
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Your Team...

Tree of Hope are a small team of 9 dedicated staff based in Kent. The team work together to ensure that all of our families are supported in all areas from finance to fundraising support.

Introductions...

CEO

Gill is Tree of Hope's Chief Executive. With her previous charity sector experiences Gill works with the staff and trustees on a daily basis to move the charity forwards and ensure we are always in line with Charity Commission guidelines.

Family Support Officer

Georgie, our Family Support Officer is the first port of call for any of our families. She helps resolve any issues families may have and builds relationships with suppliers to help benefit the families that we support.

Finance Team

Dave is Tree of Hope's Finance and IT Manager, and along with Liz and Cath our Accounts Officers and Vicki our Database Officer, the team ensure that all your invoices are paid as quickly and efficiently as possible and all donations and match funding are allocated correctly so that your campaign is always up to date. As well as ensuring data is always up to date and protected.

Fundraising & Marketing

Emma and Kate are our Fundraising Managers. With the help of many wonderful volunteers Emma & Kate organise our events, including the race events & annual golf day! They work with local supporters, businesses, trusts and foundations and assisting families with fundraising queries. Harriet is our Marketing Officer and produces our quarterly newsletter, Tree of Hope's social media, website updates and producing other marketing materials for Tree of Hope.
Meet the Trustees

Trustees have overall control of the charity and are responsible for making sure Tree of Hope does what it was set up to do. Trustees do this voluntarily, giving up their own time to use their skills and expertise to help us be the best we can be.

Kevin is the Telecoms Regulatory Manager for the Channel Islands. He is a school governor and an active member of Kent Search and Rescue and enjoys exploring with his motorhome. Kevin is our chair of trustees.

Pip is passionate about and experienced in fundraising. He founded Funraisers Dragon Boat Festivals across the South of England. Pip has been involved in many sports throughout his life and, following 25 years in Business Development and Best Practice roles at AXA PPP, is now retired and enjoys spending time with his grandchildren, travelling and making a difference for Tree of Hope families.

Charlotte joined the Board in September 2017 and is Head of Marketing and Business Development for a large regional law firm. Charlotte attends our Fundraising and Marketing Committee.

Rob spent 26 years working in the consumer part of the asset management industry. Recent family illness influenced his decision to retire in 2015 and prompted Rob to dedicate the second part of his working life to Tree of Hope. He coaches junior rugby, is a keen gardener, skier and Manchester United supporter. He is also learning to speak two European languages and failing at trying not to be the worst amateur baker in Sevenoaks!

Tim is a successful entrepreneur with a decade’s international experience leading businesses to growth and long-term success. He is a trusted advisor and strategic consultant to private, public and third sector organisations from small local charities to multinational corporations. Tim is an experienced leading evidence-based strategic planning processes for more than two-dozen charities.

Alex joined Tree of Hope just before Christmas as our newest trustee. She volunteers her time on the Board and the Fundraising & Marketing sub-committee, to help improve and develop Tree of Hope. In her professional life, Alex founded a large marketing, management and investment consultancy firm in the captive insurance, pension fund, asset management and charity sectors.

Duncan has almost 40 years business experience in Operations and IT, he is treasurer of the PTA at his daughter’s school.
Tree of Hope: What does the charity do?

Tree of Hope is a registered charity which offers a fundraising framework for parents seeking specialist treatment, therapy and equipment for their children, which is not available via state provision.

Working in partnership with our fundraising families, Tree of Hope provides the governance and financial capability to allow parents to fundraise professionally and legitimately. It is not possible for a charity to be established to support one child, but having a Tree of Hope campaign allows you to fundraise with a registered charity, specifically for the benefit of your child.

Fundraising under the Tree of Hope umbrella rather than doing so privately or by crowdfunding means:

- Gift Aid can be claimed, boosting individual donations by 25%
- Corporate donations are possible – businesses will usually only donate to registered charities
- Funds are secure, and all transactions undertaken on your behalf by our Accounts team
- The family support team are on hand to answer all queries Monday to Friday, 9-5pm
- The fundraising team offers advice and assistance in accessing grants from trusts & foundations
- Reassurance of a national, well established charity brand supporting your campaign
- Gives donors confidence, knowing their donations will be managed within Charity Commission guidelines

As parents, you are in control of your child’s fundraising campaign and Tree of Hope hold the money in trust, restricted to help your child only, and we authorise payments for services such as:

- Medical treatment, including operations and drug treatment
- Therapy for medical conditions
- Travel and accommodation for your child and family attending treatment far from home
- Equipment to help your child manage or overcome his or her disability
- Modifications to your home or vehicle to make them easier for your child to use

Tree of Hope does not receive any funds from the Government or the NHS. Our core operating costs are funded partly from fundraising we conduct for the charity as a whole and from donations by corporate organisations and trusts. However, this is not enough to meet the full cost which is why we allocate 7.5% of the funds you raise to our core running costs. This is less than many other charities retain and it is essential to ensure the future sustainability of Tree of Hope.

Our charitable registration allows us to support children up to their 25th birthday. If you have funds remaining in your campaign when your child turns 25 they will become unrestricted funds of Tree of Hope.

If we receive no donations and make no payments for your campaign for 1 year we will contact you to ask if you intend to continue. If we do not hear from you within a reasonable period that you do want to continue we will close your campaign and transfer the funds to the unrestricted funds of the charity.

If for any reason the funds you have raised are no longer needed for the benefit of your child, or if the therapy/treatment/equipment you were originally raising for is no longer relevant or suitable and there is no suitable alternative, we will close your campaign and transfer the funds to the unrestricted funds of the charity.

Tree of Hope’s unrestricted funds are used to run our office, our website and accounting systems, our fundraising activities and generally to support the charity’s aim of helping to support children’s healthcare needs.
How to write your successful campaign story...

What should you include?

Your fundraising page is a powerful tool. It allows your campaign to be viewed by a vast audience of potential donors, and getting it right is key to fundraising success. Here are some simple suggestions for getting the most from your page:

1) Write from the heart
   The truth is powerful, and when used in a fundraising context, it can make the difference between getting the donation and not. So be honest and fearless when telling your story, including your emotions, highs, lows and hopes for the future. Some of our families have found that writing the story from the perspective of their child’s sibling or close friend provides a refreshing, and endearing tone.

2) Be brief
   In today’s information overload culture, we are bombarded with words from the moment we rise in the morning until we retire at night, thanks to smart phones, social media, tablets and more. As a result, we have a subconscious word limit or article length which we impose on any information which comes our way, and if it’s too long, the chances are, it gets filed in the bin. In order to get an audience with potential fundraisers, your story must not fall at the first hurdle by looking too long. Get things off to a flying start by keeping it simple – 500 words is plenty.

3) Minimise the jargon
   As parents of a child with healthcare needs, you will have doubtless become expert in some medical terminology, including conditions, treatments, and associated acronyms. Understandably, this can form a large part of your everyday language due to regular interactions with the medical establishment, and the relevance to your child’s situation. It is worth remembering, however, that not everyone will understand this terminology, and if a fundraising story is littered with specialist terms, people may quickly lose interest.

4) Be clear on your objectives
   Ensure you include information about the interventions you are seeking for your child, and what the perceived benefits will be. People will need to understand how their contribution will make a difference to your child.
5)  A picture tells a thousand words
Bear in mind that, as compellingly worded as a fundraising campaign can be, sometimes all it takes to capture the heart and mind of a donor is a well taken photograph. Choose a picture in which your child is smiling, happy and in which their personality shines through. Remember, you can add multiple pictures to your JustGiving page, and don’t forget to update them regularly, to keep your campaign current.

6)  Make the ask
In every fundraising appeal, there needs to be a ‘call to action’, otherwise the potential donor may remain just that – potential. People need to know what their role in the story is, you need to make it clear to them. If you are raising for SDR surgery, for example, conclude your piece with a sentence like: “This operation could give Nancy the opportunity to lead an independent life, walking tall on her own two legs. With your help, we can make Nancy’s dreams a reality. Whatever you can contribute will be so very gratefully received.”

7)  Get Inspired
It’s always best to learn from people who have walked the walk. Have a look at how Tree of Hope families have structured their stories on our website: www.treeofhope.org.uk/children-helped/
Here you will find a goldmine of fundraising campaign stories, from which you will be able to draw inspiration when writing your own.

8)  Say...
Finally, it is important to thank everyone who donates to your campaign. Receiving public or private recognition of a donation, means donors will be that much more likely to publicise your campaign to others, and to donate again.

Updating your Just Giving page is so important. As your campaign progresses, circumstances change and your child grows, always ensure you update/add this to your page. This will automatically update onto your Tree of Hope web page.

Simply copy and paste your story and put it in an email to families@treeofhope.org.uk and we will do the rest.
Getting to Know Your Campaign Page

Once you have your fundraising page up and running this is what it will look like. Use your URL which will be something like ‘www.treeofhope.org.uk/tree-of-hope’ to share your page across social media and on your marketing materials.

By clicking the ‘Donate to this Child’ button your donors will be donating via Just Giving straight into your child’s Tree of Hope campaign fund.

If your supporters would like to set up their own fundraising page for your child, simply click ‘Fundraise for this Child’. It will take you straight to Just Giving to create a page. These pages will automatically connect to your child’s campaign fund and the amount raised will automatically be included in the ‘Total raised so far’ figure.

Please note if your fundraisers have set up a page straight from Just Giving their amount will not be included in the ‘Total raised so far’ figure and they will need to ensure they mention the campaign/child’s name somewhere on the page so we can ensure to assign it to the correct campaign.

By clicking the ‘Donate to Tree of Hope’ button supporters will donate to Tree of Hope as a whole.

If your supporters have accidentally donated here please ask the donor to contact us to let us know and we will happily move the donation into your child’s fund.

These buttons here mean that you can share your story straight onto your social media profiles.

Your latest donations will show up here. Most of the time these will update instantly but it can take up to 24 hours.

If you have any changes or updates to your campaign story you will need to make these via logging in to your Just Giving page and updating the ‘Story’ section. These updates will automatically be reflected onto your Tree of Hope page within 24 hours.
Fundraising
Events

Fundraising events are a fantastic way of being able to involve your family, friends and members of the local community with your fundraising campaign. Events can be hugely varied, and often other people can organise them on your behalf with very little time involvement from you – do encourage your campaign’s ‘champions’ to do this. You can set up separate JustGiving pages for events linked to your child’s campaign page so that people involved in events can see exactly what they are raising, and can customise their page for their event.

Whether you are organising an event, or whether someone else is organising it on your behalf, it is important that you check these things are in place:

- Risk Assessment to ensure the event is as safe as possible, particularly if members of the public are involved.

- Insurance that covers those participating and the public. Tree of Hope has an insurance policy that covers most fundraising activities – however, we can only provide insurance cover documents if a risk assessment is completed. If you have any queries, would like a risk assessment template or have a completed risk assessment please send them to Georgia via families@treeofhope.org.uk

- Relevant permits and permissions depending on your event / activity. If you are collecting money in a public place you will need a street collection permit from your local council. If you need a road closure or are borrowing council land, you need to have permission from the council to do so. If you are doing something on private land, you need the landowner’s permission. It is your responsibility to ensure that you have the relevant permits and permissions for your event. If you would like advice, please call our Fundraising Manager on 01892 535525 or email info@treeofhope.org.uk

To maximise the fundraising income for your child’s campaign from the event, you could consider the following:

- Having the event sponsored by a local company / companies (Speak to our Fundraising Manager at Tree of Hope if you want advice on approaching sponsors.)

- Ensure gift aid is claimed on donations where possible (you cannot claim gift aid on money paid for tickets/entry to an event.)

- Some event expenses you may be able to buy without paying VAT (Speak to our Finance team at Tree of Hope to check what is VAT-able and what isn’t.)

To help increase awareness and reassure donors of the legitimacy of your child’s fundraising campaign we have Tree of Hope branded balloons, leaflets and newsletters for you to use at your events. We can also provide you with artwork for large outdoor and pop up banners for you to get printed. Approaching local companies is good for this - Tell them your story and they give you discount or even donate them. If you would like some Tree of Hope marketing materials, please contact our marketing officer on marketing@treeofhope.org.uk
Personal challenges, particular extreme or unusual activities, are very appealing to some people, and can raise substantial amounts of money for campaigns. Because of the risk factor involved in many extreme challenges, it is always best to direct your supporters to take part in professionally organised challenges rather than to organise them yourself. These challenges have extensive professional risk assessment and insurance already in place.

Tree of Hope works with many different event providers to give your campaign supporters challenge options like fire walking, sky diving, trekking in amazing locations, cycle challenges, and other endurance sports events. Information about upcoming challenges are available on the Tree of Hope website. If you find an alternative event that you wish to advertise to your supporters, please let us know at info@treeofhope.org.uk

When participants are booking, they simply need to say they are taking part for Tree of Hope and that they are self-funding (this is usually option B). (Unfortunately Tree of Hope cannot offer to pay for places in events for your campaign supporters – we currently support over 800 families a year, who each have many of their own supporters, and it would be impossible for us to offer this service on the limited charitable funds available to us.) Once your supporter has registered for an event, they can set up a JustGiving page linked to your child’s campaign and start raising sponsorship for your child! (Instructions to give your supporters on how to set up their JustGiving page linked to your child’s campaign are available at the back of this booklet.)

We are unable to offer Tree of Hope London Marathon places because these are only available to charities through a Bond Scheme which currently has a 10 year waiting list. Those who want to run for your child in the London Marathon need to apply for a place through the lottery scheme operated by the marathon. However, the vast majority of running events available in the UK will enable your supporters to sign up and pay for a place, and then raise money for your child separately.

If you have any questions about Challenges, please contact our Fundraising Manager at Tree of Hope on 01892 535525 or fundraising@treeofhope.org.uk
Trust and Foundation Applications

Consider applying to Trusts and Foundations for grants towards your child’s campaign. There are over 4,000 Trusts and Foundations in the UK, all set up by their founders to distribute funds and support to causes and charities that they are passionate about, often leaving a legacy of the founders passions and philanthropy for many years. Some are large, some are small – some require extensive applications, others have more simple application processes. Many Trusts and Foundations can only give grants to other charities that will benefit many people, but there are a few larger ones, and many smaller local Trusts, that can also choose to support an individual or an individual registered with a charity. Like Tree of Hope, some of these Trusts and Foundations have an interest in supporting children with complex needs and illnesses with medical treatment and specialist equipment.

Where to find your local trusts?

To find out details about Trusts local to your home area, please try contacting your local Volunteer Centre, your county Community Foundation, or the funding advisor at your council – all of these organisations usually offer a free service where you can give them information about what you need funding for, and they will do a search on your behalf for Trusts and Foundations which might support your child’s individual need. They can also offer advice with your funding applications. If you struggle with finding help in your area to search for Trusts, please contact our Fundraising Manager for support.

Applications

With all Trust and Foundation applications, make sure you have researched your potential funder’s priorities and their guidelines to make sure that what you are asking for is actually something they can give you and that you agree to their terms and conditions should you be offered a grant. You will have better results if you can tailor your application to appeal to the Trust. Please bear in mind that most Trusts will also require some feedback from you after your child has received their treatment / equipment.

Tree of Hope

Some Trusts and Foundations already have strong relationships with Tree of Hope, and sometimes come directly to us looking for children to support who suitably meet their criteria for funding. It is essential to keep your child’s campaign information as up to date as possible, as we often only have a short time to be able to search through our database for children who meet specific criteria to nominate them for possible support.

If you would like our Fundraising Manager from Tree of Hope to look over your application before you submit it, please do send it in via email to fundraising@treeofhope.org.uk
Asking Companies and Businesses For Support

Many large companies and smaller businesses in the UK support charitable causes on a regular basis. Most prefer to support very local causes to them so that they can see the impact that their donation or sponsorship is having.

You can ask companies either for a direct donation for your campaign, ask them to host a fundraising event with their employees, or ask them to sponsor a fundraising event that you are organising. Some companies will match fund whatever their employees raise.

The easiest way for a company to support your campaign if for an employee to ask on your behalf. Ask everyone you know (family, friends, your social media friends and followers) to approach their employer to support your child’s campaign.

Research the larger companies based in your town/local area, and the rest of your county. Many larger companies will have a formal process of charitable support as part of their corporate social responsibility, details are usually available on their websites.

Good places to start which usually give smaller grants / offer a fundraising day are
- Local supermarkets, who usually have a particular community support scheme
- Your bank, and other banks in your nearest town
- Businesses where you know employees
- Businesses that sell childcare or family related products

You can ask Tree of Hope for collection tins if a shop offers to support your child in this way. Please do be aware that some companies may be sympathetic to your campaign, but due to the way their charitable giving has been set up are only able to support charities that are supporting a large number of people rather than for the benefit of just one family. If you do come across companies that give you this feedback, please ask them to consider Tree of Hope (as a whole rather than just your campaign). For Tree of Hope to be able to offer families our services and support, we have to raise approximately £500,000 a year to cover the charities core costs and expenses – if someone cannot fund your child directly, they might still be able to help support Tree of Hope as the umbrella charity for your campaign.

Tree of Hope are currently supported by...
Finance
Invoice Payment Procedure - Families

1. Before payment can be made against an invoice a ‘Supplier Agreement Application’ is to be completed by the Supplier and must be in place. For an application pack please ask your Supplier to contact Cath Marsh at accounts@treeofhope.org.uk

2. Sufficient funds must be in the child's Campaign to cover the invoice.

3. Invoices must include all of the following information:-

   **Invoice Ref:** Unique invoice number

   **Invoice Address:** The Tree of Hope, Salford House, Salford Terrace, 19-21 Quarry Hill Road, Tonbridge, TN9 2RN

   **Child:** Full Name and address

   **Bank Details:** Suppliers Details
   (to combat fraud, change in bank details is by post on signed headed paper)

   **Info:** Dates, type of procedure, service or supply

4. Email the invoice to accounts@treeofhope.org.uk, copying in the parent and ensuring that the child’s name and invoice reference is in the subject line

5. Supplier and parent will receive notification of receipt of invoice, advising the supplier and parent of payment terms. **We pay invoices within 14 working days; however, we aim to pay any hospital appointments, procedures and medical suppliers before this time.**

6. Once the invoice has been paid the supplier will receive a receipt of payment

7. 24 hours after the invoice has been paid the parent will receive an updated Campaign Statement

Catherine Marsh | Finance Officer | 01892 579248
Donations

There are so many ways that your supporters can donate to your campaign. The following section will provide you with information on each way to donate so we can ensure the donations deposit your campaign as efficiently and as quickly as possible.

1. **BACS/ Bank Transfer** - Donating via BACS transfer is often a quick and easy way to donate. Please pass on the details below to donors who wish to transfer donations via bank transfer.

   Account Name: Tree of Hope
   Account Number: 21862665
   Sort Code: 23-05-80

   Please ensure your donors use your child’s name as a payment reference or campaign name, again this is so we can identify funds to allocate correctly.

   **Please email Liz via accountsreceivable@treeofhope.org who will confirm receipt and use the information to allocate funds correctly.**

2. **Paying donations by cheque** – when donors are paying bank cheques to the Tree of Hope they must be made payable to ‘Tree of Hope’ they will be returned if anything else is written, the child’s name must be clearly written on the back, this is for us to identify who the funds should be allocated to.

   Ideally a supporting document with the cheque is best. These cheques are paid into the bank once a week. When we receive the cheque in the post an email is sent to you advising that we have received the cheque and the donation is allocated to the campaign.

   Cheques can be paid directly into our bank account at any Metro Bank Branch using the account number below but again it is imperative that either an email is sent to accountsreceivable@treeofhope.org.uk to advise how much and to which child the funds are to be allocated, if this is not done we have no way of identifying these funds.

   Cheques can also be paid using post office counters, to use this service, you will need a Metro Bank envelope and pre-printed slip which can be obtained by emailing accountsreceivable@treeofhope.org.uk.

3. **CAF Cheques** – When sending Charities Aid Foundation cheques to the Tree of Hope please send a covering note with your child’s name and campaign, again this is so we can identify who the funds are for and allocate them correctly.

   These cheques are sent to CAF for processing and can take up to 3 weeks from start to finish to receive, only when we have received the funds is an email sent to you advising of the donation and you can then add to your offline donation total.

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**Important Information**

Please be aware that by donating with Just Giving donors will incur a 5% fee plus a 1.2% card fee. Where possible please encourage all donors to donate via cheque or BACS transfer.
4. **Cash into the bank** – when any money is paid into our bank account directly it is imperative that the child’s name is clearly written on the paying in slip / reference, as this is the only identifier for us to allocate the funds correctly. If someone is paying in cash for your campaign, you need to advise them that the name of the child is compulsory and the name of the donor is desirable. It would be very helpful if an email is sent to accountsreceivable@treeofhope.org.uk advising that cash has been paid in with the amount and branch.

5. **Just Giving payments (Donations/Gift Aid)** – we receive weekly reports from Just Giving with full information about donations for all campaigns that we have registered. These are imported into our systems and statements can be sent out from us with all the information about the donations for you to match up with your records. These donations are on your fundraising pages automatically. All these donations received have already had the Just Giving Fees applied.

6. **Matched funding payments** – if your donations are being matched funded by companies and you know about them, please send us an email at accountsreceivable@treeofhope.org.uk to advise who the donor was and which companies are matching the funds with the amounts as this will help us identify which campaign needs to be credited with the amount.

7. **Gift Aid** – All direct donations (donations sent to us not via Just Giving) that are eligible for Gift Aid (If the donor has paid enough tax in the tax year), need a Gift Aid Declaration Form completed and sent to us by post or email to accountsreceivable@treeofhope.org.uk these are processed through our HMRC Gift Aid Account and paid directly and added to the campaign. This process is completed once a month and payment is received within a week. There are many rules around claiming gift aid and to assist please use this link which will give lots of information. www.hmrc.gov.uk/giftaid.

8. **Easy Fundraising payments** – All direct donations (donations sent to us not via Just Giving) that are eligible for Gift Aid (If the donor has paid enough tax in the tax year), need a Gift Aid Declaration Form completed and sent to us by post or email to accountsreceivable@treeofhope.org.uk these are processed through our HMRC Gift Aid Account and paid directly and added to the campaign. This process is completed once a month and payment is received within a week. There are many rules around claiming gift aid and to assist please use this link which will give lots of information. www.hmrc.gov.uk/giftaid.

9. **EBay Selling / PayPal Giving Fund** – If you or someone on your behalf are sending donations through PayPal Giving Fund or by selling on eBay we need to know who they are from and how much so we can allocate the donation correctly to your campaign. This information is not available to us and without an email to accountsreceivable the funds will not be allocated to your campaign.

10. **CAF Account Donations** – We receive many CAF Account donations on a regular basis and these usually link to a matched funding application or donation made for a specific campaign from someone with a CAF Charity Account. Typically, they do not have much information attached to them so it is a great help if you are aware of these payments to send a quick email with the details to accountsreceivable@treeofhope.org.uk so the funds are allocated correctly.

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Please note due to data protection we are unable to share any donor information with you, unless otherwise specified by the donor.

If you have any questions regarding your donations, please contact Liz in our Accounts team via accountsreceivables@treeofhope.org.uk or on 01892 535525.

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Social Media and PR
Social Media

Social Media can help spread the word about your campaign very quickly and is a great place to get your campaign rolling.

Many families set up Twitter and Facebook pages specifically names after their campaigns. For examples ‘@Harryswishtowalk’. This ensures that supporters can see regular updates on the progression of your campaign and child’s development. Its key to keep people engaged as you never know who may donate again or choose you as the beneficiary of their fundraiser.

.... Don't forget to include the link to your Tree of Hope page in the ‘About’ or ‘Bio’ section so people can find your page easily. e.g www.treeofhope.org.uk/BeccasWish

Finding the time..

Social media can be time consuming and often complicated (especially when you have to get that tweet into 140 characters!) so many of our parents often delegate the responsibility to a friend or family member or maybe even a trusted volunteer who is willing to offer their time. This can relieve stress from you and make sure your story is still getting out there.

There are also many free tools available online to help you organise your campaigns and schedule your message’s for the future. You can load and monitor your tweets on www.tweetdeck.com or monitor all your channels with www.hootsuite.com. These can be very helpful in keeping organised and ensuring the platforms you choose are being regularly updated- especially if you have a events coming up.

Like, follow, tweet and message us here...

treeofhope.childrenscharity
@treeofhopecc
@treeofhopecc
www.linkedin.com/company/tree-of-hope

You can also share your experiences, get advice from other parents in our active Facebook Group, exclusively for Tree of Hope families. We are on there too, to help with any queries or advice you may need. Request to join by searching ‘Tree of Hope Families’ in Facebook.

Don't forget to mention us in your tweets and posts so we know what brilliant fundraising activities you have been up to and fantastic milestones you have been hitting!

We hope this page has given you a brief outline on where to start with your Social Media adventure.. You can read on to find out Edward’s Harvery Social Media Top 10 Tips and how ‘Send Oli to St. Louis’ took social media by storm..
Ten Top Tips for Social Media Fundraising

1. **CHOOSE YOUR PLATFORM**
   There are numerous social media platforms available but that doesn’t mean you need to be on all of them. Facebook and Twitter are probably the two best known for starters, but you could also consider photo-sharing sites such as Instagram, and video platforms such as YouTube or Vimeo. Take some time to consider which will work best for you.

2. **GET VISUAL**
   It may sound obvious, but research shows that people engage much more with pictures than with text. To make sure your followers aren’t scrolling past your updates, try and share as many photos as possible. You could also consider video updates – the Facebook Video app makes uploading from your phone quick and easy, or you can upload to YouTube.

3. **MAKE IT EASY FOR YOUR SUPPORTERS**
   The fewer clicks it takes to get to your fundraising page, the more donations you will receive. Make it easy for people by including the url in all your updates, or consider ‘pinning’ a status so it’s always at the top of your page.

4. **ENGAGE**
   Social media is at its most successful when it involves a two-way conversation. Try and reply to all Tweets or comments on your Facebook page, and be sure to thank people if they share or retweet your updates. Thanking people for their donations is a nice touch too.

5. **PROVIDE UPDATES...**
   Your followers will be interested to hear how you’re getting on, so do try and provide updates – this can be anything from hitting major fundraising milestones (e.g. ‘Only £100 to go until we reach our target’), to details of your next fundraising activity.

6. **...BUT DON’T OVERDO IT!**
   It can be a tricky balancing act, but try not to ‘bombard’ your followers with too many posts. People might be inclined to unfollow you if they feel their timeline is getting clogged up, so experiment with what works best for you. Don’t be afraid to ask your followers if you’re not sure.

7. **FOLLOW THE RIGHT PEOPLE**
   Make sure you’re connected with all your local newspaper journalists, philanthropic organisations (such as Rotary and Lions Clubs), MPs and councillors – they can be instrumental in helping you get your message out.

8. **TARGET CELEBS**
   Celebrities often have an audience of thousands (or even millions) on social media. A retweet or ‘like’ from someone famous and influential could make a huge difference to your campaign.

9. **WHAT’S TRENDING?**
   Keep an eye out for anything in the news that is related to your cause and might be of interest to your followers, e.g. new medical research or other fundraising initiatives. If you’re using Twitter, using hashtags such as #fundraising and #charity will help get your message to people already monitoring these topics.

10. **BE POSITIVE**
    People respond well to positivity, so try to make your updates as upbeat as possible. If you do get any negative or unpleasant comments, don’t get drawn into an undignified exchange; it’s usually best to take the moral high ground.
Send Oli to St.Louis- A Social Media Success

Oliver and his family joined Tree of Hope in 2015 in the hope of raising £25,000 so that Oliver could undergo a life changing treatment called SDR (Selective Dorsal Rhizotomy) in St.Louis, USA.

Oliver suffers from Cerebral Palsy, meaning he cannot walk, or do the usual things that other children his age can. The money raised went towards funding Oliver's operations to give Oliver the chance to not only walk independently but also improve his comfort and posture.

Within just 4 weeks of joining Tree of Hope, Oliver's campaign had raised over £17,000!

In raising such a large sum so quickly, it became apparent that Oliver and his family had used the power of the Internet and its free social media platforms to promote his campaign, gaining donations from their various networks.

The Internet is an incredible resource right at our fingertips, and when used to its best ability, can provide the perfect platform for fundraising, so we spoke to Oliver’s family to find out how they made their campaign so successful...

Oliver’s mother, Krista, ensured that she had everything planned for the launch of Oli’s campaign, meaning all platforms were ready to go on launch day. It was key to have everything ready at the same time, so it hit the internet with a bang.

They perfected the information they wanted to share and Oli’s father had created a website for Oli’s campaign. This included photos and videos, information for donors (very important), a news section and thank-you area. This kept donors engaged and up to date with Oliver’s progress, making the campaign current and transparent.

His family then put together a heart-warming video of Oliver’s journey so far, explaining what they were doing and why, with various personal touches about Oliver’s hobbies. (Go to www.olivernelson.net to view). Video content is a great way to engage with the online world and tell your story in just a couple of minutes.

Along side all of this Facebook activity was a carefully worded post pending and ready to be shared. Krista shared the video publically across Facebook. However, her TOP TIP was to ensure that she also sent a personal message to all of her Facebook Friends. She believes this was a really important tool of her campaign to ensure that nobody missed the message. The post reached over 300 shares with in a couple of days.

Sharing across Facebook and connecting with various networks like the family’s church and Scout Club meant that Oliver and his family have yet to take on any fundraising events themselves. As all their networks became aware of ‘Send Oli to St. Louis’ they took on various fundraising activities themselves.
At Tree of Hope, we are passionate about supporting seriously ill and disabled children and young people and their families. We know that you may wish to share your story with the media in a bid to raise awareness of your situation and the difficulties you or members of your families are experiencing, or to voice your opinion on current or relevant issues that may affect you.

To continue to empower you in your situation, we have put together some top tips to support you in your campaign relationships, providing advice on how to put together press releases and speak directly to journalists.

This guide will give you a few tips about contacting journalists in a safe, informative manner when talking about your children’s lives. For more detailed support, please don’t hesitate to contact our Marketing Team on marketing@treeofhope.org.uk.

Based on the amount of calls, emails and messages journalists receive, their time is extremely precious. As a result, press releases must be to the point, include all the crucial information and feature only factual references. Here are some key things to consider when writing your press releases:

1. **Capture attention with a strong headline**
   A strong headline will help to attract journalists seeking news stories. Your headline should be as engaging as possible and summarise your news, including the most important key words of your press release.

2. **Include key statistics wherever you can**
   Statistics can give your message a lot of weight, and as a result grab attention of journalists. For example, if your child is living with Cerebral Palsy in Blackburn, consider including a few key facts about your local NHS treating the condition in the past three to five years, or a couple of sentences about Selective Dorsal Rhizotomy (SDR) and how it could help, and how many children are affected in the UK. Quantifying your points can be helpful for context - just make sure you reference your sources correctly in brackets or at the end of the press release.

3. **Grammar is key**
   Proof-read your press release as much as possible within your given time frame. Try to get a few people to proof-read it before you click send - it can be hard to proof-read your own work.

4. **Timing**
   If you’re writing something in relation to a particular day or event - for example, an awareness day or a fundraiser - make sure you get it to the publication in advance so that they have time to do further research or interview you. If you’re writing about something post-event, aim to get something to the journalist within a few days of the event, so the news is still fresh.

5. **Include quotes whenever possible**
   Almost all journalists are most interested in a personal story - so include your voice in quotes. If a journalist were writing about the young boy living with SDR, the most likely people they would want to interview would be the boy or his parents. As you are the parents or carers, this is one tricky job out of the way! The quote should be informative and focus on how your child’s condition affects your family life.

6. **Keep it short!**
   Where possible try and limit yourself to one page, (though two pages is acceptable). This will also force you to condense your most crucial information into an easily digestible document.
Provide extra information on Tree of Hope
Journalists can be lazy (even the good ones are always pressed for time). If you can give them extra information on Tree of Hope then they are more likely to include it, which will enable more families to be helped by the charity. This can be included at the bottom of the page in ‘Notes to Editors’ and should be kept to a few key paragraphs. Please head to our website to download the key charity messages.

Include your contact information
Don’t forget to include an email address and phone number on the release (preferably at the bottom of the page).

Matt Geer, PR Consultant (and volunteer for Tree of Hope)

Notes to the Editor

• Tree of Hope - ‘The Fundraising charity supporting children’s healthcare needs’.

• Five Values Empowering, Team work, Caring, Reliable, Trusted

• Tree of Hope was founded in 1993 in Bexhill by a lady called Corinne Gardner, who wanted to help two local children with rare diseases to have a better quality of life through operations and therapy treatments not available on the NHS. She did so by raising funds for their families. Tree of Hope then went on to support many more families, and in other areas, and we are now a small national charity supporting over 800 seriously ill and disabled children to have operations, which are not funded by the NHS, therapies, and specialist equipment every year.

• Tree of Hope provides support to families to set up their own fundraising campaigns for life changing treatments through the legitimacy of belonging to a well-respected charity. We offer each family an online platform for fundraising, advice and guidance on the best ways of fundraising, and support throughout their campaign, including dealing with invoices and suppliers to alleviate as much stress as possible.

• Our staff at Tree of Hope are dedicated and highly skilled professionals that work together to provide a network of support for sick and disabled children and their families. We operate with care, transparency and integrity to help parents give their children the operations, treatments and specialist equipment that they so desperately need for a better quality of life.

• Tree of Hope is a registered children’s charity (RCN 1149254), which receives no grants or donations from Local Government or Central Government. Everything that is raised to help our Tree of Hope families comes from fundraising efforts from the public, companies and community groups, and donations from individuals, both towards each families campaign and to cover our charity overheads.

• Tree of Hope employs less than 10 staff. We welcome offers of help from volunteers and new supporters and fundraisers. For more information please visit www.treeofhope.org.uk or call 01892 35325.

If you would like support for PR on your campaign or with a particular press release please contact kate.bourne@treeofhope.org.uk
TOP 5 INTERVIEW TIPS

At Tree of Hope we are passionate about supporting seriously ill and disabled children and their families along their fundraising journeys, to get them the medical treatment they so desperately need.

To continue to empower you in your situation, we have put together our top five tips, providing advice and guidance for preparing and conducting interviews with journalists about your campaign.

PREPARATION

This begins with some prep notes. These should be brief and be easy to remember. Start off with a few pages of notes on your child’s story. Then highlight 4 to 5 key points which you think will tell the story in 2-3 minutes (timing will take practise). Take into consideration that you may have to describe medical terms and abbreviations. Read this through again and tailor until you have a narrative which you can use as a base within an interview.

STRUCTURE OF YOUR ANSWER

The next step would be to add structure to formulate cohesive and timely responses. Within your notes you should take into consideration the angle of the journalist (where possible). Your 4 to 5 key points should fit into 3 to 4 broader messages or ‘talking points’ that you could use as answers within the interview. Think of them as a Beginning (What the main issue is), Middle (Living with this issue), Future (What you would like to see done). The fourth and final point always needs to be a final thought or call to action - this could be a donation page or website.

FLEXIBILITY

Where possible begin the interview with the first point in your structured notes. In some circumstances journalists may ask you questions in a slightly different order or phrased differently than expected. In these circumstance it is important not to panic, but rather answer as best as you can and find a way to redirect the point back onto your key messages. A few typical transition phrases are:

- ‘I am glad you asked me this, some may think this but the real issue here is...’
- ‘This is in fact a common misconception...’
- ‘In some circumstances this may be true, however in my experience the reality is...’

TIMING

Time is a factor that plagues journalists across all platforms and so you need to make sure your answers accommodate accordingly. A good equation for timing is, prepare 2-3 minutes for TV, 3-4 minutes for radio and 10 minutes for print. There are exceptions to all of these rules and journalists may ask for more detail in person or to request some on a follow-up email. Taking this into consideration, try and keep your answers as succinct as possible for each point. This should help the interview flow through your narrative and also should limit a journalist’s opportunity to re-divert or interrupt. Some interviews will naturally be more conversational, so you will need to read each situation individually.

BE YOURSELF

Remember the journalist is speaking to you because you have a unique perspective. Although preparation, structure, flexibility and timing are crucial factors which can impact your answers, nothing is more important that you being true to your life and representing your child accurately. An answer full of passion will always shine brighter than a static, timed response. The trick is finding a balance between the first 4 points and the 5th.

Written by Matt Geer, PR Consultant (and volunteer for Tree of Hope)
Useful Tools
Utilise these useful tools to make the most of your campaign fundraising...

In this section you will find various useful tools to help you along your fundraising journey and give your campaign that extra boost.

**Sponsorship Form**
Use this form to pass on to supporters who are participating in an event for your campaign. Of course, they can set up their own Just Giving page but, some donors may prefer it on paper. Just ensure that if supporters are claiming Gift Aid, they enter their full name, address and postcode and tick the Gift Aid box. The sponsorship form is also available on our website.

**Gift Aid Form**
Use this form for single donations. If someone is donating a larger some of money and is eligable for Gift Aid, ensure they fill out this form to boost the donation by 25%. They can of course donate via Just Giving, however you will be subject to their user fees. The gift Aid form is also available on our website.

**Certificate**
Often community groups, schools or other clubs like Scouts are really proud of supporting a charity so recognising their support in form of a certificate is a great and easy way to show appreciation. Use our already made certificate to fill in and pass on. To download it [www.treeofhope.org.uk/wp-content/uploads/2012/08/Certificate.pdf](http://www.treeofhope.org.uk/wp-content/uploads/2012/08/Certificate.pdf)

**Campaign Cards**
Cut out these cards, fill them in and pass on to any interested volunteers, supporters and donors to help spread the word about your campaign. Perhaps keep them in your wallet so you never miss an opportunity!

**Fundraising Presentation**
Here we have put together a basic presentation for you to use when telling people about Tree of Hope and your campaign. It could be used to pitch for corporate support or a thank you presentation in a school assembley. Just add in extra information and images about your campaign to make it personal to you. Please follow this link [www.treeofhope.org.uk/wp-content/uploads/2012/08/Generel-Presentation.-For-families.pptx](http://www.treeofhope.org.uk/wp-content/uploads/2012/08/Generel-Presentation.-For-families.pptx) to download the presentation online.

**Banner Artwork**
Use these designs as a guidework for your own campaign banners or contact Harriet via marketing@treeofhope.org.uk for the full scale designs to send to your printer.

If you have any suggestions or there is anything else you would like to see in the Parent Pack, please contact Harriet via marketing@treeofhope.org.uk
**Sponsorship Form**

Please sponsor me (name of participant)

Address and full post code of participant

I will be taking part in

In aid of

If I have ticked the box headed ‘Gift Aid’, I can confirm that I am a UK income or capital gains taxpayer.

- I am donating my own money and the funds have not come from anyone else including family members or from an office or bucket collection.
- I have not received something in return for this donation such as an entry ticket to an event or a raffle ticket.
- I have read this statement and want Tree of Hope to reclaim tax on the donation detailed below, given on the date shown. I understand that if I pay less Income Tax/ or Capital Gains tax in the current tax year than the amount of Gift Aid claimed on all of my donations it is my responsibility to pay the difference.

Remember: You must provide your full name, home address and postcode & also tick the box mark Gift Aid for us to claim tax back on your donation.

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Tree of Hope is registered in England and Wales as a charitable company limited by guarantee Company No 08184807. Charity No 1149254

Tree of Hope, Salford House, Salford Terrace, 19-21 Quarry Hill Road, Tonbridge, Kent, TN9 2RN

Understood

Gift Aid Statement

Boost your donation by 25p of Gift Aid in every £1 you donate.
Gift Aid is reclaimed by the charity from the tax you pay for the current 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:** ☐

I want to gift Aid my donation of £……………………. To (Name of charity) ………………………………………

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

- I am donating my own money and the funds have not come from anyone else including family members or from an office or bucket collection
- The money I am donating is not the proceeds from sale goods or services or the sale of tickets
- I have not received something in return for this donation such as an entry ticket to an event or a raffle ticket

**My Details**

Title ………………………. First name or initial(s): …………………………………………………………………………………

Surname: ……………………………………………………

Full home address: ………………………………………………………………………………………………………………

Postcode: …………………………………………………….. Date: ……………………………………………………………………

**Please notify the charity if you**

- Want to cancel this declaration
- Change your name or home address
- No longer pay sufficient tax in 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 Donation on your Self-Assessment tax return or ask HM Revenue and Customs to adjust your tax code.
You have made an enormous difference to children and young people with serious illnesses and disabilities at Tree of Hope.

Thank you so much to

[Content obscured by images]

Certificate of Thanks
tree of HOPE
The fundraising charity supporting children's healthcare needs
Help me hit my target!

Contact ........................................
On ................................................
To help us fundraise for ..........
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Help me hit my target!

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Help me hit my target!

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Help me hit my target!

Contact ........................................
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To help us fundraise for ..........
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Who are Tree of Hope?

- Tree of Hope are a real-life based, national charity that support seriously ill and disabled children, and their families, to fundraise for their medical equipment, therapy and treatment that they need, which is not freely available via the NHS.
- We support over 1000 families across the UK in their fundraising journey to ensure that children can get the medical treatment they need to improve their lives and live as independently and comfortably as possible.
- We have very small teams of 10 people working with hundreds of volunteers to raise approximately £4 million each year to pay for medical treatments.

How can you help?

- Organise a fundraising event - it could be a ball, summer fete, or mini fun day at a local school or everything else!
- Volunteer - could you volunteer at an event, hold a collection in your local supermarket or design some leaflets?
- Donate - it could be a contribution to our campaign or perhaps a target for a raffle or prize to hold a fundraising event.

What do Tree of Hope do?

- Offer emotional support to families in difficult circumstances
- Provide fundraising expertise to all campaigns
- Process 100% of campaign donations to ensure all eligible funds are boosted by 50%.
- Take the stress of paying invoices and managing funds away from families by directly liaising with suppliers
- Gain access and support with applications to trusts and foundations, corporate support and match funding for families.
- Provide PR and social media expertise to families to help spread their campaigns widely and reach a wider audience.
- Connect families in similar circumstances

What are the benefits to supporting Tree of Hope?

- Play an active role in the community
- Feel good factor for everybody involved - making a real difference!
- Make new friends and have fun
- Great team building opportunities
- Learn new skills
- Create new adventures volunteering

With your help, we would like to achieve...

(Enter your story here)

Please join us today!

Please talk to us or contact Tree of Hope today.

You can make a difference too!

Contact Tree of Hope for more information on 01892 535525, or contact (Campaign Name) directly (Phone Number)
Banners

Having banners at events and for photo opportunities with the press and social media is a really good way to raise awareness of your campaign.

Below is the artwork we use at Tree of Hope for our PVC weatherproof eyelet banners. Many families use these a guide for designing their own banners, or use the below originals. Our banners measure 2mx0.5m and 2.5mx0.5m, if you would like us to send you the full size artwork ready for print please contact Harriet via marketing@treeofhope.org.uk.

When designing your own always be sure to include the key elements including the Tree of Hope logo, a link to your Tree of Hope web page, links to your campaign social media pages, Tree of Hope’s charity number and if you are happy to, a way for people to get in contact with you.
# RISK ASSESSMENT

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$L=$ Likelihood  $S=$ Severity  $DR=$ Degree of Risk (Before any controls in place)  $RR=$ Residual Risk (Risk remaining after controls in place)

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<td>1 Minor</td>
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**SEVERITY**
- 5 Major: Death to one or more people. Loss or damage is such that it could cause serious business disruption (major fire, structural damage).
- 4 High: Causing permanent disability (e.g. loss of limb, sight or hearing).
- 3 Medium: Causing temporary disability (e.g. fractures).
- 2 Low: Causing significant injuries (e.g. sprains, bruises, lacerations).
- 1 Minor: Causing minor injuries (e.g. cuts, scratches) - No lost time likely other than for first aid treatment.

**LIKELIHOOD**
- 5 Almost Certain/ Frequent: Absence of any management controls. Almost 100% certainty that an accident will happen. (e.g. live electrical conductor, faulty equipment, untrained staff).
- 4 Highly/ Probable: Serious failures in management controls. Effects of human behavior or other factors could cause an accident but is unlikely without this additional factor (e.g. equipment not used properly, oil spill on floor, poorly trained staff).
- 3 Medium/ Occasional: Insufficient or substandard controls. Loss is unlikely during normal operation but may occur in emergencies or non-routine conditions (e.g. keys left in vehicle, obstructed gangways, refresher training required).
- 2 Low/ Improbable: Situation generally well managed but occasional lapses could occur. Also applies to situations where people are required to behave in order to protect themselves but are well trained.
- 1 Unlikely/ Remote: Loss, accident or illness could only occur under exceptional conditions. Situation is well managed and all reasonable precautions have been taken.

**RISK RATING = LIKELIHOOD X SEVERITY**

1-9 LOW 10-15 MEDIUM 16-25 HIGH