



Terrence Higgins Trust Bridge to 2030 Garden Fundraising Guide



About the garden



We're thrilled that our Terrence Higgins Trust Bridge to 2030 Garden will be at this year's RHS Chelsea Flower Show, May 2024.

The garden will take visitors on a journey from the fear of the 1980s through to today where we're on a mission to end new HIV cases by 2030.

The entrance to the garden is reminiscent of the flooded base of a rejuvenated quarry landscape. The water level rises and falls, revealing a monolith slate stepping stone creating a bridge to the 2030 vision of no new HIV cases. The tombstone, which once represented fear, is now a crossing into the garden, with the destination being a secluded terrace in which to enjoy a positive, hopeful future together.

Read more about the garden at rhs.org.uk/terrence-higgins-bridge-2030

Meet the designer

Matthew Childs is an award-winning garden designer having designed a diverse range of exciting landscapes and show gardens. Matthew returns to Chelsea ten years since his debut on Main Avenue in 2014.

Matthew says: 'I have always been drawn to plants and gardens and my first visit to RHS Chelsea in 2007 was the eureka moment when I realised I had to change careers and become a garden designer. I try not to conform to a garden style. I make gardens for people. I want them to have an emotional connection with their garden so that they will spend time in it and it will enrich their lives. To do this, I make sure the garden has a strong narrative and is a reflection of the people who will use it and the surroundings in which it sits.'



Having grown up in the 1980s, Matthew remembers the fear he felt, saying: 'HIV has touched and impacted our community greatly, and since my teenage years I have been conscious of the abhorrent stigma associated with the virus.' The recent response to COVID, in which people came together to overcome the challenges presented by a new deadly pandemic, highlighted to me what was possible and reawakened my desire to help. We need to get the message out about all the progress that's been made in HIV that makes ending new cases an achievable goal.'

If you've been inspired by the garden and would like to fundraise to support our work, then read on for ideas, tips and tricks!



Fundraising inspiration

There are so many different ways you can raise money. Whether you're a budding fundraiser or a seasoned supporter, we can help turn your event into a flourishing success. If you're looking for that seed of inspiration, check out our ideas below – and watch it grow!

Fundraising in your community

Hold a plant raffle

- Why not organise a raffle in your community? Partner up with local garden centres and ask them for plant donations to raffle away. Just make sure you get gambling licences before holding your event – let us know if you need a hand with this!

Get more information on licenses from the Gambling Commission here.

Gardening workshops

- Flex your horticultural skillset and offer classes on growing your own green space. Encourage participants to pay a fee and teach them all the top gardening techniques.

Plot sponsorship

- If you have or run a local community garden, offer up sponsorship opportunities for businesses to adopt a plot. Their support can go towards maintaining the garden and funding our cause.

Garden-themed art show

- Run a bar or venue? Reach out to local artists for garden-themed pieces. Put on an art show or a big botanical auction and donate a portion of the proceeds.



Fundraising with friends and family

Allotment sale

- Grow your own food? Shout about your gardening talents and sell your produce to friends and family. Put together some seedling and bulb kits to get people started on their very own green-fingered journey!

Themed garden parties

- Dig out your best frock for a garden get-together with your nearest and dearest and ask them to pay an entry fee. You could throw an organic night and cook up a home-grown dinner party – or go all out with a floral shirt theme.

Fundraising at school, college or university

Floral arrangement workshops

- Gather your students for an arts and crafts day. Bring in the support of a local florist and cultivate your creativity with beautiful floral displays. Don't forget to take some pics – we'd love to see them!

Plant growing competition

- Tap into their competitive side - which student can grow the tallest plant? Everyone pays an entry fee and receives the same plant – it's down to them to nurture it and get it as high as possible. You could hold weekly measure sessions, and the owner of the tallest plant wins a prize.

Fundraising at work

Lunchtime explorers

- Give yourself a well-deserved screen break and go out into nature at lunchtime! Gather a group of colleagues and head to your local park, bring some food along and have a picnic. Ask everyone for a small donation to reserve their space on a picnic blanket!

Charity of the Year

- Perhaps you work in botany? Shout about your support by requesting our fundraising materials. Or if you're thinking big, why not consider making Terrence Higgins Trust your Charity of the Year. Get in touch – we'd love to discuss this further!



Fundraising tips and tools

Whatever you're doing to raise money, we're here to help!

With tips to help you fundraise online, social media advice, and tools to download, we've got everything you need to smash your target.

Choose your activity



- Once you've checked out our ideas and decided what you want to do, then set your event date – but remember to give yourself plenty of time!



- Pick a venue that works for your event. Think about how many people you have coming, if you need to request permission to use it, and what facilities you may need.



- We have loads of resources and materials to help you make your fundraising a success, from t-shirts and running tops, to ribbons, posters, bunting, and much more. Email fundraising@tth.org.uk to let us know about your event, and we can recommend and send useful materials.

Our helpline, THT Direct, **handled over 14,000 enquiries** in 2022, providing people with the advice and support they need.



Plan your fundraising



- Set yourself a target as people are often more generous when they know your fundraising goal. Find out what impact your target could have on page 18.



- Set up your fundraising page at [justgiving.com/TerrenceHiggins](https://www.justgiving.com/TerrenceHiggins). Once you've set it up, make the page your own and share the link with friends and family.

Spread the word



- Tell your friends! The more people who know about what you're doing the easier it will be to raise awareness and funds. £47 is donated to charity for every time someone shares their page!



- Get your work involved and ask your employer if they have a match funding scheme. Some companies match pound for pound, so you could double your impact.

Tips for fundraising on social media

How many of our social media tips can you cross off? Aim for a full house!

Share share share your activities in posts and tweets. Why not share updates ahead of your event, or even live stream on the night.

Add a link to your fundraising page in your bios so everyone knows where to support you.

Tag our main account and fundraising account in all of your posts: **@THTorguk** and **@THTchampions**. We will happily share and re-tweet your posts with our followers and boost your reach.

Use hashtags that are relevant to your fundraiser; for example, **#BakeSale**
#THT
#Fundraising
#LGBTQ+
#LGBTpride

Ask your friends and followers to share your fundraising page with others.

Film a short video and tell your friends and family why you're fundraising for Terrence Higgins Trust.

Use LinkedIn as well – colleagues and former colleagues will love to support your efforts.

Post stories on Instagram and Facebook with a link to your fundraising page. If you're taking on a challenge event, why not do this after each training session.

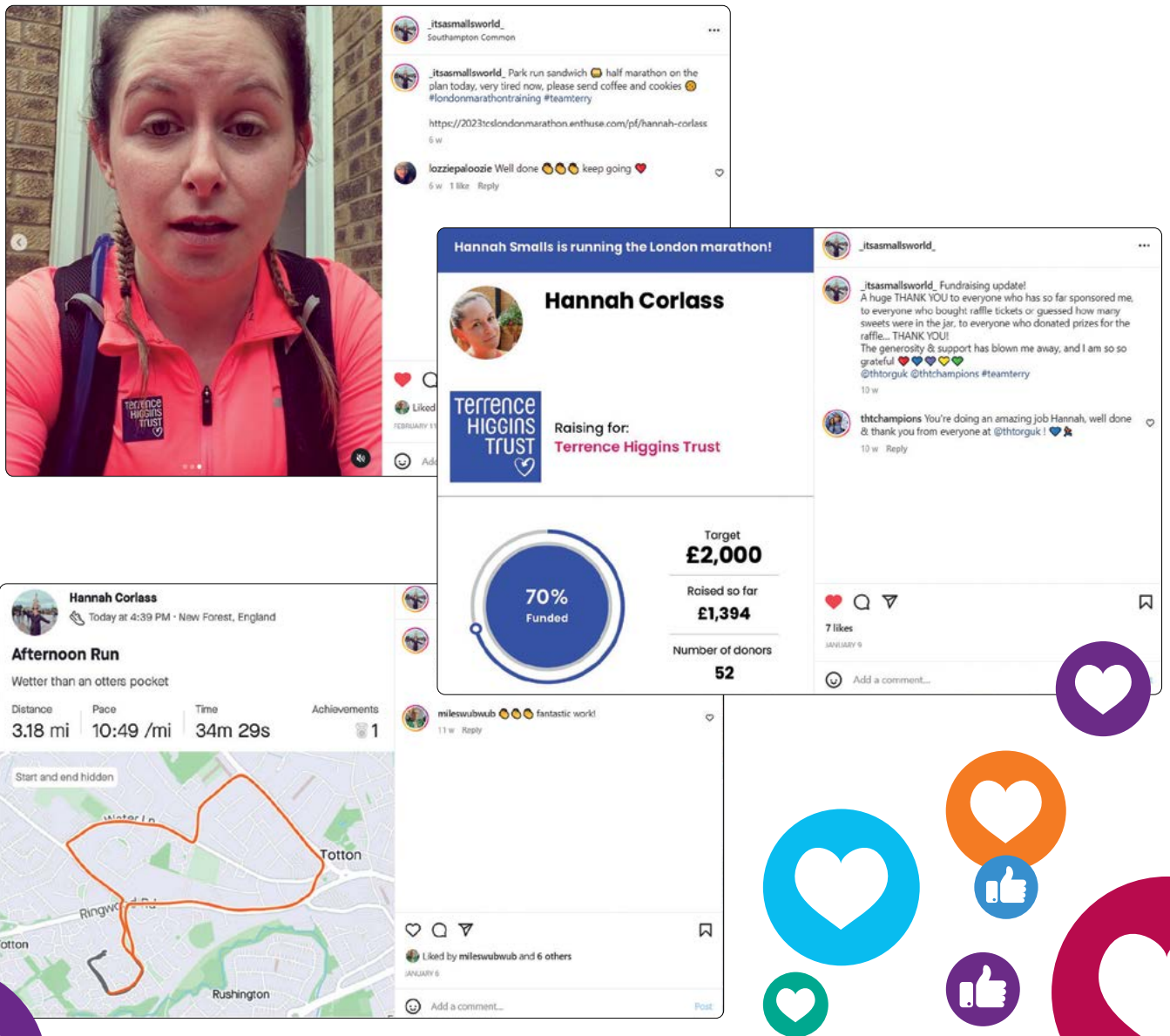
You can never say thank you too many times! Thank your supporters at least twice – once when they donate, and once when you've completed your fundraising.



TCS London Marathon

Our wonderful supporter Hannah took on the challenge of running the London Marathon to raise money. She has done a fantastic job of utilising social media to gather donations and update supporters on her training.

Take a look at some of her posts below for inspiration – you can see she is including videos, hashtags, and her fundraising page link!



Follow us on:



@THTchampions and @THTorguk

Meet Frankie

“I want people to know HIV is not the life sentence people think it is.”



Frankie has raised thousands of pounds for our life-changing work. He describes having made a 'lifelong commitment' to giving back, and raising money to help support others in their journey with HIV.

Frankie organised his own **Ribbon Walk**, using the slogan 'Time to break free from the stigma of HIV' and raised over £2,500 in just six weeks. He put on an amazing event and raised awareness about how much HIV treatments have developed since the epidemic began by sharing his story.

'People know there have been developments, but not quite what they are. I completely understand that. I didn't really understand before I got diagnosed. There are so many misconceptions about how HIV can be transmitted. When the reality is that when you're on daily HIV treatment, like I am, you cannot pass on HIV.'

'You can live a completely normal life. It is so manageable these days, and is nothing to be ashamed of. Like any illness or virus, I was unfortunate. But it's completely manageable, it really is.'

Frankie Cox

£10.74

Could cover the cost of one HIV self test kit.

The sooner people know their status, the quicker they can get access to medication and support to live full and healthy lives.

Thanks to supporters like you, we can achieve our goal of zero new cases of HIV in the UK by 2030.



We launched Positive Voices in 2016. Our incredible speakers share their personal stories as a unique approach to reducing HIV-related stigma and increasing HIV knowledge.

Practical Information

Let's make sure you're safe and legal

- Your safety and wellbeing is our priority, so with this in mind, please follow these fundraising guidelines and ensure you adhere to all laws and health and safety regulations when organising and holding your event.

Raffles and lotteries

- Holding an auction, raffle or lottery at your event is a great idea. There are strict laws relating to all lotteries and raffles. There may be circumstances when a licence may be required.
- If you're holding a small raffle and selling tickets on the day, you won't need a licence. However, if you're selling tickets to the public in advance, you might need a licence. Visit [gamblingcommission.gov.uk](https://www.gamblingcommission.gov.uk) for more information.

Public collections

- Holding a Bucket collection is an easy way to raise funds while also raising awareness. Remember to have fun but also keep it legal. You'll need licencing. Plan for this in good time. It can take up to 6 weeks to get a licence from the council. Visit [tht.org.uk/bucket](https://www.tht.org.uk/bucket) for our guidelines and advice on how to hold a bucket collection.

Alcohol licence

- Most venues will already have an alcohol licence, but if they don't and you want to serve alcohol, you might need a Temporary Event Notice (England and Wales) or an Occasional Licence (Scotland). Visit [gov.uk/guidance/alcohol-licensing](https://www.gov.uk/guidance/alcohol-licensing) for more information.

Safety

- Even if your event is small, a simple risk assessment is important to show that you have taken steps to ensure the safety of your event. If you have any questions about how to go about this, get in touch.



First Aid

- Larger events may require a first aider, so check with your local authority. The usual ratio is one per 50-100 people. If you are using a venue, ask them first as they may provide one.

Food

- If you're providing food, be aware of hygiene standards. You may need a hygiene certificate. For more information, visit [food.gov.uk](https://www.food.gov.uk)

Terms and Conditions

- By choosing to fundraise for Terrence Higgins Trust you're agreeing to our community fundraising Terms and Conditions which you can find a copy of here: tht.org.uk/fundraiser

Fundraisers like you mean that we were able to provide **1,597 hours** of counselling sessions in 2022.

FAQs

Does Terrence Higgins Trust need to approve my fundraising before I start?

- No. However, if you have any questions or concerns, it's always better to ask and we'll be happy to help. If you're not sure, always ask. Take a look at our fundraiser terms and conditions before you get started at tth.org.uk/fundraiser

How do I tell you about my fundraising event?

- We would love to hear all about your plans! Please fill out the form on our website tth.org.uk/plans and let us know what you're doing, or just drop us an email at fundraising@tth.org.uk

Do you have any materials I can use to fundraise?

- We absolutely do. Email us at fundraising@tth.org.uk to let us know the details of your event, and we'll recommend and send some useful materials.

Can I use the charity logo?

- We have a special logo just for our amazing fundraisers. Drop us on email at fundraising@tth.org.uk and we can send it over.

We provided
over 15,000 HIV
self-test kits in 2022.



Can the charity promote our event?

- We certainly can. Send us the details of your event, and we can arrange for it to be promoted on our social media accounts.

Can I ask companies to donate products for an event?

- Yes. If they need proof that you are fundraising for us, we would be very happy to provide it, just let us know.

I'm stuck with something! Can you help?

- Please don't worry, we're here to support you. Drop us an email at fundraising@tth.org.uk and we can help with anything you might need.

Someone has a question about HIV, what should I say?

- You don't need to answer any questions about HIV if you don't feel qualified or comfortable doing so, just refer them to us. Provide them with THT Direct's number – **0808 802 1221** – and our incredible helpline team will be on hand to answer their questions.

Do I need permission to hold a charity bucket collection for Terrence Higgins Trust?

- Yes. Regardless of whether you're collecting in a public or private space, you will always need permission. You can find out more at tth.org.uk/bucket

If you have another question which hasn't been answered here, or is specific to an event you are taking on, please contact our team, who will be happy to help.

Where your money goes

Your support enables us to be here for everyone who needs us.

We support people living with HIV in the UK.

Together we can:

- Help people living with HIV lead happy, healthy lives.
- Dispel HIV stigma.
- End new cases of HIV in the UK by 2030.
- Reduce isolation and loneliness among people living with HIV.
- Create a better future for everyone impacted by HIV.
- Make good sexual health a right and reality for all.

£10 could support someone living with HIV to attend an employability workshop.

£15 could cover the cost of an HIV self test kit.

£50 could pay for vital counselling sessions.

£100 could host monthly Expert Live Talks for members of the MyHIV Forum.

Your fundraising helps us provide support, information, and advice to people impacted by HIV through our vital services. Our Living Well services help ensure that those ageing with HIV receive the support they need, be it counselling, emotional and wellbeing support, or group work and peer support.

Visit tht.org.uk for information about HIV, other sexually transmitted infections, and how to maintain good sexual health, along with resources for people living with HIV and those newly diagnosed.

Paying in your donation

There are lots of easy ways to pay in the money you've raised.

Pay in online, call us on **0207 812 1612**, deposit it into our bank account or send a cheque in the post to our office address:

Terrence Higgins Trust
439 Caledonian Road
London
N7 9BG



Online

Pay in your fundraising at: **tth.org.uk/donate**

- Choose 'once' and add in your fundraising total.
- If you're donating on behalf of an organisation or group, then select the 'Donate as organisation' box and give the name.



Bank transfer

If you would like to pay your fundraising directly into our bank account, then please contact us via email on **fundraising@tth.org.uk** and we can send those details over to you.



JustGiving and other fundraising platforms

Everything you raise on **JustGiving** and most other platforms will come to us automatically, so you don't need to do anything more!

We're in this together

Getting in touch

We're available Monday to Friday to help. Get in touch for advice, hints and tips. We can help with any logistics, materials or simply answer any questions you may have.

Drop us an email at fundraising@tht.org.uk and we'll be in touch very soon.

Terrence Higgins Trust Champions

Join our online communities to connect with the team, share challenges and successes, and get inspired!



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Thank you

The numbers of new HIV diagnoses per year has been steadily decreasing since 2005, thanks to the efforts of Terrence Higgins Trust and other HIV charities. With your help, we can achieve our goal of reducing that number to zero by 2030.



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Bridge to 2030 Garden