

How to:

Represent Velindre



Brand Guidelines:

When fundraising for Velindre we encourage our supporters to promote their activities and efforts to a wider audience however it is important that you represent the Velindre branding correctly when doing so. We have developed a 'Supporter's Logo' which makes it easy to identify what events are hosted by the official charity organisation and what events are hosted by our loyal supporters.

Supporter's Logos:



If you are creating artwork or social media adverts and would like to include our logo, you will need to request a copy of one of our Support Logos to the right.

We would also encourage you to use our Victory Over Cancer logo too, this is available upon request in full colour and white png.

Victory Over Cancer Logos:



Branded Materials:

Velindre Fundraising requires all volunteers that represent the charity using Official and branded event and collection materials for the required task. Where possible, Fundraisers are encouraged to also wear Official Velindre Apparel too. For tin and bucket collections, official collection containers which are correctly labelled and sealed must be used. These are available upon request from the Velindre Fundraising Office only.

If you are having branded apparel or event resources created specifically for your fundraising challenge and would like to use our official Velindre logo please contact our team to gain authorisation first.



Code of Conduct:

When representing Velindre or taking part in any activity relating to Velindre we ask that you

- Always strive to act in a professional and polite manner whilst promoting the work and reputation of Velindre in a good light. Your behaviour is direct reflection on the Charity.
- Always treat supporters and members of the public with kindness, respect and gratitude. Not everyone is in a position to support the charity, and that is okay.
- Always positively promote our brand in your activity whether that be through your apparel or branded materials where possible. Ensure your presentation is inviting and approachable, eg: no smoking, drinking or swearing.

Did you know?

It is important to share accurate information when promoting Velindre Cancer Centre, Velindre Fundraising and the work that we do. Here's some useful facts and figures to help promote your fundraising activity and also share with your supporters:

- Velindre is a specialist Cancer Centre in Cardiff providing treatment and services to cancer patients across South East Wales and beyond.
- Each year Velindre treats over 1.5 million patients, and receives over 50,000 new referrals annually. With statistics showing that Cancer will now effect 1 in 2 of us, these figures continue to grow each year.
- Velindre Fundraising is the charity arm of the Cancer Centre and helps fund services and treatments above and beyond those provided through the NHS. 100% of the money raised by Velindre Fundraising is invested back into the staff, patients, facilities, treatment services and clinical trials at Velindre Cancer Centre.

Velindre Fundraising funds a variety of services, key roles and research trials with the funds that YOU raise each year. Some of these include:

50% of Specialist Nurses

50% of Specialist Nursing roles at Velindre are funded by the donations you raise. Our aim is for every patient to have access to specialist support and treatment during their time at Velindre.

Complimentary Therapies

The Charity funds a high number of Complimentary Therapy services and staff roles that provide extra comfort and support for patients during their treatment such as acupuncture, reiki and massage therapy .

Wi-fi at Velindre

The Wi-fi at Velindre is funded 100% by the Charity to ensure that all visitors, family members and in-patients are able to stay in touch with their loved ones when on site.

Essential resources for in-patients

The Charity offers support for our in-patients by helping provide essential resources including clean pyjamas, selected toiletries and digital devices to keep in touch with their families.

Vouchers for Wigs

During their treatment, patients will receive a complimentary voucher to purchase a wig which is funded by the charity.

£1 million a year for Research

£1 million a year supports research and education as part of ground-breaking and international clinical trials.

Refurbishment of key areas

The Charity funds the refurbishment of key areas in the hospital to help improve patient experience.

The Family Room at Velindre is one of the many areas refurbished by Velindre Fundraising to help create a comfortable space for families to create memorable moment and spend time with their loved ones.

A range of Children's Resources

Velindre Fundraising helped launch a range of Children's resources which aim to support young children through a cancer diagnosis or loss in their family.

Children have access to tools including Memory Boxes, Worry Monsters and Velindre Lion toys to help support them when a loved one has to visit hospital for treatment.

They also have access to a variety of exclusive books which help explain a cancer diagnosis to help them understand their emotions.

Bucket Collections and Asking for Donations:

Behaviour and Conduct when collecting donations:

Velindre Fundraising requires all fundraisers and volunteers that represent the charity to act in a professional and respectful manner. Whilst representing the charity in any way, wearing or using materials bearing the charities branding, fundraisers and volunteers should always be respectful, honest and polite.

You should not:

- Act dishonestly or manipulatively, or deliberately try to make a potential donor feel guilty.
- Act in a way that a reasonable person might consider would damage the charity's reputation.
- Act in any way that might cause reasonable members of the public to become startled or anxious.

This includes:

- Smoking or drinking alcohol.
- Taking or being under the influence of illegal drugs.
- Lewd or aggressive behaviour including swearing.
- Putting undue pressure on members of the public to donate.
- Exploiting your position of personal gain (e.g asking for a job, asking for discount on goods or services).
- Any other behaviour that harms the reputation of Velindre Fundraising or Velindre Cancer Centre.

Ensure that you:

- Avoid causing an obstruction, congestion and nuisance to the public, or deliberately block the path of the public.
- Treat locations you are working at or visiting with respect. You must not knowingly approach people who are carrying out official duties, such as uniformed officials while they are on duty or people who are clearly working.
- Do not obstruct, interfere or disrespect members of staff from local businesses.
- Only approach people in areas and during operating hours allowed under agreements, licences and permission (unless you agree to a follow-up meeting with a person outside of these areas and times).
- Make sure that materials include contact details of Velindre Fundraising
- Record the issuing and return of all materials connected with the collection
- Unless authorised under an agreement with a private site, you must not approach members of the public who are:
 - Seated, unless the seating is part of the charities promotional stand.
 - In queues, unless the queue is directly related to the fundraising activity.

When to notify your Local Council:

When hosting a collection in a public area such as a shopping centre or outdoor in your Town Centre, you will require authorisation from your Town Council. Your local authority may have their own guidelines for you to follow and may also request official confirmation from Velindre to confirm that your involvement with us is legit.

If you are hosting a Bucket Collection at a private venue or on private land, you will not need to notify your local authority but will instead need to seek the permission of the Manager or Site Manager.

Whenever you are hosting a Bucket Collection, Velindre will require you to use our official tins and buckets and you will be asked to complete a declaration form. When this form is completed we can release the collection materials and also provide you with an ID card.

Data Protection:

When organising an event you may need to collect names and addresses for fundraising purposes. Velindre Fundraising complies with Data Protection Legislation and we expect our fundraisers and supporters to do the same. Please ensure all information you collect is held in a secure manner and do not share any personal details without permission and do not hold any personal information for any longer than you need to.

Thank You

for supporting
Wales' Premier Cancer Centre.

Share your Fundraising with us:

 @VelindreFundraising

 @Velindre

 @VelindreFundraising

#TeamVelindre
#VelindreFundraising

Want to speak to our
Fundraising Team?
Email or Call us today:

info@velindrefundraising.com
029 2031 6211

For more information on our
upcoming events, please sign
up to our Newsletter here:
www.velindrefundraising.com

