

GEORGE
HOUSE+ TRUST
HIV POSITIVE LIVING SINCE 1985



PAINT THE TOWN RED

INFORMATION PACK

PAINT THE TOWN RED

GEORGE
HOUSE+TRUST
HIV POSITIVE LIVING SINCE 1985

ACT UP AND PAINT THE TOWN RED FOR PEOPLE LIVING WITH HIV



WHAT IS PAINT THE TOWN RED?

PAINT THE TOWN RED is George House Trust's month long campaign in November to resist, show solidarity and remember people living with HIV in the run-up to World AIDS Day.

We're asking you to Act Up and show support by 'painting the town red'. Whether it be wearing a red ribbon in support of people living with HIV or organising a fundraiser that supports our life-changing work.

OUR VISION IS A WORLD WHERE HIV HOLDS NO ONE BACK

For 40 years, George House Trust have been inspiring people living with HIV to live healthy confident lives through support, advice and advocacy services.

Today, we offer over 30 services to people living with HIV from all backgrounds across Greater Manchester and Liverpool, with our supporting ranging from peer-support after a first diagnosis to formula milk for new parents and employment upskilling and support.

By supporting us, you are helping thousands of people living with HIV and contributing to a world where HIV holds no one back.



PAINTING THE TOWN RED BY RESISTING, ACTING UP AND SHOWING SOLIDARITY

Starting on **November 1st** and culminating on World AIDS Day on the 1st December, we are aiming to raise **£40,000** in our 40th year for people living with HIV.

Your support, whether it be for the whole month or just for one day, can help us create a world where HIV holds no one back.

PAINT THE TOWN RED

GEORGE
HOUSE±TRUST
HIV POSITIVE LIVING SINCE 1985

WHAT CAN YOU DO?

GEORGE
HOUSE±TRUST
HIV POSITIVE LIVING SINCE 1985

RESIST!

You can **resist** by challenging prejudice and stigma:

- Sharing our social media posts.
- Reading and promoting our HIV language guide.
- Book a Positive Speaker to come to your workplace or organisation.
- Set yourself a fundraising challenge.

SHOW SOLIDARITY!

You can show **solidarity** by:

- Wearing a Red Ribbon.
- Holding a fundraiser at your place of work.
- Decorate your business with something red.
- Turn your social media red for a day, week or whole month!



REMEMBER REMEMBER!

- Attending our World AIDS Day Vigil on 1st December.
- Visit the 'Acting Up: 40 Years of HIV Activism' exhibition at Manchester Central Library.
- Leave a legacy to George House Trust.

PAINT THE TOWN RED

GEORGE
HOUSE⁺ TRUST
HIV POSITIVE LIVING SINCE 1985

SOME IDEAS FOR FUNDRAISING



One of the easiest things you can do is sell **Red Ribbons** for a donation. You can order these and a collection bucket from the team.



Why not hold a **coffee morning** or **bake sale**, they are great ways to bring people together and raise money.



A **raffle** or **guess the square** competition is good fun and any profit can be donated.



Take on a **physical challenge**, either as an individual or a team, whether its a step challenge, running 10k, or doing 40 press ups.



Take on a challenge and ask for **sponsorship**, you could do a sponsored silence or no email day. Have fun with it!



Run your own **quiz event**, challenge your friends or team mates to join you and try to be the champion.



Not sure what to do? Don't worry we are here to help get in touch and we can talk through your ideas.

HOW TO GET STARTED



1. GET IN TOUCH TO GET OUR LOGO

Let everyone know you are taking part by proudly displaying the **George House Trust logo** on your website or on any materials you produce.

2. CREATE AN ONLINE GIVING PAGE

The quickest and easiest way to collect donations is to create an online giving page we'd suggest using Just Giving or Enthuse. Don't forget to add a fundraising target and share videos and updates to keep supporters engaged.

3. TELL EVERYONE ABOUT IT

Share your fundraiser with friends, family and colleagues, social media is a great way to spread the word and ask for donations. Remember to tag us!

PAINT THE TOWN RED

GEORGE
HOUSE⁺ TRUST
HIV POSITIVE LIVING SINCE 1985

SOME THINGS TO CONSIDER IF YOU'RE GOING TO TAKE PART



- ✓ If you are holding a large or public event, make sure you complete a **health and safety risk assessment** and that you have sufficient first aid cover for the size of your event. Please check with your local authority for more information.
- ✓ You will need a **licence from your local council to do a street collection**, so please contact the fundraising team at George House Trust for further information.
- ✓ If you plan to sell **alcohol or have live entertainment** at your event, ensure you have the correct licences.
- ✓ If you're **selling food**, be sure to check out the latest food hygiene regulations at **food.gov.uk**
- ✓ Publicity will be key to the success of your event, so please **contact us to request our logo** with charity number (a requirement by law).
- ✓ While raffles and lotteries are a great way to boost your fundraising, please make sure you check out **the latest regulations** with the Gambling Commission. Visit **gamblingcommission.gov.uk**
- ✓ Your event will be in support of George House Trust, which means it is your responsibility to make it safe and legal. **George House Trust cannot accept any liability.**

HOW TO PAY US THE MONEY YOU HAVE RAISED...

1. JUST GIVING

If you've been fundraising using JustGiving, your work here is done! Any donations on your page (even ones made after your event) will be sent directly to us. No need to chase anyone. You can add your offline donations to your JustGiving page, meaning that you can see your final total in one place. Visit **JustGiving.com** to find out how.

2. ENTHUSE

You can donate via enthuse on our website. Simply click the button that says 'donate'.

3. BACS

It only takes a couple of minutes! Please get in touch with our team if you want to do a BACs payment for our bank details.

PAINT THE TOWN RED



GET IN TOUCH!

Email: fundraising@ght.org.uk

Contact number: 0161 274 4499

Instagram: [@georgehousetrust](https://www.instagram.com/georgehousetrust)

Facebook: [Facebook.com/georgehousetrust](https://www.facebook.com/georgehousetrust)

**THANK YOU FOR HELPING US CREATE A WORLD
WHERE HIV HOLDS NO ONE BACK**

**GEORGE
HOUSE TRUST**
HIV POSITIVE LIVING SINCE 1985



Registered with
**FUNDRAISING
REGULATOR**