As we receive no government funding, the support we are receiving from people like you, is inspiring to us all, and vital to enable us to continue operating. We have given over 200,000 cinema experiences to NHS patients and those closest to them since we were founded over twenty years ago at St Thomas’ Hospital in London and we want to make sure we can be here for them for another twenty.

Every pound you raise will help us achieve this and ensure that patients like Oscar (pictured above) can feel better with film.

Thank you again for everything you are doing for MediCinema, from the whole team and all the patients you will help us support into 2021 and beyond.

Best wishes and stay safe,

Sylvia & Lysette – the fundraising & communications team at MediCinema
What does MediCinema do?

MediCinema builds and runs state of the art cinemas in NHS hospitals where the latest and classic films are screened for patients of all ages, their families and carers for free.

We work to improve the wellbeing of these patients through the power and escapism of film - a trip to one of our cinemas gives them the opportunity to have a break from the wards and do something that feels a bit normal – enjoy the shared experience and of watching a movie with others.

Our cinemas are designed to accommodate hospital beds, wheelchairs and medical equipment. Patients using the MediCinemas include those with drips and on respirators; those recovering from operations; undergoing chemotherapy or dialysis.

MediCinema operates cinemas in the following: Guy’s, St Thomas’ and Chelsea and Westminster Hospitals in London, Newcastle’s Royal Victoria Infirmary, the Southern General Hospital in Glasgow and Serennu Children’s Centre in Newport, South Wales.

Though all of MediCinema’s six cinemas were suspended in March 2020, they are gradually re-opening with socially distanced screenings from September 2020. Because of this, in April MediCinema also started to run a free film channel for patients on their bedside screens.

What do your donations pay for?

We receive no money from the government and all the money you raise will help to make sure we can keep our services running, which is more important now than ever for children and their families facing time spent in hospital.

Your money will go to helping ensure that we can deliver the following for NHS patients:

- £12.60 gives one patient a night at a MediCinema
- £25.20 gives one couple a date night at a MediCinema
- £50.40 gives one family of four a MediCinema screening together
- £150.00 funds the two nurses required at a MediCinema screening
- £317.92 funds an entire MediCinema screening
- £500,000 will help us build a new MediCinema

In a recent survey of patients visiting a MediCinema:

- 99% of respondents agreed that MediCinema makes a positive difference to their experience of the hospital...
- 93% said it helped reduce isolation and...
- 92% agreed that MediCinema helps to reduce anxiety and stress.

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So, you’re all fired up and ready to get fundraising for MediCinema? There’s a fundraising event out there to suit everyone however if you’re looking for inspiration, check out some of our favourites.

**Epic Movie Party AND Afterparty**
If you’re in a lock down or you need to isolate, why not fundraise for MediCinema and create your own interactive cinema party with friends from the comfort of your own home. Set a date, choose a film and invite all of your friends and family to join you in pressing play at the same time. You could ask everyone to donate £10 to £20 to take part. You could also host a Zoom ‘virtual afterparty’ and encourage all of your friends to dress up as their favourite character from the film. Don’t forget to curate a themed ‘playlist’ for the afterparty! For instructions visit - https://support.movegb.com/how-to-play-music-over-your-live-stream-on-zoom

**The MediCinema Virtual Pub Quiz**
Who doesn’t love a good virtual quiz? They kept us all level-headed during lockdown and helped us to connect with our friends and family when it wasn’t possible to see them in person. So why not organise your next quiz in aid of MediCinema and raise money for patients whilst having fun? Your quiz can be based on anything from general knowledge and sports, to films and tv shows. It can even be based on your quiz participants! Feel free to tag us on your social media channels to spread the word that you are being awesome and fundraising for MediCinema.

**BAFTA or Academy Awards Sweepstake**
Celebrate this very glamorous annual affair by organising a fundraising sweepstake in your office, school or neighbourhood. Charge £5 to £10 to enter and whoever guesses the winners correctly receives a prize while the money raised from the entries will be donated to MediCinema! If the Awards Season doesn’t suit, you can choose anything from guessing a newborn’s name or weight to the winner of the Great British Bake Off or Wimbledon.

**Walk, Run, Cycle or Swim for MediCinema**
We may not be able to take part in marathon or triathlon events together for a while, but that doesn’t mean we can’t still take part in challenges for charity. Whether you’re a keen runner, swimmer or walking is more your thing, there are many socially distanced or virtual fundraisers you can take part in. You can ask your friends and family to sponsor a mile of your 5k walk or run on the day e.g. £5 for 5k or host a virtual or a socially distanced workout in the park for your friends and family. You can even take part in your challenge in your living room or garden.

**Take Part in a Movie Marathon**
Are you a huge James Bond fan? Or how about a Star Wars fan? Could you watch hours of films featuring Meryl Streep? Or does Harry Potter tickle your fancy? Then why not honour the greats with a MediCinema Movie Marathon and binge watch your favourites with friends over a weekend. Everyone involved can donate and even get friends to sponsor you to see how many films you can get through in a 48-hour period.
More Fundraising Ideas

- **Halloween / Fancy Dress Party**
- **Bake Off**
- **Skydive**
- **School or Company Dress Down Day or PJs all Day**
- **Karaoke Night or Talent Show**
- **Car Boot Sale**
- **Birthday or Wedding Donations**
- **Amazon Smile Donations**
- **Book Club**
- **Cheese & Wine Party**
- **Coffee & Cake Morning**
- **Christmas Jumper Party**
- **Head Shave or Leg Wax**
- **Local Pub Quiz**
- **Auction or Raffle**
- **Gaming for Good**
- **Arts & Craft Fair**
- **Sell Your Things Online**
- **Donate when buying a Vue cinema ticket**
- **Raise £75** by organizing a coffee and cake morning.
- **Raise £200** by selling unwanted items on eBay or by having a car boot sale.
- **Raise £250–£500** by organizing a pub quiz. Charge each person £5–£10 to enter. Recruit eight teams of six people and have a competition or raffle on the night to boost the amount raised.
- **Raise £1000** by organising a virtual supper club by forging a restaurant partnership. Reach out to restaurants who are mailing out DIY meal-kits for their signature dish and see if they’d like to take part in a one night only virtual cook-along. They charge people for a set dinner and promote the event in local media. A portion of the bill can go to MediCinema and you’ll be encouraging people to support their local restaurant. An online auction during dinner is always a fun additional fundraiser too!

We need you!

Every pound you raise really will make a difference to NHS patients around the UK, so set your target high and see what wonderful things you can achieve.

Turn your fundraising into even more fundraising

No matter what you raise, there are some great ways to make your money go even further.

**Gift Aid**

If your supporters are UK taxpayers and their donation is totally voluntary, they can add 25% at no extra cost to their donation. This really makes a big difference, so please encourage your supporters to tick the Gift Aid box on your digital fundraising page.

**Please note** that purchases of tickets or goods cannot be Gift Aided.

**Matched giving**

Lots of amazing companies out there operate Matched Giving schemes that can double the amount of money you raise. Find out if your employer operates a scheme, and if they’ll match whatever you raise! Remind them that it’s tax efficient for them and that it benefits MediCinema. If they are able to match your fundraising, don’t forget to let us know so we can look out for their contribution.

**Text to donate**

With a JustGiving page, you can set up a unique 'Text to donate' code. Follow the instructions when you log into the site. Include details of your fundraising page and code on everything you print, hand out, or put online. And voilà! Now you can add your text code to your fundraising materials, your work email signature, wherever you like! The world is your oyster.

**Add a little extra**

There are other things you can add into the mix, to help reach your fundraising target. For example, if you’re planning a bike ride you could also hold a bake sale and drop off your bakes on your ride, or perhaps a raffle. Everything could add even more to the money in your pot.

**Getting the Money to Us**

Pay in online at [www.medicinema.org.uk/donate](http://www.medicinema.org.uk/donate)

or Pay Directly into our Bank Account:

**Coutts**
Sort Code: 18-00-02
Account number: 04727711

Please put your name as a reference and email fundraising@medicinema.org.uk

Getting the Money to Us
Fundraising Mechanisms

There are multiple fundraising platforms for you to choose from and we see most people utilising the following. Each platform has its own Terms & Conditions and you need to decide which suits you best, see below for the main platforms:

- JustGiving - www.justgiving.com/medicinema
- Go Fund Me - www.gofundme.com
- Virgin Money Giving - uk.virginmoneygiving.com/giving
- Crowd Funder - www.crowdfunder.co.uk

Use social media to spread the word about the fantastic fundraising you’re doing!

Whatever kind of fundraising activity you have decided to do, make sure your friends and family know about it, when you’re doing it, and how to donate:

Post your challenge or event on your social media along with a link to donate, whether it’s through our website, JustGiving, or another donation mechanism.

Here’s the link to MediCinema’s donate page: https://www.medicinema.org.uk/donate

Here’s a shortened version of the link you can use on social media: bit.ly/MediDonation

Don’t forget to tag @MediCinema and make sure to use our social media handles – then we can like and share your post with our community.

Yasmin

Yasmin had terminal lung cancer and told us her story in 2018. Very sadly she passed away in December of that year. “The CW+ MediCinema (at the Chelsea and Westminster Hospital) has been like a beacon for me during the roughest storm of my life. I arrived at hospital depressed and very down. I was amazed when palliative care told me such a facility existed. It was like being thrown a lifeline. I was “me” again. You’ve no idea how precious that is when you might only have months to live. To be yourself. I was able to create new memories for my friends and family while doing something we all take for granted when life is easy, and all from a very safe space so I could relax, and, naturally, they could too, as I knew help was at hand if something went wrong. My cancer has been so hard on those who care about me, but when I get taken to the MediCinema, shown to my seat and made cosy, I’m not Yasmin with terminal lung cancer, I’m just “me” again and I blossom, and, I’m excited, and for a few hours we can just be friends and family enjoying a movie again. It has meant everything to me.”

MediCinema is a genuine godsend, I wish all hospitals had one, I think it would do patients and staff the nation over the world of good. Thank you for what you have done for me and the people I love.
**Patient Case studies**

**Fia**

Little Fia has Alexander Disease and her family have to travel a long way from home to specialist hospitals. They visited our St Thomas’ MediCinema. “Due to Fia’s needs, someone always has to be with her,” said mum Lian. “So all of our children need to come with us if we have to drive to the hospital because someone needs to sit with Fia. Fraser, Flo and Freddie sacrifice an awful lot in their lives. They miss their friends when we come to the hospital.

We don’t get to go out. MediCinema has become a huge highlight. We can’t go to the cinema as a family at home – it’s just not set up for our needs. The whole MediCinema experience has just been so great for everyone’s wellbeing. My other children can see they’re not the only children in this position. In hospital, normally all we have to look forward to are things like seeing the doctor on Friday, but the MediCinema gives us something else to look forward to – some happiness. Somewhere where you can forget about the world for two hours and just smile and laugh and be together. Nothing else in the world matters apart from watching the film and being with each other. Nothing else exists.”

**Kai**

26-year-old Kai was admitted to St Thomas’ Hospital for emergency heart surgery after an infection in his heart which spread rapidly, and he stayed in hospital for six weeks. “It came out of nowhere and has been a massive struggle,” he told us. “I was in perfect health before. The first week after the operation was a blur, I was in pain and found it very hard. As time has gone on I’ve found it depressing, I’ve been very low. I saw a MediCinema poster and it was like a shining light. I love cinema. It gave me something to look forward to. It’s motivated me and made me feel I can get better. It’s pushed me to not just mope about. I think it’s amazing – I’m taken aback that it’s here. I’m grateful to say the least. It’s made me feel 100% better.”

**Darach**

Darach was diagnosed at birth with Pulmonary Atresia with ventricular septal defect (VSD) and had his first surgery at two days old. He has visited the MediCinema at Glasgow’s Southern General Hospital. “When we think of health charities, we tend to think of the big organisations that focus on the body and prevention of disease,” his mum Fiona told us. “But the mind is key to healing and recovery too. MediCinema is a charity that does good things for the soul. Going to the cinema is something most people take for granted but under these circumstances it brought the greatest happiness to Darach and played a big part in his recovery. I think MediCinema really is the best thing in the hospital to help the kids and we are so grateful to have benefited from it.”
Fundraising case studies

Simon’s 20:20:20:20 Film challenge

As well as being one of our incredible cinema managers, Simon has been a superstar fundraiser. While he was on furlough, Simon took on 20 film inspired runs, over 20 days, on MediCinema’s 20th birthday year, to aim to raise £20,000. The 20:20:20:20 challenge.

His first was ‘13 Ghosts’ - he ran 13k and there were some ghosts! For ‘12 Angry Men’ he ran 12k and had 12 angry people shouting at him in the park. ‘101 Dalmatians’ saw him running for 100 minutes and 1 Dalmatian appeared. And for ‘Zero Dark Thirty’ he ran for 30 minutes at midnight. You get the drift! At the time of writing this, Simon has raised nearly £15,000. With Gift Aid added this already adds up to over £17,000 for MediCinema at a time when we need it the most.

Louise

Louise raised over £1k running the Great Scottish Run half marathon for us in memory of Abigail. As a non-runner it was definitely a challenge for her.

“As a Girl Guide leader I was inspired to run for MediCinema in memory of one of my Guides, the lovely Abigail, who benefited from the charity’s facilities when undergoing treatment at Glasgow Children’s Hospital. This kept me going along each of those 13.1 miles.”

“I trained for around 6 months racking up 250 training miles, each one slightly less painful than the last! The atmosphere was amazing with members of the public cheering me on along the way and fellow runners supporting each other. I was on such a high approaching the finish that I think my last mile was my fastest! I hope the funds I raised will allow MediCinema to continue supporting families and patients like Abigail – I know how much it is treasured.”

Thank you!

The year 2020 has brought MediCinema the toughest challenge of our twenty years of existence. Like so many charities we have suffered a huge loss to our income and the ability to fundraise for our important work hangs in the balance.

Supporters like you are always the lifeblood of any organisation. People who care enough to help in the most personal way possible, fundraising for us and asking those around you to support a cause that you care about.

If you have any questions about fundraising for MediCinema, please email fundraising@medicinema.org.uk

*Please note, we are a very small team with just one fundraiser so it may take a while to respond to your query.

Please visit www.medicinema.org.uk to check our latest news and sign up to our newsletter.

Social media

It would be wonderful if you could follow us on Twitter, Facebook, Instagram and LinkedIn

@medicinema.org  
@MediCinema  
@medicinema_charity  
linkedin.com/company/medicinema

Thank you!

Best wishes and on behalf of all MediCinema staff, volunteers and of course patients,

Thank you.
Make your own bunting!

1. Cut along the solid lines
2. Fold along the dashed lines
3. Stick or staple them around ribbon or string
4. Hang your bunting and let the fundraising celebrations begin!