

**BIG CORPORATE**

# SHAKE UP

Waverley  
care



Waverley Care is a Scottish Charity, SC036500.  
Registered address 113 Oxfords Road North, Edinburgh, EH14 1EB.  
0131 5569710 | fundraising@waverleycare.org | waverleycare.org

# Welcome to the Big Corporate Shake Up!

The Big Corporate Shake Up is back for another fantastic year at the Pleasance Courtyard, and Waverley Care needs your help at this year's Edinburgh Festival Fringe!

This pack provides you with all the key information you need to participate in our Big Corporate Shake Up this year.

In this fundraising challenge like no other, you are guaranteed to have a fantastic time with your colleagues in the exciting and lively atmosphere of the Pleasance Courtyard, while also raising much-needed funds for Waverley Care.

This is an incredible opportunity for you to not only help Waverley Care raise a life-changing amount of money which will fund our vital work across Scotland, but it also gives us a huge platform to educate the public about HIV and hepatitis C.





## Who are we?

Waverley Care is Scotland's leading HIV and hepatitis C charity, and everything we do is guided by the experiences of the people we work with – this ranges from shaping the services we deliver through to how we influence national policy around sexual health and blood-borne viruses (BBVs).

Our vision is a Scotland where anyone living with or at risk of HIV can expect to be treated with acceptance, support and respect.

Established in 1989 in response to the growing HIV epidemic in Edinburgh, Waverley Care opened the UK's first purpose-built AIDS hospice, Milestone House, with the aim of providing support "from diagnosis to death", ensuring quality of life, dignity and independence.

The advent of new drug treatments shifted Waverley Care's work towards supporting people living with HIV long-term and helping them to come to terms with their condition and make future plans.

## Our services

### Support Services

- One-to-one support
- Peer support
- Group support

### Prevention

- Raising awareness of HIV, hepatitis C and sexual health
- Testing
- Promoting PrEP and condoms

### Campaigning & Policy

- Promoting voices of people living with HIV
- Reducing HIV stigma
- Working to #GetToZero

## Helping Scotland #GetToZero by 2030

In 2023, we launched our Get To Zero campaign, aiming to reach zero new HIV transmission by 2030.

Despite medical advances, outdated stigma means that an HIV diagnosis can feel overwhelming and access to testing and treatment continues to be unequal. Often, it is not the virus itself that affects a person's life, but rather the HIV stigma that makes HIV such a life-altering condition

We are at an exciting moment in history where Scotland is on track to becoming one of the first countries in the world to end new HIV transmission. However, to achieve this historic milestone, we need your support.

With your help, we can make history and spread the message about Get to Zero at this year's Edinburgh Festival Fringe.

**#GETtoZERO**

## **£10 DONATION**

could deliver a  
Rapid HIV Test to  
someone at risk

## **£20 DONATION**

could provide one-  
to-one support for  
someone with a new  
HIV diagnosis

## **£50 DONATION**

could help run a  
peer support group  
to combat stigma  
and isolation

## **What are we fundraising for?**

Your fundraising will provide crucial donations that will fund testing, treatment and support for people living with, or at risk of, HIV and hepatitis C across Scotland.

The donations that you raise mean that we can continue focusing our efforts on the people who need us most. There are several communities disproportionately affected by HIV in Scotland, namely gay, bisexual and men who have sex with men, people from African communities and people who inject drugs.

With your support, we can deliver specialised support for these people at a higher risk of contracting HIV and can design our services tailored to their specific needs.

## **What is the Big Corporate Shake Up?**

For over 30 years, we have been the proud partners of The Pleasance Theatre Trust at the Edinburgh Festival Fringe. In our biggest fundraising event of the year, throughout August, we have a huge group of volunteers carrying out bucket collections across the Pleasance Courtyard and, this year, The Dome.

The Big Corporate Shake Up is an exciting opportunity for workplace teams to go head-to-head and challenge themselves to see who can raise the greatest amount of donations for Waverley Care. Workplace teams (of up to eight people) will collect as many donations from generous audience members as they can, competing to win the coveted Shake Up Trophy and a whole lot of glory!

You can find out more information on our website [here](#).

In 2023, our wonderful teams of volunteers, including our Big Corporate Shake Up participants, raised a phenomenal total of **£61,427.56** throughout August.

Last year's fantastic Big Corporate Shake Up winners raised an incredible **£1,547**. If you think you can beat this, then get involved!

**With your help, we can be even bigger and better this year!**



## FAQs

### How many teams can I enter?

You can enter as many teams from your workplace as you would like (the more you enter, the better your chance of winning!).

### What should I bring?

Volunteers don't need to bring anything, but they will need appropriate footwear and to dress for all weathers! All we need from you is some good energy and great enthusiasm!

### Will there be food and drink provided?

Waverley Care cannot provide food or drink however, there are various food outlets located throughout the Courtyard.

### Is there a cost?

There is no cost involved for teams to enter.

### How long will the volunteering be for?

There are two slots for volunteers to choose from – between 2-6pm or 6.30-10pm from the 2-26 of August. Please do get in touch soon to arrange your preferred slot.

### What will the volunteering entail?

Volunteering includes bucket shaking around the Pleasance Courtyard and approaching members of the public to discuss Waverley

Care's work and ask for donations, as well as collecting donations outside of show exits.

### Will I be briefed in advance?

All volunteers will be briefed in advance of the day itself. This will include an overview of Waverley Care and 'need to know' information to speak to the public about, plus any tips for successful bucket shaking.

On the day of volunteering, all volunteers will be briefed by a member of staff and will be supported by our volunteer coordinators throughout the day. We will make sure you are all looked after brilliantly!

### Are there any extra benefits?

We have some brilliant benefits for volunteers, including:

- Free access to Pleasance shows
- Free t-shirt
- Discounted food and drink
- Invite to our free after-party at CC Blooms (where the trophy will be lifted!)

### Most importantly ... have fun!

Our main goal is for our volunteers to have the best time and have fun! There is flexibility in the tasks the volunteers carry out on the day, and we will make sure that everyone has a wonderful time at the Pleasance Courtyard.

## Next Steps

Interested in taking part? Amazing!

Here are your next steps:

1. Complete our online form to sign up [here](#)
2. Once you have your team all set, please ensure that each person joining your slot completes this short form [here](#)

We need this information in order to capture emergency contact details and t-shirt sizes. We will then send out more information and shift reminders (plus an invitation to the after-party). This form also asks for your workplace so we can add your donations separately and track exactly how much your company has raised.

## Key Contacts

If you have any more questions or queries, please do not hesitate to contact:

- Siobhan Cameron (Fundraising Officer)  
[siobhan.cameron@waverleycare.org](mailto:siobhan.cameron@waverleycare.org)
- John McKellar (National Fundraising Manager)  
[john.mckellar@waverleycare.org](mailto:john.mckellar@waverleycare.org)

**We can't wait to welcome you to the Pleasance Courtyard this August. On behalf of everyone at Waverley Care, thank you for being a part of our story!**



Waverley Care is a Scottish Charity, SC036500.

[hello@waverleycare.org](mailto:hello@waverleycare.org) | 0131 558 1425

[waverleycare.org](http://waverleycare.org) | @waverleycare

