



**THE
BRAIN
TUMOUR
CHARITY**

A CURE CAN'T WAIT

**YOU'RE DOING
MORE FOR
A CURE!**

Your fundraising essentials



A cure can't wait. Together, we'll find it sooner!

The Brain Tumour Charity is the world's leading brain tumour charity, dedicated to accelerating progress in how people with brain tumours are diagnosed, treated, cared for and ultimately, cured.

Brain tumours strike fast. To beat them, we need to move faster - and that's why we're truly grateful for your help.

In this guide you'll find everything you need to kick start your fundraising, from ideas and inspiration, to key information and advice. We're here at every step, as you join us to help raise spirits and life-changing funds all in one.

Thank you for joining our movement. With your continued passion and commitment, we know we'll reach a cure sooner.

THANK YOU!

HOW YOUR FUNDS ARE GOING FURTHER, FASTER

Whatever you do, however you get involved – we're making sure that every £1 you raise is propelling us closer to a cure!

£25

could pay for one hour with a specialist nurse, ensuring brain tumour patients have access to the best care possible.

£100

could enable us to distribute HeadSmart resources to 10 GP surgeries, so they feel empowered to know when to refer a child for a scan.

£250

could cover a day of research to further the understanding of a particular type of brain tumour and provide more targeted treatments.

£1,000

could enable a researcher to analyse tumour samples in a clinical trial, helping to make future recommendations for treatment and better diagnosis techniques.

We rely 100% on voluntary donations, so every penny you raise really will help us make a big difference. The Charity aims to spend at least 80p of every £1 spent on our charitable objectives, making us extremely efficient and cost-effective.

GET STUCK IN

Rishii Chowdhury took part in a 10-hour, non-stop tabla jam with his friends and members of his family, raising a fantastic £1,796 for The Charity!



Need inspiration or support? We can help!

Stuck for ideas?

Our Ideas Generator can help inspire your fundraising event.

Check it out at:

thebraintumourcharity.org/ideas-generator

Whether you're a dab hand in the kitchen, a keen quizzier or up for a challenge, there's something for everyone!

We're here to support you

Our Community Fundraising Team are here to support and encourage you at every stage of your fundraising journey.

They're on hand in your local area if you have any questions or need any help.

Visit **thebraintumourcharity.org/your-community-team** to get in touch with them.

“

We've had a lot of fun so far, from fashion shows and pub quizzes, to afternoon teas and a horse racing family fun day.

Natalie Sweeney and Angela Conway, who fundraise as part of The Brain Tumour Warrior Fund, one of our Supporter Groups.

SPREAD THE WORD

Get your event out there and raise awareness!

GO SOCIAL

Social media is a fantastic way to let friends, family and people in your community know about your event. It can help you raise funds while also raising awareness of brain tumours.

Top tips

1. Regularly share your text giving number or the link to your online sponsorship page. You can do this in the run up to, on the day of and after your event.
2. Post updates on your progress with photos or vlogs. You could use Facebook Live or upload videos to YouTube, then share them.
3. Set up a group or event on Facebook and invite people to 'like' or attend it.
4. Start your own hashtag on Twitter and ask friends and family to use it. Share your event with contacts or local celebrities and encourage retweets!

GO LOCAL “

Don't underestimate your local newspaper – they're sure to be interested in your fundraising and your personal story, especially if you're doing something quirky or unique. Why not email them about your challenge or event? After your event, don't forget to send high-quality pictures taken on the day!

Download our media guide for advice on how to get your story into your local paper, guidance on social media and press release templates: thebraintumourcharity.org/mediaguide

Join us online

Follow us for all our latest news, fundraising and research updates. Tell us about your event, ask questions and share photos and videos – we'll help you reach your goal!



[facebook.com/
thebraintumourcharity](https://facebook.com/thebraintumourcharity)



[@BrainTumourOrg](https://twitter.com/BrainTumourOrg)



[instagram.com/
thebraintumourcharity](https://instagram.com/thebraintumourcharity)



youtube.com/BrainTumourCharity

YOUR SPONSORSHIP

In the battle against brain tumours, there's no time to waste. So let's get started now!

Sponsorship is a great way to speed up your fundraising and get your friends, family and colleagues behind you. Sharing your personal story can help boost support, too. Every person reached and pound raised makes a big difference.

Moving your sponsorship forward...

ONLINE

It only takes a few minutes to create a personal online fundraising page. Email the links and share on Facebook, Twitter, YouTube and Instagram for immediate donations! You could use:

JustGiving (we recommend this one)
[justgiving.com/thebraintumourcharity](https://www.justgiving.com/thebraintumourcharity)

Virgin Money Giving
[virginmoneygiving.com](https://www.virginmoneygiving.com)

They're all easy and safe to sign up to and are a quick and simple way to collect donations. Just make sure you mention that you're raising funds for Brain Tumour Charity (The). With JustGiving your friends can also donate via text - making donating even easier!

OFFLINE

If you've got friends or family who aren't online or would prefer to ask people in person to sponsor, you can also raise money offline.

Just download a sponsorship form from thebraintumourcharity.org/fundraisingforms

Or you can call or email us and we'll post the form to you.

Take a look at the next page to find out how you can return the money to us.

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Don't forget to encourage your sponsors to Gift Aid their donation if they're a UK taxpayer - we can claim an extra 25p for every £1 donated.

GETTING YOUR MONEY TO US

Congratulations – you’ve done it!

We’re thrilled that you chose to fundraise for us and are so grateful for all your efforts. Here’s how to get those hard-earned funds to The Brain Tumour Charity.



Pay online

Please visit thebraintumourcharity.org/payonline to make a payment online using a debit or credit card.



By phone

Please call our fundraising team on **01252 749043** to make a payment over the phone using a debit or credit card.



By cheque

Made payable to: The Brain Tumour Charity, Hartshead House,
61–65 Victoria Road, Farnborough, Hampshire GU14 7PA.

THANK YOU!

The legal bit...

If you’re holding your own event, it’s important to make sure your event is safe and legal, as well as loads of fun! So there are a few things you need to know. Visit thebraintumourcharity.org/fundraising-terms to get up to speed on our fundraising terms and conditions.

We use the details you’ve provided to process your sponsorship, including claiming any Gift Aid from HMRC. Your details, and those of your sponsors, are held on our secure database and we promise never to share them with any other organisation for their marketing purposes. You can read our full privacy policy at thebraintumourcharity.org/privacy-policy.

**GOING
FURTHER
FOR A CURE!**

ANY QUESTIONS? CONTACT US

**01252 749043 | fundraising@thebraintumourcharity.org
thebraintumourcharity.org**



We adhere to the Fundraising Regulator's Code of Fundraising Practice and follow all best practice guidelines. We also operate a complaints handling procedure if you are ever unhappy with any of our services.

Registered office: Hartshead House, 61-65 Victoria Road, Farnborough, Hampshire GU14 7PA.
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