

The **BRAIN  
TUMOUR  
CHARITY**

Research | Awareness | Support

# *The* **FUNDRAISING GUIDE**

*Welcome to #TheBrainyBunch!*

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***thebraintumourcharity.org***

# THANK YOU

*We are so pleased that you have chosen to fundraise for The Brain Tumour Charity.*

The Brain Tumour Charity is at the forefront of the fight to defeat brain tumours, making a difference every day to the lives of people with a brain tumour and their families. We fund pioneering research to increase survival, raise awareness of the symptoms and effects of brain tumours and provide support for everyone affected to improve quality of life.

To help you decide on your plans, we have developed this guide to give you lots of ideas and tips to kick start your fundraising. Thank you again and good luck! We couldn't do it without you. Don't forget to tell us what you are up to – send your stories and photos to [fundraising@thebraintumourcharity.org](mailto:fundraising@thebraintumourcharity.org)



***“We had a tea party in the staff room to raise money for research and we were amazed at the response from our colleagues and people we didn't even know who gave generously.”***



# HOW WILL YOUR MONEY MAKE A DIFFERENCE?

*We're committed to defending the most amazing part of the human body and thanks to your incredible support, each day we move a step closer to defeating brain tumours.*



We rely 100% on voluntary donations, so every penny you raise really will help us make a difference. Over 80% of the money raised is directly invested into our charitable work, making us an extremely efficient and cost-effective charity.



**£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 give 10 Brainy Bags to children who've been diagnosed with a brain tumour, giving them comfort and providing invaluable information for parents.

**£250**

could pay for 50 information packs to help adults living with a brain tumour understand their rights and access the support they're entitled to.

**£1,000**

could pay for 15 tests to understand the genetic changes associated with brain tumours to help develop personalised treatments.

# FIRST THINGS FIRST

*Organising an event can be really fun!*



## 1 **The event**

Decide what you want to do and think about who you know and what they would be interested in – a black tie gala dinner, a five-a-side football match, a pub quiz, bucket collection or bake sale?

## 2 **The location**

Where are you planning on holding your fantastic fundraising event? Could you host your event at home or at work, or at a local hotel or community centre?

## 3 **The date**

Have a think about which date will be best for highest attendance – will you have your event at the weekend or during the week? Make sure you consider other events and special dates such as national holidays or sporting fixtures which may clash with your event and give yourself enough time to plan and prepare.

## 4 **The fundraising**

How are you going to raise the most money? Will you hold a raffle or auction on the day? Will you be selling cakes, drinks and gifts? Will you charge for attendance? Set yourself ambitious but achievable targets. See pages 6 to 9 for lots of fundraising inspiration.

## 5 **Spread the word**

Make sure everyone knows about your event. Download poster templates, sponsorship forms and leaflets about The Charity at [thebraintumourcharity.org/fundraisingforms](http://thebraintumourcharity.org/fundraisingforms) or contact us. Ask your local shops, restaurants, pubs, gyms, hotels and leisure centres to display your poster. Make sure you carry some with you and email them out where possible to save on printing costs.



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### **The publicity**

Contact your local newspaper, radio and TV station to tell them what you're doing and why. For more PR tips see page 11 of this pack and to download a press release template visit [thebraintumourcharity.org/mediaguide](http://thebraintumourcharity.org/mediaguide)

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### **The support**

Get in touch with local restaurants, hotels and shops to see if they will donate any prizes for your raffle or auction. See if you can get your venue or catering for a discounted price (or even better, for free) as it's an event in aid of charity. Get your friends and family involved and divide the tasks between everyone – you'll be surprised at how many people are willing to help when it's for a good cause. You can contact the fundraising team for a letter of authority by emailing [fundraising@thebraintumourcharity.org](mailto:fundraising@thebraintumourcharity.org)

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### **The online part**

Make sure you use Facebook and Twitter to tell people about your event. Don't forget to set up your online sponsorship page and share this too! If you tell us about your event we will try to share it with our supporters on our Facebook and Twitter pages. The internet is an amazing promotional and fundraising tool - make sure you use it.



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### **On the day**

We can provide a range of The Brain Tumour Charity merchandise for you to use at your event. If you're looking for collecting tins or buckets, banners or leaflets, just email the fundraising team and they will be delighted to help: [fundraising@thebraintumourcharity.org](mailto:fundraising@thebraintumourcharity.org)

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### **Tell us about it and send in the cash**

Once your event has finished, collect in the money you have raised and send us a cheque for the proceeds along with any empty tins or buckets. We love hearing all about what you've been up to, so please send any news or pictures to our fundraising team at [fundraising@thebraintumourcharity.org](mailto:fundraising@thebraintumourcharity.org)



# THE IDEAS

Sainsbury's (Prestwick) staff and customers have helped raise an incredible £7.5k this year, with more fun events in the pipeline!



## TOP TIP

Don't be frightened of asking. Once people know why you're fundraising for The Brain Tumour Charity, you'll be surprised at how generous they can be.

*"Our music event went really well - lots of people said they had a really great time! We think we had between 70-80 in the end which was quite a turnout!"*

Alice McKay-Hill who raised £756 at her event.

Here are some ideas that supporters of The Brain Tumour Charity have organised or taken part in:

- Golf day
- Gala dinner
- Fancy dress party
- Tea party
- Zumbathon
- Burns night
- Curry evening
- Bucket collection
- Head shave
- Fashion show
- Music festival
- Bandana day
- Quiz
- Sponsored walk
- Auction
- Dress down day
- Bag pack
- Garden party
- Karaoke night
- Raffle
- Street party
- Car boot sale

Why not try an idea from the list on the left or choose to start with a simple fundraising idea, which can involve all of your family and friends, like these:

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## The Quiz Night

Grab your thinking caps and organise a quiz. Invite your friends and play quiz master in your living room, or have a chat with the landlord of your local pub to see if you could hold it there. Charge an entry fee and sell refreshments to raise funds.



## The Sports Competition

Be it football, rugby, tennis or cricket, hosting a match or tournament is a great way to play against friends and attract a crowd of supporters. Charge teams to enter, sell tickets or hold a collection and you will be well on your way to being a premier league fundraiser!

## The Team Challenge

Why not gather a team of friends and family and enter a run or challenge as a group - training is always more enjoyable when you've got company. As a group you can inspire one another and set a team fundraising target. [thebraintumourcharity.org/events](http://thebraintumourcharity.org/events)



## The Tea Party

Every year, hundreds of people across the UK hold tea parties or bake sales at home, work or in their community to fundraise and raise awareness to help defeat brain tumours. Simply bake your cakes (and any other sweet treats), ask friends to do the same and collect donations in exchange for your baked goodies - don't forget to put the kettle on too! We have put together a guide to organising your tea party including cupcake recipes and ideas for themes. [thebraintumourcharity.org/tea-parties](http://thebraintumourcharity.org/tea-parties)

Questions? Contact us: 01252 749043 / [fundraising@thebraintumourcharity.org](mailto:fundraising@thebraintumourcharity.org)

## Fundraising...

# AT WORK

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### 1 Office Olympics

Become an office champion in speed typing or letter franking, bin basketball or relay chair racing!

### 2 Dress down day

Ask your colleagues to ditch their suits and jackets for jeans and t-shirts in exchange for a donation.

### 3 Collection box

Put them in your reception or canteen and let your colleagues know that they are there!

### 4 Leg waxing

Get your colleagues to take up the challenge and get their legs waxed for sponsorship money.

### 5 Make the most of inter-departmental rivalry...

...and organise a football, netball or rounders game. Ask players to donate to enter.

### 6 Matched giving

Some organisations offer matched giving to employees, meaning you could double your fundraising total! Don't forget to ask if they will make us their Charity of the Year.

### 7 Baby picture competition

Ask all of your colleagues to bring in a picture of when they were a baby. Each person donates £2 to enter and you each guess who is who.

### 8 Hold a Bandanas for Brain Tumours day

Everyone wears a bandana for a day in exchange for a small donation.





Fundraising...

# IN THE COMMUNITY

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**1** **Bag packing**

Speak with the manager at your local supermarket to see if you can offer your bag-packing services to members of the public in exchange for a donation.

**2** **Family fun day**

Get your family and friends together for a day of fun and games. Fairground style stalls, face paints, music, a bbq and a bouncy castle are all firm family favourites. Sell tickets beforehand and hold a raffle or auction on the day.

**3** **Your local Rotary, Round Table, WI and faith groups**

Get in touch with local groups and see if they can support you. You could offer to talk about The Brain Tumour Charity and your fundraising and ask for a donation.

**4** **Seasonal fundraising**

Organise an Easter egg hunt, pancake day party, Halloween Disco or Carol Singing service to raise funds for The Brain Tumour Charity.

**5** **Raffle and auctions**

Auctions and raffles work well on their own or as part of another event. Ask friends or local businesses if they would be willing to donate a prize. You could see if your local school, community group, church or work place would let you include one as part of an event they're already planning.

Visit [thebraintumourcharity.org/fundraisingforms](http://thebraintumourcharity.org/fundraisingforms) for heaps of useful templates and forms to help support your fundraising.

For more fundraising ideas please visit our website [thebraintumourcharity.org/fundraising](http://thebraintumourcharity.org/fundraising)

# THE SPONSORSHIP

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*Sponsorship is a great way to raise funds and get family, friends and colleagues involved in what you are doing. You can do this online or offline, or a combination of both. Just make sure you let everyone know what you are doing and why. Sharing your personal story can really encourage people to get behind you. You'll be amazed at how supportive and generous people can be.*

*giftaid it*

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.

## The online part

Within a few minutes you can create a personal online fundraising page. Email the links and share on Facebook and Twitter with all of your friends, family and colleagues for immediate donations!

We recommend JustGiving as the simplest platform to use but you can also use Virgin Money Giving or BT MyDonate. They are all easy and safe to use and offer a great way to quickly and easily collect donations. Just make sure you click to say you are raising funds for Brain Tumour Charity (The). With JustGiving you also have the opportunity to allow your friends to donate via text – a quick and easy way to raise funds.

**JustGiving™**

[justgiving.com/thebraintumourcharity](http://justgiving.com/thebraintumourcharity)



moneygiving

[virginmoneygiving.com](http://virginmoneygiving.com)

**mydonate**

[mydonate.bt.com/charities/thebraintumourcharity](http://mydonate.bt.com/charities/thebraintumourcharity)

## The offline part

If you've got friends and family who aren't online, or you're going to an event where you know you can ask people to sponsor you, you can also raise money offline.

Download a sponsorship form from [thebraintumourcharity.org/fundraisingforms](http://thebraintumourcharity.org/fundraisingforms)

Personalise it with your name and date of the activity. Alternatively call or email us and we will post the form to you.

If you raise money offline, please refer to page 14 to find out how to return the money to us.

# THE PROMOTION

*Spread the word! Gaining publicity for your event or challenge will help you raise funds, whilst raising awareness of brain tumours and the fantastic fundraising that you are doing.*



**TO TWEET OR NOT TO TWEET?  
THAT IS THE QUESTION...**

*...and the answer is yes please!*

At The Brain Tumour Charity we use Facebook and Twitter to post about our latest news, fundraising and research breakthroughs. Join us online and tell us about your events, ask questions and share your pictures.

Twitter: @BrainTumourOrg

Facebook: facebook.com/thebraintumourcharity

Youtube: youtube.com/braintumourcharity

## The social side

- Use your Facebook profile to post updates about your progress and tell everyone how it went afterwards! You can also set up a community page or an event and invite people to 'like' your page or 'join' your event.
- Use your Twitter account to share what you're doing with contacts or local celebrities and encourage retweets!
- Take some video footage of your event / challenge and post it to YouTube – then share this on Facebook and Twitter.
- Post a link to your online sponsorship page or share your text giving number regularly, reminding all your contacts why you're fundraising for The Brain Tumour Charity. You can do this before, on the day and after your event – this will boost your fundraising.

## Your local paper

- Your local paper will be interested in your fundraising and why you're doing it (your personal story), especially if you're doing something unusual or quirky. Your story has a greater chance of success if it's sent with a picture, so ask friends and family to take high quality pictures on the day – pre, post and during your event.

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

# THE LEGAL PART

*It's important to make sure that your fundraising event is safe and legal as well as fun and successful! We don't want to make it daunting, but here are a few things you need to know.*

## Your responsibilities

In law, you will be a trustee of funds raised and must ensure that all donations and sponsorship money from your event is paid to The Brain Tumour Charity. You must inform potential donors if any of the funds you raise will not be paid to the charity.

Please understand that if you do something that threatens or damages the name or reputation of The Brain Tumour Charity we will ask you to stop fundraising.

## Food and alcohol

If you are providing food, you need to follow the simple guidelines for preparing, handling and cooking food set out by the Food Standards Agency. Visit [food.gov.uk](http://food.gov.uk) for more details.

If you have asked a caterer to come to the event you must ensure they provide you with a copy of their food hygiene certificate and public liability insurance.

## Lotteries and raffles

The legislation surrounding lotteries and raffles can sometimes be confusing. Make sure you check the latest information and advice at [gamblingcommission.gov.uk](http://gamblingcommission.gov.uk)

If your raffle lasts longer than 24 hours you will need a lottery licence and printed tickets, which must have certain details on them. Please contact our fundraising team for help with this.

## Health and safety

Ensure you have adequate first aid cover available for your event – take advice from a voluntary first aid organisation such as St. John Ambulance or the British Red Cross when deciding the type of cover you will need. Some things to consider:

- Location and type of event
- Size of audience
- Proximity of medical facilities
- Duration and timing of event

### Useful contacts:

**St. John Ambulance**  
27 St. John's Lane  
London  
EC1 4BU  
Tel: 0870 010 4950

**British Red Cross**  
UK Office  
44 Moorfields  
London  
EC2Y 9AL  
Tel: 0344 871 1111



Make sure you conduct a risk assessment to identify any risks at your event. A risk assessment does not have to be a complicated task. Remember – a hazard is anything that causes harm and the risk is the chance, high or low, that someone could be harmed by the hazards, together with an indication of how serious the harm could be.

# What's the risk?

## Insurance

If your event involves the public you will need public liability insurance. Your venue may already have the insurance you need – remember to check with them.

If you are using suppliers or contractors, you should obtain a copy of their risk assessment and public liability insurance.

## Licences

Some activities require a licence, including:

- Providing alcohol or live music
- Holding a collection
- Holding a raffle or lottery

Please check with your local authority to see if you do require a licence for your activity (this is not an exhaustive list).

## Publicity material

When you are writing about your event you need to say it is being held 'in aid of **The Brain Tumour Charity**.' Please contact us if you wish to use our logo on your own materials.

Please also include our registered charity number using these words:

**Registered Charity no. 1150054 (England and Wales) SC045081 (Scotland)**

If you need any help or advice please contact [fundraising@thebraintumourcharity.org](mailto:fundraising@thebraintumourcharity.org) or call 01252 749043.

## Collections

Visit [institute-of-fundraising.org.uk](http://institute-of-fundraising.org.uk) for the most up-to-date information on collections.

When organising a collection please make sure that you have written permission from:

- The local authority when collecting in the street
- The person responsible for private property, for example, a supermarket or train station
- Collections in pubs, factories or offices are counted as a house to house collection, so you will need a permit for them
- Collections can only be done by people aged 16 or over

Collection boxes and buckets must be clearly labelled with The Brain Tumour Charity's name, address and charity number and must be sealed.

## Under 18s

If you are under 18, your parent/guardian is responsible for you – please show them this pack and make sure they are happy with what you've chosen to do.



# GETTING YOUR MONEY TO US

So you have held your event – we hope you enjoyed it! The hard part is now done. Now you just need to pay in your hard-earned money to The Brain Tumour Charity.

## Send a cheque to our office:

### Made payable to:

The Brain Tumour Charity  
Hartshead House, 61-65 Victoria Road,  
Farnborough, Hampshire GU14 7PA

Thank you  
for all your  
hard work!

## Pay directly into our bank account:

Lloyds Bank  
Sort code 30-93-74  
Account 50290568  
Please put your name as a reference and  
email [donations@thebraintumourcharity.org](mailto:donations@thebraintumourcharity.org)

We record your details on our secure database to keep you up-to-date with our work. We never sell or swap your details with any third parties for commercial purposes. You can opt out at any time: [thebraintumourcharity.org/privacy-policy](https://thebraintumourcharity.org/privacy-policy)

## Or pay by credit or debit card:

Either online or over the phone:  
[thebraintumourcharity.org/payonline](https://thebraintumourcharity.org/payonline)  
01252 749043

*giftaid it*

Please encourage everyone taking part / your eligible sponsors to make Gift Aid declarations (using their home address). We can then claim an extra 25p for every £1 donated.

Questions? Contact us: 01252 749043 / [donations@thebraintumourcharity.org](mailto:donations@thebraintumourcharity.org)

# OTHER WAYS YOU CAN GET INVOLVED

## Volunteer with us

From becoming part of our cheer squad or being a community fundraising ambassador, collection box co-ordinator, to volunteering in the office, the opportunities are endless. Please contact [volunteering@thebraintumourcharity.org](mailto:volunteering@thebraintumourcharity.org) for more details.

## Set up a Supporter Group

Our fantastic Supporter Groups are dedicated groups of volunteers who raise funds and awareness for The Brain Tumour Charity in the name of a loved one. We have over 270 Supporter Groups across the UK and last year our inspirational groups raised over £1.2 million towards our work. Find out more: [thebraintumourcharity.org/supportergroups](http://thebraintumourcharity.org/supportergroups)  
If you're interested in setting up a group then please email [supportergroups@thebraintumourcharity.org](mailto:supportergroups@thebraintumourcharity.org) or call 01252 749043

## Thank you

Every single person who fundraises for us is invaluable – thank you for everything you're doing. Please send us an update and pictures after your event so we can shout about it. We feature as many as possible on social media, on our website and in our newsletters, which can inspire others to get involved too.

**Don't forget to let us know what you're planning to do next!**



The **BRAIN  
TUMOUR  
CHARITY**

Research | Awareness | Support

[thebraintumourcharity.org](http://thebraintumourcharity.org)  
01252 749043  
[fundraising@thebraintumourcharity.org](mailto:fundraising@thebraintumourcharity.org)

Registered office:  
Hartshead House,  
61-65 Victoria Road,  
Farnborough,  
Hampshire GU14 7PA  
01252 749990



Registered with  
**FUNDRAISING  
REGULATOR**

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 Charity no. 1150054 (England  
and Wales) SC045081 (Scotland)  
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Find us here too

