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Brain Tumour UK is the leading, caring charity committed to fighting brain tumours. Our personalised support is available online, on the phone, by email and through support groups. Our scientific research improves the quality of life for brain tumour patients and identifies better treatments. We raise awareness to change things for the better, for everyone affected by a brain tumour.

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**FundRaising  
Standards Board**



**BRAIN  
TUMOUR  
UK**

# Fundraising with Brain Tumour UK

*Providing support  
Funding research  
Raising awareness*



www.braintumouruk.org.uk/fundraising  
fundraising@braintumouruk.org.uk  
0845 4500 386  
Find us on Facebook and Twitter



# Thank you

for fundraising for Brain Tumour UK. We hope this fundraising guide will be useful. Whatever event or activity you plan to do, enjoy and have fun. We'll make sure that every penny you raise helps to make a difference to those affected by brain tumours.

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**A group of swimmers raised £1,700 for Brain Tumour UK during a Christmas Day Swim in Whitley Bay, Ireland**



[www.braintumouruk.org.uk/fundraising](http://www.braintumouruk.org.uk/fundraising)

# How your money helps us

Brain Tumour UK is the leading, caring charity committed to fighting brain tumours. Our personalised support is available online, on the phone, by email and through support groups. Our scientific research improves the quality of life for brain tumour patients and identifies better treatments. We raise awareness to change things for the better for everyone affected by a brain tumour.



## Corporate support

Specsavers in the Midlands supports Brain Tumour UK. Telford store Director, Martin Skehan, wanted to help raise funds for research after his wife was diagnosed with a brain tumour. He says: "The fundraising team are full of enthusiasm and are positive and uplifting. There is a real sense of community with Brain Tumour UK and you realise you are not alone."



## Getting started

Planning is key to a successful and happy fundraising activity.

**The right idea** - The simplest ideas are often the best. Get inspiration from our A-Z of fundraising ideas. (page 10)

**When** - Give yourself time to plan and cater for unpredictable weather. Avoid clashes with holidays or sporting events.

**Where** - Could you host your event at home, in your workplace or in a local hall or school centre? Check if the venue has parking and toilets (local authority parks are always good). Consider wheelchair access, public transport links and location.

**Who** - Recruit friends and family as volunteers. Perhaps there's a local celebrity who can come along? Maybe you're a member of a club that can help or your local pub can fundraise with an event?

Lesley Glover raised **£26,000** in memory of her daughter, Hollie, pictured below, by involving friends and family in sponsored walks, skydives, ladies nights and events at her local pub. She also asked her employer to nominate Brain Tumour UK as their charity of the year, which raised **£6,500**. Lesley says: "I am quite amazed at what we have achieved!"



### Top tip -

Spring is a great time to try something new and winter is the party season.

## Getting sponsored

The golden rule - If you don't ask, you don't get! It sounds obvious but ask everyone you know to sponsor you.

**Online** - You can create your own free, personalised fundraising page with stories and photos.

Visit: [www.virginmoneygiving.com](http://www.virginmoneygiving.com) or [www.justgiving.com](http://www.justgiving.com) to set up your page and simply email the link to friends and family who can sponsor you quickly and securely. We can give you sponsorship forms to take to social events or family gatherings, which include tips on how to make the most of your fundraising.

Don't forget to ask your sponsors to tick the gift aid box, as this will boost your fundraising (ask them to include their home address, not work, so we can gift aid it for you).

It's worth asking if your employer can match fund any money you raise through fundraising.

Olivia Fairbanks, 17, raised **£7,000** when she took part in a tandem jump. She says: "You just can't explain how amazing it is. It's a once in a lifetime experience."



### Top tip -

Ask your closest (and most generous) friends and family to sponsor you first. Others will often follow suit with a similar amount.

## Spread the word

Don't be shy. No matter what you're doing to raise funds, publicity helps increase awareness.



**Online** - As well as contacting everyone by email, Facebook and Twitter are great ways to promote your fundraising at no cost. Facebook users can link their profile to [www.justgiving.com](http://www.justgiving.com)

**Resources** - We can provide you with a range of complementary fundraising materials to help promote your event from t-shirts and sponsorship forms to banners and collection tins.

Dan Weston raised more than **£2,000** for Brain Tumour UK with a sponsored headshave.

**Advertise** - Ask to put up posters on notice boards at your workplace, local supermarket, church or club. It's also worth approaching hairdressers, doctors' surgeries and community centres.

## Writing a press release is easy

Make a list of all the local newspapers in your area and prepare a press release to email to the news or features desk. Include what you're doing, when, why and how much money you need to raise. Do this between 7-10 days before your event and follow it up with a phone call. Find out if there is a free "What's on" listing guide. Don't forget to let the papers know how your event went and how much it raised.

### Top tip -

Do you have a moving story that could inspire others? These are the sorts of stories that get coverage in local press.

Ann Atkins ran the London Marathon for her daughter Iona, who has a brain tumour. She says: "My local newspapers have been great... It really does make a difference. It can be challenging to fundraise sometimes, but it's not half as difficult as having a brain tumour and you have to remember that!"



## The legal bits



Whatever you're doing, please do it safely. Brain Tumour UK cannot accept responsibility for any loss, damage or injury as a result of fundraising for us.

### Health and safety

A risk assessment can help you plan your event. Consider what licences are required (for example alcohol sales) and check out references for any supplier (particularly for food hygiene). Don't forget about first aid provision and access requirements. Inform your local authority if you're organising an event in a public place. If you're unsure, contact us for advice.

### Insurance

We have negotiated insurance for our event organisers at a special rate. Contact us for our advice sheet to make sure your event is covered.

### Raffles

As long as your raffle is sold and drawn on the day of your event, we can include you in our raffle licence (but let us know as we have a limited number each year). If you intend to sell tickets over a few weeks, you will need a licence from your local council.

### Collections

If you are running a street collection, you may need a licence from your local council. Contact them to ask about legalities. For collections on private property, such as a shopping centre, you need permission from the owner or manager.

Collecting money door-to-door is illegal without a licence. Remember, children can't collect money.

Mary Malcolm raised £10,140 through a dance - our patron George Burley (centre) receives the cheque.

## Mary's Top tip -

"Have a good raffle with a broad range of prizes. Everyone buys raffle tickets - we sold out!"



## What to do with the money

The difficult part is done - now you just have to pay in your hard-earned cash to Brain Tumour UK. You can do this in one of the following ways:

### Online

Via your online sponsorship pages or via our website at:  
[www.braintumouruk.org.uk/donate](http://www.braintumouruk.org.uk/donate)

### By post

Pay the money into one bank account and then just write a cheque for the total amount (made payable to 'Brain Tumour UK'). Enclose all the sponsorship forms and send to:

**The Fundraising Department,  
Brain Tumour UK,  
Tower House,  
Latimer Park,  
Chesham,  
Bucks HP5 1TU**

Please remember to let us know your name, address, postcode and details of the event so we can thank you properly for your fantastic fundraising.

## Thanks a million!

Kris Chadwick ran the London Marathon for Brain Tumour UK in 2010.



## Top tip -

If you're holding a big event, it might be worth opening a dedicated bank account to keep track of the finances.

## After the event

Let your sponsors know how the event went. This is also an opportunity to remind those who have pledged but have not paid up yet! Remember to say thank you to all your supporters and let them know how much you raised.

If you would like us to send a special thank you to someone, we have gift certificates available.

Your fundraising efforts are hugely inspiring to other people who are also doing their bit to defeat brain tumours. Please let Brain Tumour UK know how things went and tell us of any press coverage or photographs. If you are a brain tumour patient, your story will help other sufferers and raise awareness.

**We look forward to hearing from you and thank you for all your hard work.**

**Cool-down: John Stanford ran 16 marathons in 12 months to raise money for Brain Tumour UK**



## Further ways to help

**Thank you!**  
**We hope you've enjoyed fundraising for Brain Tumour UK and will support us again. There are lots of ways to get involved:**

### **Become a Community Ambassador**

The most important thing to Brain Tumour UK is to say a huge thank you to everyone who has helped us raise funds. We can't always make it to events as we're a small team but we're always looking for individuals who love meeting people. Your role would be to go to events, accept cheques and make a brief speech about the work we do.

### **Form a Friends Group**

Brain Tumour UK is keen to set up a number of Friends groups to run events and raise funds around the UK. If you'd like to meet like-minded people and gather inspiration for future events, please give us a call for a chat.

### **Volunteer**

We're always looking for people to help us. Could you be a collection box agent, sell Christmas cards for us or help one of our regional staff with press, publicity or administration?

Visit

[www.braintumouruk.org.uk/volunteer](http://www.braintumouruk.org.uk/volunteer)

or call **0845 4500 386** for more information on how to get involved.



# A-Z of fundraising ideas



**Auction of promises** – Get friends, family or colleagues to promise to do something they would never normally do and hold an auction to buy the promises. (Art exhibition...)

**Baby competition** – Let friends or colleagues bring baby photos of themselves and ask people to pay to guess who's who. (Barbecue, bungee jump, ball, beard shave, bath of beans, book sale, bingo, barn dance...)

**Cracker eating competition** – How many dry cream crackers can you eat in a minute? (Carol singing, car washing, cricket match, craft stall, cocktail party, coffee morning...)

**Dress down day** - Charge everyone £2 to come to work or school in casual clothes. (Dog walking or fancy dress, dance marathon, dinner party...)

## Eurovision Song Contest -

Hold your own Eurovision party and let guests dress as different countries. (Easter egg hunt, expert seminar, exhibitions...)

**Fairs/fayres/fêtes** - This is a good one for nurseries, schools, churches or workplaces, involving lots of people. (Five-a-side football, fashion show, film night, football tournament...)



**Garden party** - Show off your garden to the public, or try to persuade a local house to open their garden. This would need maximum publicity, but you would be able to charge for entrance, food, and cuttings. (Give up... smoking, drinking, swearing, chocolate...)

**Hair** - Have your head shaved or styled in a wacky way like Lisa Mansour's Mohican cut. (Harry Potter party, sponsored housework...)

**International endurance and sporting events** - For intrepid adventurers see [www.braintumouruk.org.uk/join an event](http://www.braintumouruk.org.uk/join-an-event) for a wide range of challenge events (It's a knockout, International food fair...)



**Jail or bail** - Have your friends or colleagues arrested and make them raise bail to be released. Stephen Ferrari raised £800 for us when he was 'jailed'. He says "It was a brilliant event and really good fun." Contact our fundraising team for information on how to organise a similar day. (Jumble sale, jelly race, jeans day, John O'Groats to Lands End...)

**Karaoke night** - Get a local pub to donate a room for free, and discover your untapped talents! (Knitting, kite surfing...)



## A-Z of fundraising ideas – continued

**Lunch money** - Ask colleagues to bring in sandwiches for lunch and donate the money they saved to us. (Line dancing evening, leg waxing, ladies' indulgence days, London Marathon...)

**Millions of pennies** (or any other coin for that matter!) – About 80,000 pennies (£800) make a mile. You could just collect them but it's far more interesting to have them laid out. (Masked ball, magic show, murder mystery party, music concert...)

**No smoking challenge** - Do you smoke or have a habit you would like to give up? Give up, get healthy and raise money! (Night in, name the baby competition, needlework, noodle sucking...)

**Organise a sponsored cycle/swim/run** - Push yourself a little further and get friends to sponsor you. (Outward bound weekend, obstacle course...)

**Parachute jump** - Definitely for the more adventurous. You can jump at any of 22 locations around the UK, all year round. Visit [www.braintumouruk.org.uk/jump-us](http://www.braintumouruk.org.uk/jump-us) for details. (Pool competition, pig roast, pantomime, pie eating competition...)



**Quiet time** - Have a little 'Hush' time and organise a sponsored silence! (Quiz night...)

**Race nights or a Day at the races** - A great way to raise money and have an exciting evening, preferably in a pub or club. Use films of races with commentaries or run it as a board game. Alternatively, organise a fun day at the races for your workplace, with voluntary donations of winnings. (Raffle, read-a-thon, record breaking...)

**Swim** - Amanda Greene raised £1,200 by getting 11 friends to take part in a sponsored swim in memory of her mum. Fundraising has helped Amanda to cope with her loss. She says, "It gives you something to focus on, something to work towards. You feel you are really making a difference." (Sponsored challenge-cycle/walk/run/slim/silence, swim etc, singing, swear box...)

**Three Peaks 24-hour challenge** - Climb the highest peaks in Scotland, England and Wales (Ben Nevis, Scafell Pike, Snowdon) in under 24 hours.

**Ugly tie contest** - Ask people at work to come to work in an ugly tie and donate £1. (University challenge, uniform free day...)

**Valet service** - Offer to clean people's cars and in return receive a donation for charity. (Variety show...)

**Wine tasting** - Approach your local wine dealer about hosting a regular free wine tasting evening, where the wines are offered for sale at discounted prices. Invite people on a 'first come, first served' basis and charge for the tickets, to include wine, cheese and biscuits. Round off the evening with a blind tasting competition. (Weight loss, walks...)

**X-factor** - Maybe your friends or colleagues have undiscovered talents? Host a talent show and charge for admission and refreshments.



**Yes you can do it** - Fundraising can be challenging, but keep going and you will be surprised how well you can do. Don't be afraid to ask for help if you need it! (Yoga...)

**Zzz** - sponsored stay awake, Try and keep awake for 24-hours. (Zany clothes or socks day...)

