

# YOUR GUIDE TO FUNDRAISING FOR SIA



**sia** spinal  
injuries  
association  
for life after spinal cord injury

#MARTINSMOUNTAIN  
**Everything you need to make your  
#MY19 challenge a success**





**19 TREES PLANTED**



**19 LAPS AROUND THE PARK**

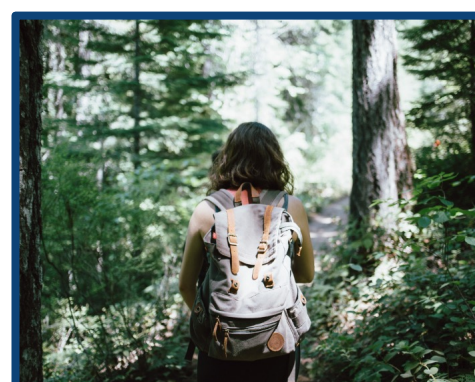
“I will be climbing Mount Kilimanjaro to raise £1m for SIA because people with spinal cord injury across the country confront mountains every day. **#MY19** is the 19,308ft up the highest mountain in Africa, your 19 can be a challenge of your choice, nothing is too big or too small!”



**19 DAY YOGA CHALLENGE**



**19 CAKES BAKED**



**1.9 MILES A DAY FOR 19 DAYS**



**What will your  
#MY19 challenge be?**



**19 ACTS OF KINDNESS**



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# Set up your **JustGiving**™ page

Follow the step-by-step instructions from JustGiving and our top tips for setting up a page that will get people donating towards your cause.



## Make it personal.

Use pictures and explain what you are doing and why you are doing it in your story.



## Tell people what difference their donation will make.

We have some great examples on page 4.



## Share your journey.

It's proven that pages shared on social media are likely to raise more money.



## Update and thank people.

Add updates to your page so people can see how you are getting on with your **#MY19**.



## Track your progress.

Connect your JustGiving page to your Strava account to share your progress.



## Set an ambitious and realistic target.

When you reach your initial target, increase it.



Our fundraising team is here to support you with your challenge

✉ Email **fundraising@spinal.co.uk**  
☎ or call **01908 604 191**

Scan here or visit  
**Justgiving.com/campaign/martinsmountain**  
to set up your fundraising page.





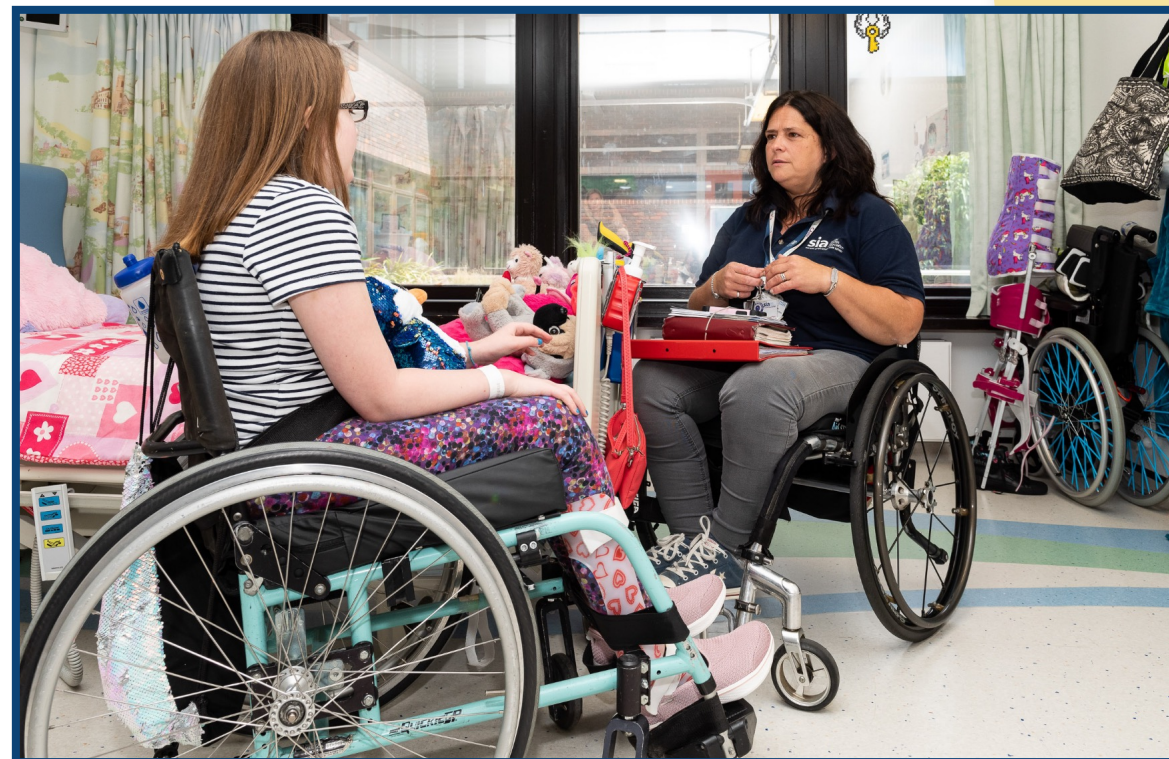
# The impact you will have with your #MY19 challenge

By taking on the #MY19 challenge you are helping the 50,000 people with SCI in the UK to live fulfilled lives after injury. It's because of the hard work and generosity of people like you that we are able to be there from the point of injury and throughout someone's life.

**Ongoing support is crucial for people with SCI, especially during the transition from hospital to home life which can be extremely daunting.**

For Martin and many people with SCI, along with their family members or carers, our support line is a vital source of information, guidance and signposting to others who can help.

**£50 could enable us to respond to an enquiry through our support line.**



Gary, one of SIA's support coordinators, visited Martin in Salford Royal when he was newly injured and supported him in building a fulfilled life after injury.

**£500 could provide peer support to a person with SCI and their family for a year.**



# #MY19 Sponsor form

Name.....

I am one of Martin's supporters and I'm taking on the **#MY19** Challenge to help him to turn an act of terror into a statement of hope. Martin's 19 is 19,308ft up Mount Kilimanjaro. **#MY19** is :

**Please support my fundraising efforts and donate to SIA using this sponsor form or ask for the link to my fundraising page.**

giftaid it

**Use Gift Aid to help us do more.**

*Just fill in this form and tick the box and we can claim an extra 25p on every £1 you donate at no cost to you.*

By ticking the Gift Aid box, you are acknowledging that you:

(a) are a UK taxpayer, and

(b) you understand that if you pay less income tax or capital gains tax than the amount of Gift Aid claimed on all your charitable donations in this tax year, it is your responsibility to pay any difference.

Please see the next page for full instructions on how to pay in your sponsorship money.

[illegible]

### \*Keep In Touch

Please tick this box if you would like to hear more about our services, campaigns, membership options and other exciting fundraising opportunities via email and post. SIA will only use your personal data where (or if) necessary to process your donation, and if we have your consent, we will contact you further via the details provided.

You can find out more about how SIA uses your data and protects your privacy at: [www.spinal.co.uk/sia-privacy-policy](http://www.spinal.co.uk/sia-privacy-policy).

To change how we contact you and alter your preferences, visit: [www.spinal.co.uk/how-we-contact-you](http://www.spinal.co.uk/how-we-contact-you)

\*See [spinal.co.uk/sia-privacy-policy](https://spinal.co.uk/sia-privacy-policy) and [spinal.co.uk/how-we-contact-you](https://spinal.co.uk/how-we-contact-you) for details.



# Sending in offline donations

Please set up a JustGiving page and ask people to sponsor you there. Alternatively, you can send in any donations raised offline using one of the following options.



### BANK TRANSFER:

Take either cash collected or cheques to your nearest Barclays bank branch and transfer the funds to us using these details:

**Spinal Injuries Association  
Barclays Bank  
Account No.: 70381012  
Sort Code: 20-58-51**

You can also use these details to make a direct transfer from your bank account. Please use your name as a paying in reference.



### VIA YOUR ONLINE PAGE:

If you have already set up an online fundraising page, transfer cash or cheques you have received into your account and then make a donation to your page from that account. You cannot claim gift aid on donations this way if you transfer it as a single donation.

**Don't forget:** update your 'offline fundraising total' if you have transferred any money to us directly.

If you can, please donate using one of the ways listed above or call **01908 604 191** to make a payment over the phone. That way we can ensure more of your donation goes directly to helping people affected by spinal cord injury.



PLEASE COMPLETE THIS FORM AND SEND IT TO:

**Spinal Injuries Association  
SIA House  
2 Trueman Place  
Milton Keynes  
MK6 2HH**

or email a copy to **fundraising@spinal.co.uk**

I raised the total sum of £: ..... by: .....

I have made a payment to SIA via **JustGiving / Bank Transfer / Post or Phone / the SIA Website**

Date Paid: ..... To the total sum of £: .....

I enclose cheques or postal orders made payable to the 'Spinal Injuries Association'

To the total sum of £: ..... No. of cheques included: .....



### MY DETAILS

Name: .....

Address:.....

.....

.....

Postcode: .....

Tel: .....

Email: .....



Registered with  
**FUNDRAISING  
REGULATOR**



**Watch our  
thank you video**



## Thank you for taking part in the #MY19 challenge



## Contact Us

Our fundraising team is here to help support you in your challenge.

✉ email: [o.buncombe@spinal.co.uk](mailto:o.buncombe@spinal.co.uk)

✉ email: [fundraising@spinal.co.uk](mailto:fundraising@spinal.co.uk)

☎ or call **01908 604 191**

Get involved with #MY19 challenge and follow #MARTINSMOUNTAIN

Martin Hibbert, along with his team, will be climbing 19,308ft up Mt. Kilimanjaro in Africa to raise £1,000,000 for SIA.

Follow Martin's story on social media to get updates on his journey so far and during his 10 day challenge in Africa.

 **Facebook**  
 **Instagram**  
 **Twitter**

@SIAMartinsMountain

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@SIA\_Mountain