

# FUNDRAISING GUIDE

Everything you need to know to make  
your fundraising a success



# THANK YOU!

We couldn't support SCI people and their families without your help. In this booklet you will find top tips alongside everything you need to make your fundraising a success. Our friendly fundraising team are always happy to answer any questions – you can contact them on [fundraising@spinal.co.uk](mailto:fundraising@spinal.co.uk) or call 01908 604 191.



## Getting started with your fundraising

### Decide what you want to do

Fancy hosting a cake sale? Or would you rather skydive or tackle a marathon? There are so many exciting ways you can raise money for us! If you need help choosing what to do, check out the ideas in your fundraising pack and visit our website to see what events we have coming up.



Scan the QR code to view our events



### Make a plan

There's lots to think about when fundraising and having a good plan is important. Consider what, where, how, who and why. On page six you'll find advice on important fundraising rules and regulations to help with your event.



### Set up an online fundraising page

It's the quickest way to spread the word about what you are doing, and it makes it easy for friends and family to support you. See our advice on setting up the perfect online fundraising page on the next page.



### Spread the word

Make sure you tell everyone what you are doing, why and what difference it will make! The easiest way to do this is via social media, but don't forget to use the eye-catching posters in your fundraising pack to help promote your event far and wide.



### Have fun!

Always remember that fundraising should be fun. Pick something you and those supporting you are going to enjoy.

# SETTING UP YOUR ONLINE FUNDRAISING PAGE

An online fundraising page helps make donating quick and easy for your supporters. We suggest using JustGiving which makes setting up a page and donating simple and fast, plus all donations are automatically sent to us.



## Our top five tips for setting up a fabulous fundraising page



### 1. Make it personal

People are supporting **YOU**. Set your profile picture and tell your story, so people know what you're doing and why.



### 2. Tell people what impact their donation will have

Their donations will make a difference to people affected by spinal cord injury – make sure the people supporting your fundraising know the impact you're making. You can find examples of how donations make a difference in our *What is SCI?* leaflet in your fundraising pack.



### 3. Set a target

Having an ambitious target is great motivation for you and your supporters – people will want to help you smash your goals! If you meet your target, don't be afraid to raise it and set yourself a new one.



### 4. Post updates to your page

Be sure to add updates to your page so people can see how you're getting on.



### 5. Link up your Strava activity

For those of you taking on an active challenge, did you know you can link the Strava app to your JustGiving page? Sharing training and progress will show how much graft you are putting into your challenge and will encourage supporters to donate.

# FUNDRAISING TIPS

We've already shared some advice on getting started and setting up an online fundraising page, but we have plenty more tips to help you reach those fundraising goals.

## Tell everyone

Talking about your fundraising and sharing stories of your efforts along the way are the most important parts of it and helps remind supporters to donate.

## Use our resources

We have a wonderful selection of t-shirts, buckets, tins and posters available to help with your fundraising. Contact the fundraising team to request these.




## Match funding

Many employers will offer match funding so do ask if your workplace offer this. If they don't, there might be other ways they can support you.



## Gift Aid

Remind people sponsoring you to Gift Aid their donation if they are a UK taxpayer. This means that the government will add an extra 25% at no cost to you.

*giftaid it*

## Remember to say thank you

It's important to say thank you to everyone supporting your fundraising, whether they've donated money or given time to help at an event. Let them know how grateful you are, and how much they have helped to raise.



# ANDY AND JANE



**Andy Cadle-Mills sustained a T4 (complete) spinal cord injury in 2008. He and his wife, Jane, have gone on to become fantastic fundraisers for us, taking on the 2.6 Challenge and At Home Winter Wonderwheels.**

We asked about their fundraising experiences and what advice they'd give to anyone considering raising money for us. Remembering that fundraising should be fun was their top tip!

"By enjoying fundraising, raising awareness, and taking on a personal challenge you can also challenge people's expectations of what life as a wheelchair user is like."

Making use of the great resources from SIA is a good idea too.

Andy and Jane used our brilliant SIA t-shirts and balloons to help them stand out and make it clear which charity they were fundraising for. It helped increase the amount they raised and led to more conversations about disability.

"People giving up their time to help is important too."

Asking friends and family to help with organising your event or just cheering you on really makes a difference.

"Updating friends and family with videos on Facebook worked really well."

Adding a link to your online fundraising pages makes it even easier for them to donate.

**Asking friends and family to help with organising your event or just cheering you on really makes a difference.**

# FUNDRAISING GUIDELINES

We know it might not be exciting but it's important to consider fundraising regulations when planning your event. It can be a bit confusing, so we've helped break it down.

## Raffles

If tickets are only being sold in one location and on one day, then you will not need a licence. However, you do require one for selling tickets in multiple locations and/or over multiple days. This can be approved by your local council and costs around £40. Remember to check for the latest advice from the Gambling Commission at [www.gamblingcommission.gov.uk](http://www.gamblingcommission.gov.uk).



## Bucket Collections

You will need a permit for collecting money in a tin or bucket on the street or in a public place.

Do	Do not
Smile	Shake the bucket
Stay still unless you are in a procession	Move around
Make sure buckets are labelled and sealed	Open the buckets
Get a licence for collection in a public place or permission from the landowner if on private property	Collect without the proper licences and permissions

Under-18s must be accompanied by an adult.

## Food hygiene

If your fundraising involves selling food, it's important you follow basic food safety guidelines around making, storing and handling. Anyone handling food should not be handling cash.

Please carefully label all food so it is clear if it contains any allergens.

You can find the latest advice at [www.food.gov.uk/food-safety](http://www.food.gov.uk/food-safety)



# HOW TO PAY IN THE MONEY YOU'VE RAISED

Donations raised on your online giving page (with JustGiving or Facebook) will be automatically transferred to us.

**JustGiving™**

You can make a direct transfer from your bank account to:

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

Please use your name as a paying in reference.

You can also take cash or cheques made payable to the Spinal Injuries Association to your nearest Barclays branch.



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.

Cheques made payable to Spinal Injuries Association can be sent to:

**SIA House**  
**2 Trueman Place**  
**Milton Keynes**  
**MK6 2HH**

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

# CONTACT US

We hope this booklet contains everything you need to get started with your fundraising.

If you have any questions or would like some advice from our fundraising team, please email [fundraising@spinal.co.uk](mailto:fundraising@spinal.co.uk) or call 01908 604 191.



@SpinalInjuriesAssociation



@spinalinjuries



@spinal\_injuries



@Spinal Injuries Association



## Follow us

Follow us on social media for the latest news from SIA. We love to see what our amazing supporters are doing - tag us and use **#TeamSIA** to share your fundraising with us.

### Spinal Injuries Association

SIA House, 2 Trueman Place,

Milton Keynes, MK6 2HH

Tel: 01908 604 191

Freephone support line: 0800 980 0501

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

