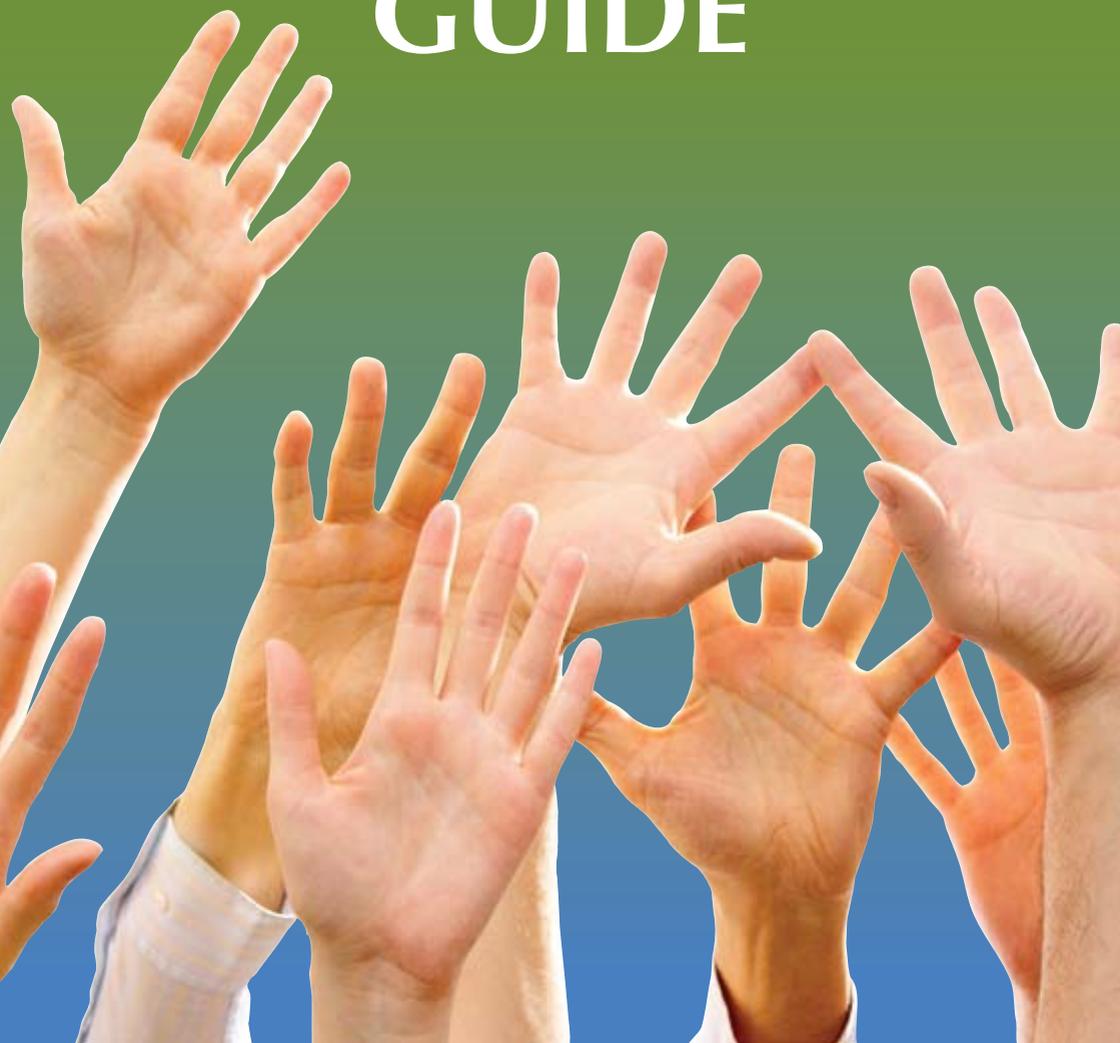


# FUNDRAISING GUIDE



*Staying well until a cure is found...*

Thank you for choosing to fundraise for the Diabetes Research & Wellness Foundation (DRWF). We really appreciate your support and can assure you that every penny you raise will be put to good use. We hope this guide will help you in planning a successful event.

## WHAT DO WE DO?

In the last 15 years the number of people diagnosed with diabetes in the UK has more than doubled and this continues to rise. With over three million people affected, more than one in twenty of the population now lives with diabetes.

Our long-term mission is to discover a cure for diabetes and in the meantime we strive to support, advise and educate people living with diabetes and their immediate support networks.

We host Diabetes Wellness events across the country, which bring people with diabetes together to learn more about their condition from experts and each other's experiences.

Our Diabetes Wellness Network offers monthly newsletters, a quarterly pocket health diary and discounts for attending wellness events and our free patient information leaflets cover a range of diabetes health related topics. However, DRWF does much more than this; the foundation is a major global force in diabetes research. In the pursuit of a cure for the disease DRWF has an annual funding round of three year fellowships and one year open funding grants, applications for which are scrutinised by a panel of experts in a wide variety of research disciplines.

DRWF receives no government funding and we rely on volunteer support to continue our commitment to providing education and finding a cure. You can contact us at any time to discuss your fundraising proposal, seek advice or just to let us know how your plans are shaping up.

Contact: [fundraising@drwf.org.uk](mailto:fundraising@drwf.org.uk)  
Community & Individual Giving • 02392 636138

*"You have made a real difference to my life; I have taken control of my diabetes rather than it controlling me."*

## SOME TOP TIPS FOR SUCCESS:

DRWF can provide you with official charity sponsorship forms so that you can approach family, friends and colleagues and ask them to support your fundraising event.

- Get a generous supporter at the top of each sheet to set the standard
- Ask your sponsors to complete their full postal details and tick the Gift Aid box if they pay tax so that DRWF can reclaim the additional funds from the HMRC. Once your event is over and you have collected all your sponsorship monies, return your original sponsorship form with the funds raised to DRWF so that a claim can be completed
- Remember, for Gift Aid purposes, it must be the taxpayer's home address, not business
- Ask your sponsors for their donation in advance so that you don't have to chase them after the event

## Ask your employer to double your funds!

Some employers may offer to match, in part or in full, charity funds raised by their employees. It's their way of ensuring the charitable donations they make are ones that their employees are happy with. Ask your employer if they operate a 'matched giving' scheme.

Claiming material funds is usually a very quick and simple process and could double your funds.

## Creative sponsorship

If you don't like to ask for sponsorship, come up with some creative ideas to raise funds:

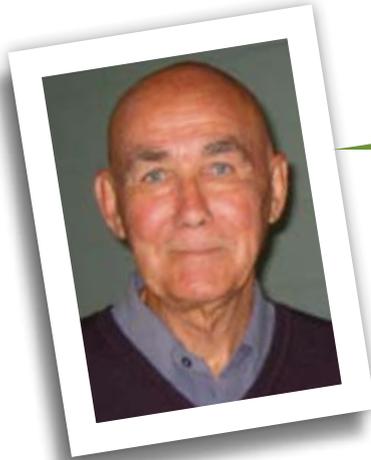
- Create a game of chance — asking people to guess the time you might finish a run or walk
- Make up a sheet with a number of alternative times and ask people to 'buy' a time slot, offering a small prize for the person who chooses the time closest to the finishing time



## Activity Fundraising

Get together with friends to consider organising your own mini-fundraiser. For example:

- Car Boot Sale
- Dress Down Day at work
- Sponsored head shave/silence
- Pub Quiz Night
- Tombola/Raffle (if all the tickets are sold and prizes drawn at the same event, you don't need a gaming licence)
- Five-a-side football/competition/challenge
- Charity Auction
- Fashion Show
- Themed Party
- Cheese and Wine Evening
- Proceeds from the Office Swear Box
- Cake Baking/Biscuit Making Sale
- Guess who your co-workers are from their baby picture



## Why people fundraise for DRWF?

*"I was diagnosed with Type 1 Diabetes in 1952 and continue to stay fit and active; I have chosen to fundraise for DRWF because it has given me useful tips to manage my blood sugar levels and I have enjoyed meeting other people at the DRWF events living with the condition to share knowledge and experience"*

Derek Bockett

*"I'm running the British London 10k for Diabetes Research & Wellness Foundation because I know several friends affected by diabetes"*

Chris Levoi

*"I was pleased to be able to take part in two British London 10K runs on behalf of DRWF, I support the charity because it does fantastic work helping people living with diabetes and I hope their funding will lead to the discovery of a cure."*

Alan Priddy

*I ran the 2 Oceans UltraMarathon on 7th April 2012 (35 miles), the Paris marathon on 15th April & then the London Marathon on 22nd April, all for DRWF. I chose to run for this charity because my brother is diabetic, and according to the World Health Organisation, at least 171 million people worldwide suffered from diabetes in 2000, or 2.8% of the population (its incidence is increasing rapidly, and it is estimated that by 2030, this number will almost double).*

Charles Spelina

## The possibilities are endless!

### Set up your own on-line Fundraising Page — Just Giving

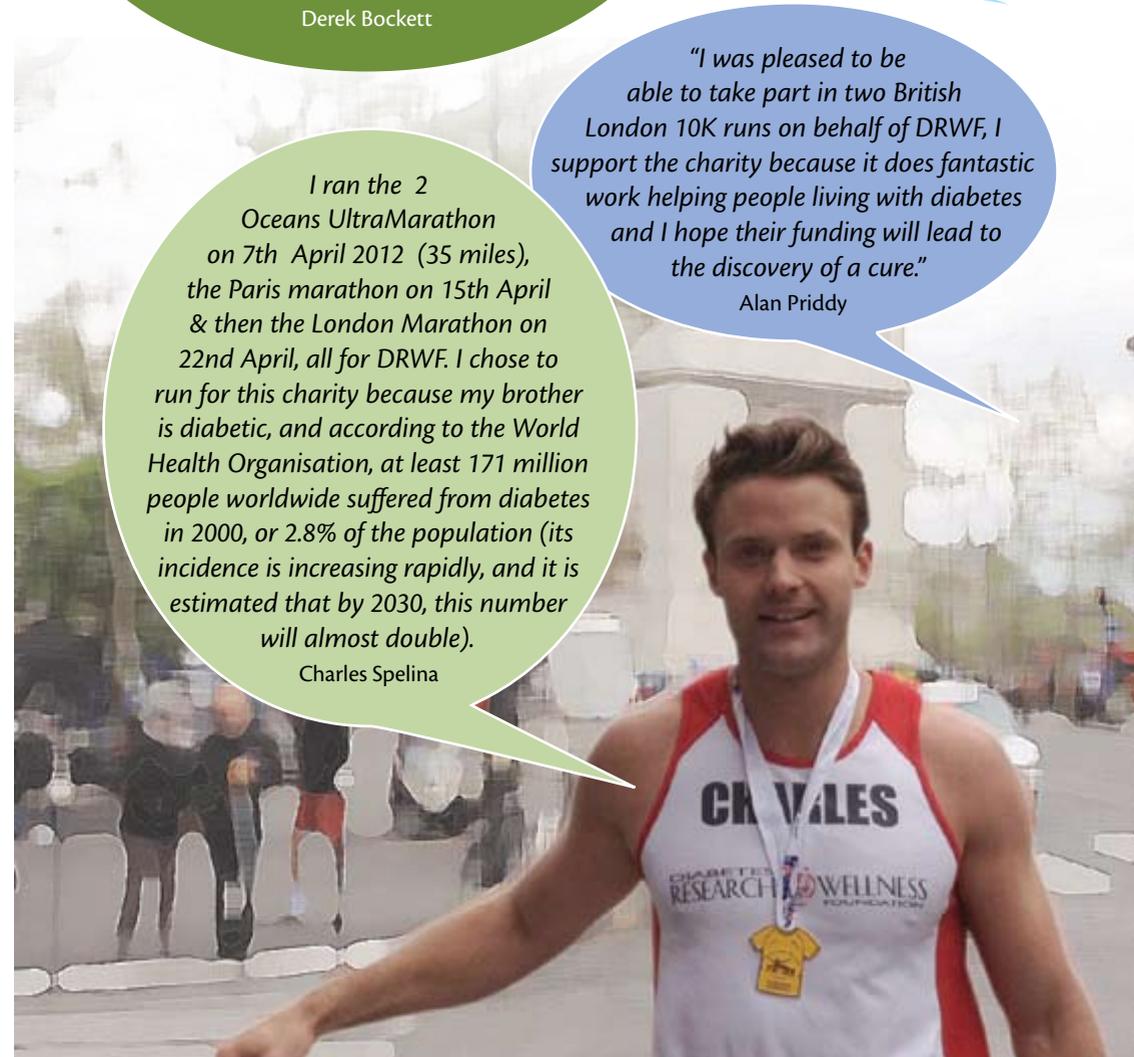


Creating an on-line fundraising page allows you to reach all your family, friends and work colleagues wherever they are. It allows your sponsors to donate securely online and all monies and Gift Aid are collected on your behalf and sent straight to DRWF.

### It's quick and easy to do —

- Visit [www.justgiving.com/drwf](http://www.justgiving.com/drwf) and follow the on-screen instructions — it only takes a few minutes to set-up
- Add a photo and some text about yourself and your fundraising event or challenge
- Email the link to the page to everyone you know and then they can visit and sponsor you on-line

However you decide to support DRWF, you can be sure that your efforts are greatly appreciated! Remember to take some photos of your event and we can write about your fundraising in our newsletter.



## STEPS TO SUCCESS:

Follow these steps to ensure a well-organised, smooth-running and successful fundraising event.

### What, when, where?

- Think about the type of event you want to hold. What skills, interests and resources are available to you? Sometimes keeping it simple is best. Take a look at some of our suggestions, or ask family, friends and colleagues for ideas
- You'll need to establish what will be involved – decide your budget, volunteers, equipment, if you need to produce tickets and if you will be collecting sponsorship monies or donations of goods
- Allow ample preparation time before the event date
- Make sure you choose an appropriate venue
- Contact us to let us know what you're doing and ask for advice

### Make a timeline

List all the jobs that need to be done and then make a timetable — work backwards from the event date! Consider any potential risks at your venue and ensure that you obtain any permissions or licences (call us for advice if you're unsure).

Enlist your helpers and allocate jobs — is there a need for a committee to make sure you're all working to the same ends and timetable? Could other ideas be added to your event to generate more money — selling of refreshments maybe?

# THE GREAT BRITISH DUCK RACE

## Publicise your event

Use every means available to publicise your event — posters, leaflets, banners, invitations, letters, email, text, on-line fundraising page through 'JustGiving' or other reputable charity giving site.

Do you need a system in place to handle responses from attendees, participants, etc.?

Send the DRWF supporters' press release to the local papers and radio stations — an example you can use is available to download from our website.

## On the day

Have checklists and contingency plans in place. Make sure first-aid and security plans are in place and working. Who's going to clear up at the end of the day?



## AFTER THE EVENT

Collect all your sponsorship monies or funds raised & send to DRWF at the address on the last page of this booklet. Evaluate the event and celebrate your success. Don't forget to thank all your willing assistants!

**Thank You!**





## KEEPING IT SWEET...

**Be safe, be legal!** Safety requirements will vary with different types of event. Here are some areas for consideration:

### Venue

- Suitable for the event
- Adequate lighting, sanitary facilities, parking
- Disabled access and facilities
- What is the maximum capacity of the venue?
- Allow space between/around activities if an indoor venue and do not obstruct fire exits
- Ensure plenty of supervision/marshalling
- Give plenty of instruction and information to inexperienced helpers

### Equipment

- Ensure all portable electrical equipment has been tested and is fit for purpose
- Make sure equipment is located safely to avoid trip hazards
- Ensure all equipment is in good repair and is operated by competent users
- Check the stability and strength of tables etc., before piling stuff up on them
- Be careful when lifting heavy items — use trolleys where appropriate

### First Aid & Emergency

- Ensure you have adequate emergency and first aid procedures for your event
- Do you need to let the police or fire brigade know of your event?
- Will you need qualified first aiders or will a first aid box be sufficient?
- Make sure you know where extinguishers and turn-off valves are located
- Ensure there is a telephone available

### Food & Refreshments

- There is a legal requirement for anyone selling or processing food to make sure they are doing so safely and hygienically. Make sure that at least one helper has a relevant qualification or that all food handlers have read the Food Standards Agency's guidance

### Children

- Ensure that children are adequately supervised
- Never allow children under 16 to collect money from the public without an adult
- If you are planning a large scale event, make provision for 'lost children'

### Money

- Keep money in a lockable box
- Make sure you are personally safe when carrying money - preferably don't go it alone!
- Never put personal safety in jeopardy
- Only collect sponsorship or donations from people you know and trust

### Raffles

It is fine to hold a raffle as part of a larger event as long as ticket sales and the results announcement takes place during the event and there are no cash prizes. Public lotteries and raffles must be registered with the local authority. Further information can be obtained from your local authority or the Gambling Commission website: [www.gamblingcommission.gov.uk](http://www.gamblingcommission.gov.uk)

### Licences

You will need a licence from your local authority for the following, and you might be required to state that you are holding the event in aid of The Diabetes Research & Wellness Foundation, registered charity no: 1070607:

- Music and dancing
- Sale of alcohol
- Extended hours
- Provision of food or drink
- Copyright & royalties for drama or film shows
- Collecting money or selling goods in a public place

### Waste

- Dispose of waste materials safely
- Avoid use of hazardous cleaning chemicals, providing protective clothing where necessary

#### REMEMBER:

You can contact DRWF for help on 02392 636138  
[fundraising@drwf.org.uk](mailto:fundraising@drwf.org.uk)



## PAYING IN DETAILS....

THANK YOU for completing your event in support of the **Diabetes Research & Wellness Foundation**. Please collect your donations or sponsorship monies as soon as possible. DO NOT SEND US CASH IN THE POST. If you receive cash or cheques made payable to yourself, please bank them and write a cheque to the Diabetes Research & Wellness Foundation for the total amount collected. Please send cheques accompanied by this form and all your sponsorship forms to DRWF at the contact details below.

It would really help if you would write your name on the back of all the cheques you send us - just so that we can easily identify how much your event raised in total.

*giftaid it* DON'T FORGET to include all your sponsorship forms because we cannot claim Gift Aid without them!

Please complete the details below so that we can thank you for all your hard work.

Name \_\_\_\_\_

Address \_\_\_\_\_  
\_\_\_\_\_

Postcode \_\_\_\_\_ Tel \_\_\_\_\_

Email \_\_\_\_\_ Age: 16-24 25-50 50+

Event. \_\_\_\_\_ Total collected £ \_\_\_\_\_

### Office Use Only

Date monies received \_\_\_\_\_ FR Ref \_\_\_\_\_



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## CONTACT US.....

### Diabetes Research & Wellness Foundation

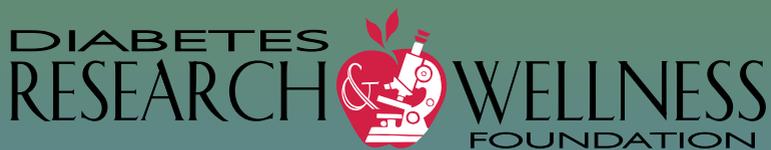
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