THANK YOU!

We are delighted that you are interested in fundraising for us. Your support, along with thousands of other alumni and friends, will help us to fund life-saving research into areas that affect us all. From cancer to global diseases such as TB, our researchers are using cutting-edge technology and world-leading expertise to identify new, innovative treatments for cancer, quicker diagnostic methods for autism, and cheap, easy to administer medications for the developing world.

You can choose to fundraise for specific areas of our research, to support talented students through our scholarships, or alternatively you can support the University in general, where all money raised will go to the area of greatest need. For more information about our projects, please see the enclosed Circles of Influence brochure, or contact Laura Fairbanks on +44(0)121 414 8894. You can also visit our website at www.birmingham.ac.uk/circlesofinfluence

We hope that the following information will be useful. Whether you are looking for ideas, or ready to get started with your fundraising, we are here to support you and look forward to hearing all about your success.

UK tax payers can make every £1 worth 25p more. This is because the government’s Gift Aid scheme allows the University of Birmingham to reclaim tax on donations. This means that you can make an even bigger difference at no extra cost to you!

There are many ways that you can collect your sponsorship or fundraised money. Included in this pack is a sponsorship form that you can use to collect peoples Gift Aid details and track your progress.
There are also other ways that you, your friends and family can support the University.

Included in your pack are some donation forms, which should be completed and returned to the following address:

Laura Fairbanks
Development and Alumni Relations Office
University of Birmingham
Edgbaston
Birmingham
B15 2TT

Committed support allows our researchers to plan for the future, and ensures that we have a robust income. Single gifts ensure that we can purchase equipment needed immediately, and also respond to urgent issues. If you wish to find out more about supporting the University in this way, please call Laura on +44(0)121 414 8894

JustGiving is a free and easy-to-use website that allows your friends and family to sponsor you online, as well as collecting Gift Aid. You can also set up JustTextGiving codes, making it even easier for your supporters to sponsor you! See the enclosed information sheets for more details.
Top tips for fundraisers

Choose something achievable but out of the ordinary for you – give people a reason to sponsor you!

Tell a story about why you’ve chosen your cause

Have fun!

Tell everyone you know about your fundraising!

Keep in touch with your friends and family and update them on your progress

Try lots of different things to fundraise for your cause, such as a bake sale or a sponsored silence

Keep fundraising after your event using your success story
Stories of Success

A real team effort!

In October 2011, a team of staff, students and alumni from the University of Birmingham took part in the Birmingham Half Marathon. Everyone finished and more than £4,500 was raised for the University’s cancer research.

With this money, Professor Paul Moss, Head of Cancer Sciences, was able to purchase a PCR (Polymerase Chain Reaction) machine. This has been placed in the cancer genetics laboratories and will be used to identify the genetic mutations within colon and pancreatic cancers which will be used to guide patient’s treatments and speed up diagnosis.

Cake sales a plenty!

Staff at the University of Birmingham have held three cake sales, raising more than £1000 in total! Cake sales are a great way to get everyone to pitch in together and a good reason for a mid-morning break from work.

Amongst other things, the money raised through these bake sales has funded a child through a life-saving cancer trial in Sub-Saharan Africa.
How to set up a JustGiving page

JustGiving is a secure and easy-to-use fundraising website that enables anyone to fundraise for a charity of their choice. To choose the University of Birmingham, simply visit:

http://www.justgiving.com/universityofbirmingham/raisemoney/

You can personalise your JustGiving page with your own colours, photos and message. Then just email it to your friends and family, so they can donate online and leave you messages of support. JustGiving sends donations straight to us here at the University of Birmingham and adds Gift Aid to every eligible donation. If you want to specify a particular project, simply contact Laura Fairbanks at l.fairbanks@bgham.ac.uk stating your name, page website address and the project you have chosen. Alternatively, you can telephone Laura on +44(0)121 414 8894.

Once your page is set up, you can track your progress and see messages from your friends and family (see example below)
How to set up a JustTextGiving™ code

Once you’ve set up your JustGiving site, you can set JustTextGiving™ codes. These can be used to further promote your fundraising effort, and are a really easy and quick way to sponsor you. They can be written on t-shirts and cakes and added to event invitations, and thanks to Vodafone, we receive 100% of the donation plus GiftAid as there are no text fees!

To set up your JustTextGiving™ code, simply:

- Go to www.justgiving.com
- Click on Your account and under Personal account log in with your email and password
- Click on Your pages
- Click on the title of the page that you want to get a text code for
- Under Share your page click on JustTextGiving by Vodafone Ask you friends for text donations
Just Giving offers an ‘In Memory’ fundraising service, which allows people to set up a page to raise money in memory of a friend or family member. This service is very similar to the standard Just Giving page set-up but enables friends and family to leave messages of remembrance as part of making their donation.

For more information, and to make your page, visit http://www.justgiving.com/en/remembering
Name of participant ………………………………………………………………………………………………………………………………

**Gift Aid**
(Make your donation worth 25% more. Please note, you must be a taxpayer paying more tax than the amount we reclaim in order for us to claim Gift Aid from your sponsorship)

<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Postcode (essential for Gift Aid)</th>
<th>Amount</th>
<th>Gift Aid (please tick)</th>
<th>Tick if Paid</th>
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(Continue sponsors on reverse if needed) 

Total Raised __________
Please send your sponsorship form and fundraising total to: Laura Fairbanks, Development and Alumni Relations Office, University of Birmingham, Edgbaston, Birmingham, B15 2TT, United Kingdom

<table>
<thead>
<tr>
<th>CASH DONATIONS FOR BANKING</th>
<th>CASH DONATIONS FOR BANKING</th>
<th>AMOUNT COLLECTED</th>
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<tbody>
<tr>
<td>Tips:</td>
<td></td>
<td>£50 notes</td>
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<tr>
<td>In order to avoid any problems, cash should always be counted by two people, so that they can verify each others’ total.</td>
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<td>£20 notes</td>
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<td>It should ideally be bagged up in coin bags from the bank in separate denominations (notes, £2, £1, 50p etc).</td>
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<td>£10 notes</td>
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<td>The amounts of each denomination should be listed on the attached and totalled.</td>
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<td>£5 notes</td>
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<td>Once it reaches the University, we would then also make sure two people count it, to verify the original amount is still intact, before banking it.</td>
<td>Counted by:</td>
<td>£2 coins</td>
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<tr>
<td></td>
<td>Verified by:</td>
<td>£1 coins</td>
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<tr>
<td>Event Name:</td>
<td>50p</td>
<td></td>
</tr>
<tr>
<td>DARO counted by:</td>
<td>20p</td>
<td></td>
</tr>
<tr>
<td>Organised by:</td>
<td>DARO verified by:</td>
<td>10p</td>
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<td></td>
<td>5p</td>
<td></td>
</tr>
<tr>
<td>Date held:</td>
<td>Date:</td>
<td>2p</td>
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<td></td>
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<td>1p</td>
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</table>
RAISING FUNDS FOR THE UNIVERSITY OF BIRMINGHAM

Thank you very much for your support for the University of Birmingham. Your hard work in fundraising for the University is very much appreciated.

In order to maintain the necessary records for the University, I should be grateful if you would complete the following details:

YOUR CONTACT DETAILS

Name: ___________________________________________________________________________

Address: _________________________________________________________________________

________________________________________________________________________________ Postcode: ______________________

Tel: ___________________________________ Mobile: ___________________________________

Email: ___________________________________________________________________________

YOUR FUNDRAISING EVENT

Date: _______________________ Event Title: _________________________________________

Description: ______________________________________________________________________

________________________________________________________________________________

University project or fund to benefit: ____________________________________________________

The University of Birmingham is an exempt charity within the meaning of Schedule 2 of the Charities Act 1993, and as such is a charity within the meaning of Section 506(1) of the Taxes Act 1988.

To enable your fundraising event to come under the charitable status of the University of Birmingham, you will need to sign the following declaration. This will also allow the University to claim gift aid on any donations which qualify, provided the necessary details (full name, full address and postcode) are recorded for each of your donors.

DECLARATION

As the organiser responsible for the above fundraising event for the benefit of the University of Birmingham, I undertake to remit all funds collected to the University of Birmingham without deduction:

Signed: __________________________________________ Date: __________________
Approved on behalf of the University: ___________________________________________

Position: ___________________________ Date: ___________________________

Example of the letter to be provided to the fundraiser once the above form has been completed and submitted:

Date

Address

Dear Sir

The University of Birmingham is an exempt charity within the meaning of Schedule 2 of the Charities Act 1993, and as such is a charity within the meaning of Section 506(1) of the Taxes Act 1988.

This is to confirm that xxxx has been approved to fundraise on behalf of the University of Birmingham at the event detailed below, and that the charitable status of the University will therefore apply in this case.

Yours faithfully

Name

Event Details: