

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



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.

There are also other ways that you, your friends and family can support the University.

**CAF Voucher Direct Debit
Give As You Earn Cheque
Text Message
Credit Card**

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

Top tips for fundraisers

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

Have
fun!

Tell a story about
why you've
chosen your
cause

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.



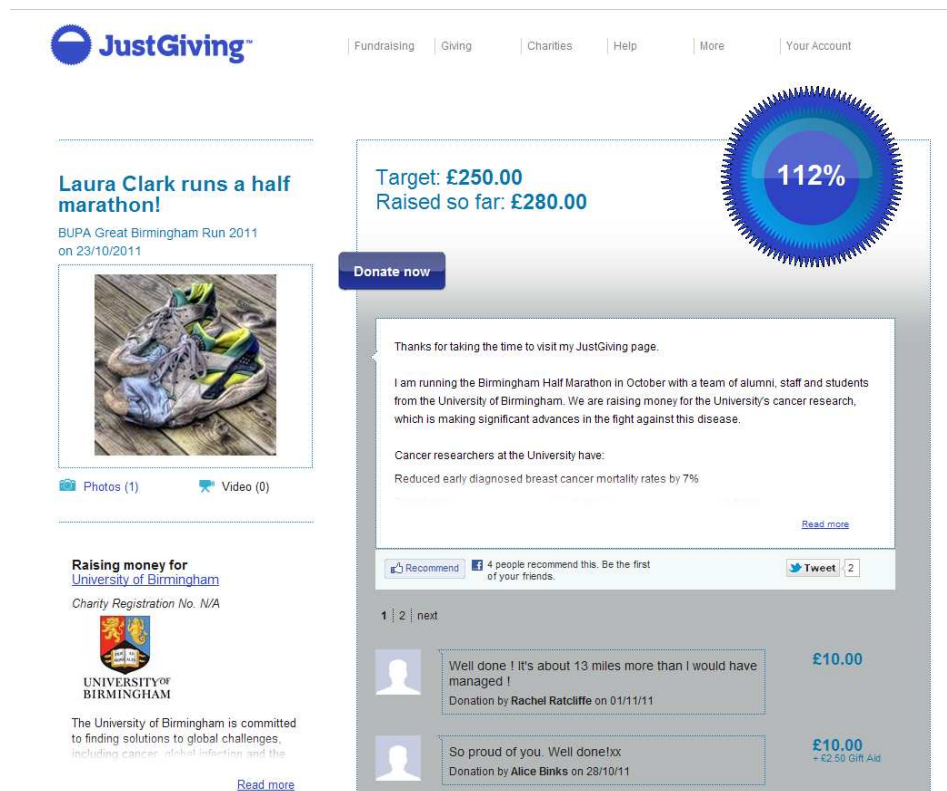
How to set up a JustGiving™ page

 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,  JustGiving™ 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)



The screenshot shows a JustGiving fundraising page for Laura Clark's half marathon. The page features a navigation bar with links to Fundraising, Giving, Charities, Help, More, and Your Account. The main content area includes a title "Laura Clark runs a half marathon!", a sub-header "BUPA Great Birmingham Run 2011 on 23/10/2011", and a photo of a pair of running shoes. A progress bar shows a target of £250.00 and a raised amount of £280.00, with a circular gauge indicating 112% completion. A "Donate now" button is prominently displayed. Below the progress bar, there is a "Thanks for taking the time to visit my JustGiving page." message, followed by a description of the fundraising goal: "I am running the Birmingham Half Marathon in October with a team of alumni, staff and students from the University of Birmingham. We are raising money for the University's cancer research, which is making significant advances in the fight against this disease." A "Read more" link is provided. Below the message, there are social media sharing options for "Recommend" (4 people recommend this) and "Tweet" (2). A list of donations is shown, including one from Rachel Ratcliffe for £10.00 and another from Alice Binks for £10.00, both dated 01/11/11. The page also includes a "University of Birmingham" logo and a "Read more" link at the bottom.

How to set up a **JustTextGiving™** code

by **vodafone**

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**

The screenshot shows the JustGiving website interface. At the top, the JustGiving logo is on the left, and navigation links (Fundraising, Giving, Charities, Help, More, Your Account) are on the right. Below the navigation bar is a tabbed menu with 'Your pages' selected. The main content area shows 'Huu's page' with a profile picture, a link to the page, and statistics: 0 donations, £0.00 raised online, £0.00 raised offline, and a target of £0.00. Below this is a 'We recommend' section with a card titled 'Asking for text donations' that includes the JustTextGiving logo and a link 'Ask your friends for text donations' highlighted with a red box and arrow. To the right is a 'Share your page' section with options like 'Email your contacts', 'Publish to Facebook', 'Spread the word on Twitter', 'Get a widget', and 'JustTextGiving by Vodafone Ask your friends for text donations' (highlighted with a red box and arrow). At the bottom is a 'Manage your fundraising' section with links to 'Edit your page' and 'Add photos'.

JustGiving in memory fundraising

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>

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

CASH DONATIONS FOR BANKING	CASH DONATIONS FOR BANKING	AMOUNT COLLECTED	
Tips:		£50 notes	
In order to avoid any problems, cash should always be counted by two people, so that they can verify each others' total.		£20 notes	
It should ideally be bagged up in coin bags from the bank in separate denominations (notes, £2, £1, 50p etc).		£10 notes	
The amounts of each denomination should be listed on the attached and totalled.		£5 notes	
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.	Counted by:	£2 coins	
	Verified by:	£1 coins	
Event Name:		50p	
	DARO counted by:	20p	
Organised by:	DARO verified by:	10p	
		5p	
Date held:	Date:	2p	
		1p	

		TOTAL AMOUNT RAISED	
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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: