

Fundraiser's Pack

Supporting the University of Birmingham



Be Part of It



Thank you

For Choosing to be a Part of Community Fundraising

Your support, through cake sales to completing once in a lifetime challenges, will help to fund pioneering research ranging from combatting life-threatening antibiotic resistant infections to using the body's immune system to eradicate cancer.

Not Sure Where to Start?

This fundraising pack is designed with **you** in mind - filled with inspiration, helpful advice and tips on how to make the most of your fundraising activity.

We will be here to help every step of the way.

Contents

3. Our Projects
4. Five Simple Steps to An Event
5. A-Z of Fundraising Ideas
6. Publicity
7. Don't Forget About...
8. Collecting Funds
9. Sponsorship and Keep in Touch
10. Thank you and Contact Us

OUR PROJECTS

The University of Birmingham is committed to finding solutions to global challenges, including water sustainability, heart disease and the development of our future leaders. As one of the broadest reaching charities in the UK, we are tackling issues that affect us all.

We have chosen one project to show you how being a part of fundraising can make a global impact and change lives.

Fundraising Focus: Global Maternal Health

1 in 6000 women in the UK die in child birth. In Malawi, its 1 in 34 women. Be a part of changing this.

Sessay's Story

Sessay was born and raised in Sierra Leone. By the age of 14, Sessay was married and had her first child by 15. At age 18 - typically the age of a first year university student - Sessay became pregnant with twins. There were severe complications whilst the second child was being delivered which forced Sessay to walk for miles to the nearest hospital.

Due to excessive bleeding and lack of access to a doctor, Sessay died during childbirth.



How You Can Help Women like Sessay

By fundraising for the University of Birmingham, you will help our Research Team to carry out four key projects that will cover the entire journey of pregnancy and ultimately improve Global Maternal Health.

One of these vital projects is **AM-TRAN**: Emergency transport for women in Malawi to ensure they are able to access maternal health care and overcome the poor access to transport.



For more detailed information on the variety of projects you can fundraise for, please see our website:
<http://www.birmingham.ac.uk/alumni/Giving/Our-projects/Index.aspx>

5 SIMPLE STEPS TO AN EVENT

1

THE EVENT

WHAT kind of event do you want to hold? Think about what would **INTEREST** people in order to encourage donations - a black tie ball, pub quiz, or an **ON-CAMPUS BAKE OFF**? The possibilities are **ENDLESS!**

THE LOCATION

WHERE is there a suitable venue that's **ACCESSIBLE** to as many people as possible? Or perhaps there is a **TARGET AUDIENCE** for the event? You could host it at the Guild, a local community centre or a public park. Please see 'Keeping it Legal' for some key tips on choosing a venue.

2

3

THE DATE

WHEN will you hold your fundraising event? You need to consider which day is best for attendance - **WEEKENDS** or **WEEKDAY**? It's important to bear in mind school, university and busy work periods when choosing the date.

RAISING THE MONEY

HOW are you going to raise the money? Check out our A-Z fundraising ideas in the pack for **INSPIRATION.**

4

5

SHOUT ABOUT IT

WHY are you hosting this event in the first place? There are many ways to **SPREAD THE WORD** about your event. Check out the 'Publicity' page for ideas about how to get the message out.

A-Z OF FUNDRAISING IDEAS

A Aerobics Marathon Art Exhibition Auction (Promises/Services/Unwanted Items)

B Bad Tie Day Bag Packing Barn Dance Battle of the Bands BBQ Beer Festival Bike Ride
Bingo Blind Date Book Sale Bungee Jump Busking

C Cake Sale Candle Making Caption Competition Car Wash Casino Evening Club Night
Collection Boxes Come Dine With Me Comedy Night Cookery Classes

D Dinner Dance Disco Dodgeball Tournament Dog Walking

E Eating Marathon Easter Egg Hunt E-bay Sale Eighties Night Elephant in the Room

F Face painting Fast-a-thon Fashion Show Flower Arranging Fireworks Night

G Games Night Garden Party Gladiators Gifts in Kind Greek Night Grow a Beard/Moustache

H Halloween Party Head Shave Highland Games Hitch for Charity Hula Hoop Competition

I International Party It's A Knockout Jailbreak Jazz/Jive Night Joke-a-thon

K, L Karaoke Night Kart Race Keep Fit Day Ladies/Lads Only Night Laser Quest
Limbo Competition Line Dancing Luau Limbo Competition Left Handed Day

M Magic Show Marathon Mardi Gras Celebrations Masked Ball Matched Giving
Mini Olympics Movie Night Mufti Day

N Name The Baby Nappies On A Night Out Nature Trail NYE Party and Resolutions

O Odd Jobs Service Open Mic Challenge Orienteer Challenge

P Paintballing Pancake Race Pantomime Parachute Jump Penalty Shoot-Out
Plant Sale Play Your Cards Right Pool Competition Poker Night Pub Quiz

Q Quintessentially British Day Quit Something (Smoking/Drinking/Chocolate) Quiz Night

R Radio Campaign Raffle Rave Rounders Rowing (Race or Endurance)

S Salsa Evening Scavenger Hunt Sing-A-Long Speed Dating Sponsored Silence
Squash Tournament Stationary Cycle Challenge Swear Box Swimathon Summer Party

T Take Me Out for Charity Taxi for Charity Tea Party Ten Pin Bowling
Tombola Treasure Hunt Tuck Shop Tug of War

U, V University Challenge Unwanted Gifts Sale Variety Show Vintage Clothes Sale Volleyball Tournament

W, X Walkathon Waxing Wheelbarrow Race Who's That Baby? Welly Chuck Xbox Tournament

Y, Z Yes Day Yoga Marathon Zumbathon Zodiac Evening 100 Club

PUBLICITY

Getting the Word Out There

To ensure a successful event or campaign when raising money for the University of Birmingham, it is important to promote to your friends, family and local community why they should get involved.

Promotion Ideas

Twitter	Posters	Radio Broadcast	Local Newspaper Advert
Speaking at Local Meetings	Hosting a Warm-Up (<i>to main event</i>)	Facebook	
Attend Community Events	Press Release	Create a Promo Video	
Write a Blog	Send Your Story to a School Newsletter	Hand out Flyers in the High Street	
Run a series of Mini Competitions to attract Interest	Get Friends Involved		



Social Media

We would love to hear about your fundraising activities so please get in touch on social media. Tag @birminghamalum to share your best photos and let us know how your fundraising is going.



@unibirmingham



<https://www.facebook.com/birminghamalumni>



@birminghamalum

DON'T FORGET ABOUT...

Making the most of your fundraising

The University has charitable status and can reclaim **GIFT AID** on donations, increasing their value by 25%. So for every £100 raised, another £25 could be received from HMRC in reclaimed tax from the Gift Aid scheme. 100% of donations will go straight to the project, so every penny counts.

Remember to ask donors to fill in your sponsorship form in order for us to claim Gift Aid and maximise your fundraising total! Gift Aid can only be claimed on voluntary donations, so if you are asking for a specific donation (i.e. £2 per cake) then unfortunately we can't claim Gift Aid. It's up to you how you decide to ask for donations - sometimes asking for a specific amount can encourage your donors to give more!

We don't have a registered charity number because universities have charitable status without needing to register. You probably won't need it, but our tax-exempt charities reference number is **X7237** – just in case.

Go the extra mile...

A great way to make your money go further is asking local businesses to support your fundraising. Ask them to donate a prize – it could be anything from dinner for two, a haircut, tickets to the next football league match. Alternatively, ask them to match your fundraising by donating the same amount or a percentage of your total.

Be aware that national businesses often have official charities for the year and may not be able to make a donation.



Collections

You'll need permission (a permit) to collect in a public space and our advice is to sort this out around three months before your planned date. Permits are granted by the local council and must be used on the day specified. It's easy to do and there should be information on their website, but most importantly remember to take the permit with you on the day so you can produce it if asked. If you want to do a collection on private property (a train station, supermarket etc) you will need to get permission from the Manager.

Temporary Event Licenses

If you are having alcohol and/or live music at your event you will need to apply for a temporary event license, if you are not using a licensed premises (pubs, bars and restaurants should all be fine). If you intend to serve cooked food after 11pm you will also need to apply for a licence. Please contact your local council to apply for a temporary license. The current cost is £21 per license.

Food Hygiene

If you are selling food to members of the public you will need to ensure the vendor/ catering supplier is licensed. Contact your local council for food hygiene regulations and take a look at the website www.food.gov.uk

Raffles and Lotteries

If you are planning to sell raffle tickets in advance of the draw and over a period of time, you will need to apply for a Small Lottery Licence from your local authority and have a named promoter who will take responsibility. You don't need to register with the Gambling Commission unless ticket sales are over £20,000 and if you are only selling tickets during your event.

COLLECTING FUNDS



JustGiving

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/>

JustGiving sends donations straight to us here and adds GiftAid to every eligible donation. When setting up your page, please tick the box for staying in contact with the University so we can inform you of what your fundraising has achieved.

Collecting Cash

You might prefer to collect cash donations. In the back of this pack you will find some forms to help you with this. If you are returning cash directly to us, this needs to be counted by two people and logged on the 'cash counting form'. Please contact us on the details below if you will be delivering cash to us after your event.

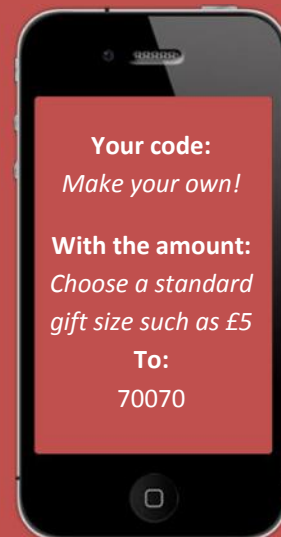
Paying in your donations

Once you have completed your fundraising, you can send us any offline donations as a lump sum. Don't forget to include any sponsorship forms so that we can claim gift aid. The easiest way to pay in your funds is by cheque, payable to the University of Birmingham and sent to our address on the back of this pack. Please contact us on fundraiseforus@contacts.bham.ac.uk or on **0121 414 8895** if you need further advice on how to collect funds and return them to us.

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:

1. Go to www.justgiving.com
2. Click on 'Your Account' and under 'Personal Account' log in with your email and password
3. Click on 'Your Pages'
4. Click on the title of the page that you want to get a text code for
5. Under 'Share your Page' click on JustTextGiving by Vodafone
6. Ask your friends for text donations





Join our Donor Community!

Thank you very much for your support for the University of Birmingham. Your hard work in fundraising for the University is very much appreciated. To allow us to process your generous donation, please complete your personal details below.

Name: _____

Relationship to the University (alumnus/staff member/patient): _____

E-mail: _____

Address: _____

Postcode: _____ Tel: _____

Fundraising Event: _____ Date of Event: _____

My funds are in aid of the following University area : _____

We would love to the opportunity to thank you for the money you have raised and to keep in touch. If you do not already receive communications from the University of Birmingham, we would like to keep you updated with news from our campus including future events, educational activities and courses, research, and opportunities to support our fundraising. Please tick here if you are happy to join our community and receive news by:

☐ e-mail

☐ post

By submitting this form you are agreeing to your data being used in accordance with the University of Birmingham's data protection policy (available at www.birmingham.ac.uk/dataprotection). If you have any further questions about your data or would further like to tailor your mailing preferences then please contact alumnioffice@contacts.bham.ac.uk

Cash Counting Form

If you are bringing us your cash in person, please use this form to count it up first. If you are sending your fundraising total as a lump sum by cheque or another method, you don't need to complete this form. To protect our fundraisers, cash should always be counted by two people. This means that they can verify each other's total. Coins should ideally be kept in coin bags (available from your bank) in separate denominations as instructed on the front of the coin bag i.e. up to £10 of 50ps per bag.

The amounts of each denomination should be listed on the form below. When you drop your cash into the University (never send cash in the post), we will count it again to verify the original amount is still intact before we bank it.

Counted by: _____

Verified by: _____

For Completion By University:

DARO counted by *(to be filled in by University)*:

DARO verified by *(to be filled in by University)*:

Date: _____

£50 notes	
£20 notes	
£10 notes	
£5 notes	
£2 coins	
£1 coins	
50p	
20p	
10p	
5p	
2p	
1p	
TOTAL AMOUNT RAISED	



giftaid it

Sponsor Form

Fundraising event and cause: _____

*I am a UK taxpayer and understand that if I pay less Income Tax and/or Capital Gains Tax than the amount of Gift Aid claimed on all of my donations in that tax year it is my responsibility to pay the difference. The University will reclaim 25p of tax on every £1 that you give.

[illegible]

Total Raised: £

Please send us your sponsorship form when paying in your fundraising total.

[illegible]

Thank You

Contact Us:

Email: fundraiseforus@contacts.bham.ac.uk

Phone: +44 (0) 121 414 8895

Address: Development and Alumni Relations Office,
University of Birmingham,
Birmingham Research Park,
Birmingham,
B15 2SQ

www.birmingham.ac.uk/communityfundraising