

Fundraiser's Pack

Supporting the University of Birmingham



Be Part of It



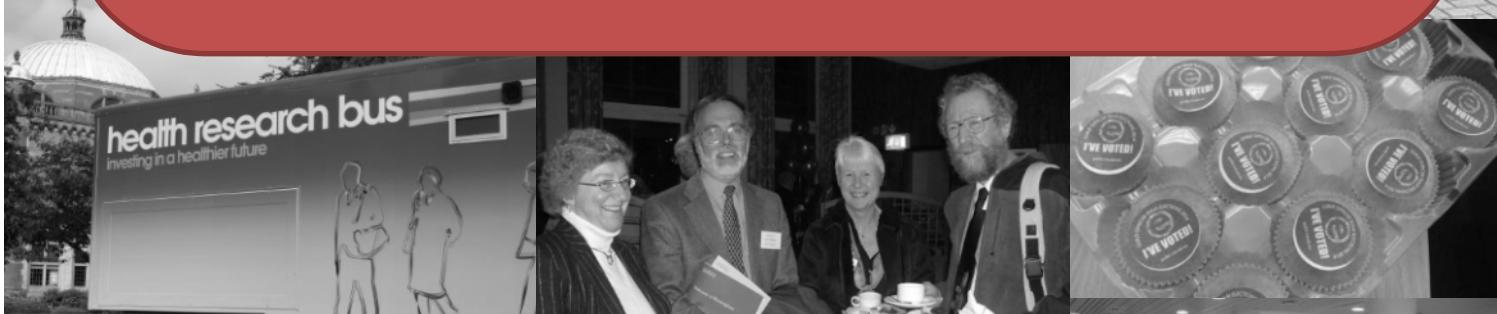
Thank you For Choosing to be a Part of Community Fundraising

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.



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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 5 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!**

2

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.

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.

4

RAISING THE MONEY

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

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 Bingo	Bag Packing Blind Date	Barn Dance Book Sale	Battle of the Bands Bungee Jump	BBQ Busking	Beer Festival	Bike Ride		
C	Cake Sale Collection Boxes	Candle Making	Caption Competition Come Dine With Me	Car Wash Comedy Night	Casino Evening Cookery Classes	Club Night			
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 Limbo Competition	Kart Race Line Dancing	Keep Fit Day Luau	Ladies/Lads Only Night Limbo Competition	Laser Quest Left Handed Day				
M	Magic Show Mini Olympics	Marathon	Mardi Gras Celebrations Movie Night	Masked Ball Mufti Day	Matched Giving				
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 Plant Sale	Pancake Race Play Your Cards Right	Pantomime Pool Competition	Parachute Jump Poker Night	Penalty Shoot-Out 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 Squash Tournament	Scavenger Hunt Stationary Cycle Challenge	Sing-A-Long Swear Box	Speed Dating Swimathon	Sponsored Silence Summer Party				
T	Take Me Out for Charity Tombola	Taxi for Charity Treasure Hunt	Tea Party Tuck Shop	Ten Pin Bowling 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 (*to main event*)

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/](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.

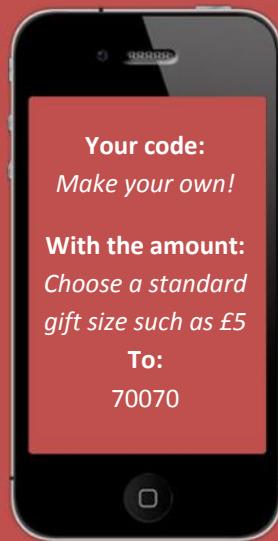
Paying in your donations

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 <i>(to be filled in by University)</i> : _____	
DARO verified by <i>(to be filled in by University)</i> : _____	
Date: _____	

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



Sponsor Form

Name of fundraiser: _____

Fundraising event and cause: _____

If you are making a *recommended donation* then your donation could go even further with Gift Aid. This means that the University of Birmingham will receive an extra 25p in reclaimed tax for each £1 that you donate, with no extra expense to you. In order to help us claim these funds, we would be grateful if you could complete the details below.

*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.

Total Raised: £

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

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