



We Are Birmingham

Fundraising Pack 2015-2016



Be a Part of It

www.birmingham.ac.uk/giving



Thank you

For Choosing to be a Part of

We Are Birmingham

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. Keeping it Legal
8. Collecting Funds
9. Sponsorship and Legal Form
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.

As part of our Community Fundraising Initiative, we have chosen one project to show you how being a part of 'We are Birmingham' 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/giving>

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 (*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

Take advantage of our social media outlets or create your own to spread the word about
We Are Birmingham.



@unibirmingham



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



#UoBpartofit

Our Charity Status

When you are fundraising for the University of Birmingham, you are acting “in aid of” our charitable status. The University of Birmingham is an ‘exempt charity’ under the Charities Act 1993. This status means that the University is not required to register directly with the Charity Commission, and in turn is not subject to its direct supervision. However, following the Charities Act 2006, from 1 June 2010 HEFCE became ‘principal regulator’ of the vast majority of Higher Education Institutions in England, including the University of Birmingham.

Good news!

Almost all British universities have charitable status because their primary purposes of advancing education and research are deemed to deliver a public benefit. This means the University can reclaim **GIFT AID** on donations, increasing their value by 25%, and that corporation tax does not have to be paid on profits made from research with a social impact.

Our tax-exempt Inland Revenues charities reference number is **X7237**.

Health and Safety

Before your event you’ll need to do a risk assessment to make sure potential dangers and hazards are accounted for and suitably prevented. Your contact at the venue will be able to brief you on their own health and safety requirements, and the things you need to consider.

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.

First Aid Cover

For larger events you may well require first aid cover. The amount of first aid cover required will depend on the size of your event. Do check with your local council for advice. First Aid providers you might like to try include; St John Ambulance www.sja.org.uk or The British Red Cross www.redcross.org.uk

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.

Making your money go further...

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.

COLLECTING FUNDS

Where To Start

There are many ways that you, your friends and family can make a donation to the University such as CAF Vouchers, Direct Debit, Cash, Give As You Earn, Cheque, Text Message or Credit Card. Please feel free to contact Laura Fairbanks on **+44(0)121 414 8894** for further advice on how to collect funds and return them to us.

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. Once your page is set up, you can track your progress and see messages from your friends and family.

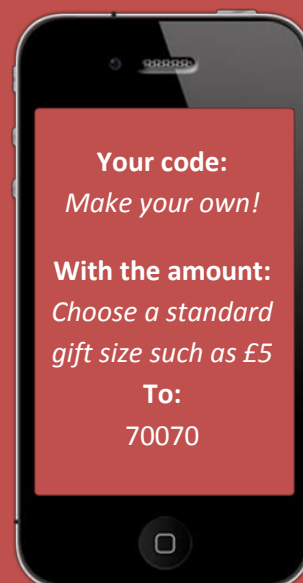
How to set up a JustTextGiving Code

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



JustGiving In Memory

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/rememering>





giftaid it

Sponsor Form

Fundraising event and cause: _____

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)

[illegible]

Please find spare sponsor forms at www.birmingham.ac.uk/giving

Total Raised: £

Please send your sponsorship form, cash counting spreadsheet and fundraising total to:

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



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, we would be grateful if you would complete the following details:

Your Contact Details

Name: _____ E-mail: _____

Address: _____

Postcode: _____ Tel: _____

Your Fundraising Event

Date: _____ Event Title: _____

Description: _____

University project 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: _____

Thank You



Contact Us:

Email: giving@contacts.bham.ac.uk

Phone: +44 (0) 121 414 8894

Address: Laura Fairbanks,

Development and Alumni Relations Office,

University of Birmingham,

B15 2TT

www.birmingham.ac.uk/giving