



# Fundraising Pack

Supporting the University of Birmingham



## #raisedbyUoB

[www.birmingham.ac.uk/communityfundraising](http://www.birmingham.ac.uk/communityfundraising)

# Thank you

For choosing to fundraise for The University of  
Birmingham

## 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.



UNIVERSITY OF  
BIRMINGHAM

## Contents

Our projects  
Getting started  
Five simple steps to an event  
A-Z of fundraising ideas  
Your JustGiving page  
Don't forget about...  
Collecting funds  
Legal and sponsorship forms  
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.



## Mental Health

It is estimated that one in four people in the UK experience a mental health problem each year, with a related annual cost to society of close to £110 billion.

The University intends to increase research into the impact of mental health on the people affected, on society and on the public purse. The University is aiming to establish an Institute for Mental Health with the aim to increase research on the impact of mental health on the people affected, on society and on the public purse. We will explore five research themes:

1. Prevention and promotion
2. Understanding the impacts of transitions on mental health
3. Transforming the mental health system, exploring new models of care
4. Family-based interventions
5. Engaging those who have experienced mental health problems to assist in designing and producing the Institute, its research and policy work.

## Childhood Cancer

Amber Phillpott was just a year old when she was diagnosed with acute myeloid leukaemia (AML), one of the most devastating forms of blood cancer. After initially responding well to chemotherapy, her condition rapidly worsened. Just five months after Amber had been diagnosed, her parents were told that doctors had run out of treatment options.

Tragically, Amber passed away on 5<sup>th</sup> March 2011. Through their grief Amber's parents summoned the strength to respond in a truly inspiring way. They donated a sample of Amber's blood to our research team, giving them invaluable new insights into the way that cancer affects the immune system. Our research looks at the mechanisms that enable cancers to suppress and bypass the immune system, with the aim of developing drugs that reactivate the body's natural defences.

As a result of the blood sample kindly provided by Amber's parents, we are now on the cusp of developing a new form of treatment – a considerably less toxic treatment than chemotherapy.

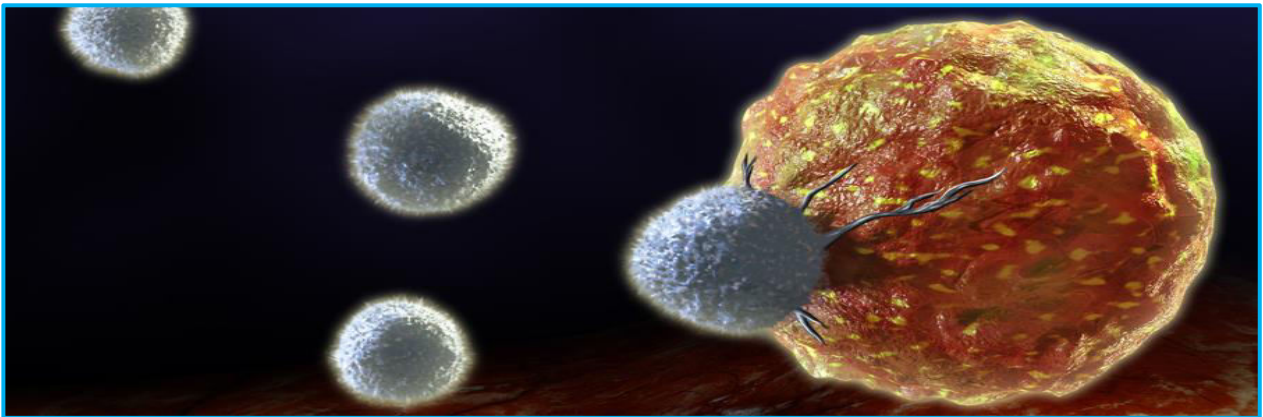
Currently there is little funding available for testing the results of adult cancer drug trials in children. Your donation will make a real difference in support of the research and its development.

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>

## Access to Birmingham Scheme

Our **Access to Birmingham scheme** is a sector leading programme and was one of the first to offer support to those students for whom a university education may have seemed unattainable, or even unimaginable. In 2007 Birmingham introduced the A2B scholarship to financially recognise exceptional students on the A2B scheme who were exceeding their A2B offer and achieving the full prospectus entry grades. The landscape of student finance is continually fluctuating. A recent change has been the abolition of the maintenance grant of £3,387, provided to undergraduates with a household income of less than £25,000.

The University of Birmingham provides support to students with this level of household income through the Chamberlain Award scheme. By offering an Access to Birmingham scholarship as well, we can strive to ease financial constraints and remove potential barriers to a University of Birmingham education.



## Cancer Immunotherapy & Immunology Centre

Immunotherapy is a powerful new approach to cancer treatment, in many cases as successful as chemotherapy is but with significantly fewer side effects. It uses the body's own immune system to fight the cancer, meaning each treatment is highly personalised to each individual.

University of Birmingham researchers are at the forefront of research in immunotherapy and able to access a diverse patient network through the Institute of Translational Medicine and Birmingham's unique demography.

Finding cancers that respond well to immunotherapy will provide the bedrock for expanded research and clinical trials, leading to the next generation of cancer treatments. We have case studies of at least three Birmingham patients who are now in remission would have died without this treatment.

We now need to analyse and address the short and long term adverse side effects associated with the therapies that beat cancer. We need to make these therapies safer, sooner. As we expand our growing population of cancer survivors, we need to be equipped for the ramifications they may face throughout life after cancer.

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>

# OUR PROJECTS

## Inflammation & Ageing

Scientists at the University of Birmingham are conducting research to ensure that old age is enjoyed and not simply endured. In the UK life expectancy is increasing by 2 years every decade but healthiness is failing to increase at the same rate.

The Institute of Inflammation and Ageing is investigating the mechanisms underlying the loss of immunity that accompanies older age, and is developing approaches to improve immunity in older adults. The Institute of Inflammation and Ageing adopts a process-driven pathology approach, which allows the research on inflammation to be applied to a vast range of diseases, rather than to just a single illness. This means that for every £1 donated, £50 worth of research is carried out.



## Cardiovascular Sciences

More than a million people in the UK have been diagnosed with Atrial Fibrillation (AF), with hundreds of thousands more cases estimated to be undiagnosed. 1 in 5 AF sufferers are admitted to hospital each year. The condition is common in over-65s, but will also affect 1 in 4 current 40 year olds.

AF is the most common sustained cardiac arrhythmia – or irregular heart rhythm. It causes almost one-third of strokes and can lead to clots in the bloodstream as well as other major complications.

Sudden cardiac death kills 100,000 people every year in the UK. In younger people this is often due to an unidentified inherited cardiovascular disease. Every week in the UK 12 apparently fit and healthy under 35-year-olds die from undiagnosed cardiac conditions.

## Early Miscarriage

Miscarriage is by far the biggest cause of pregnancy loss in the UK, with 1 in 4 pregnancies ending this way. Around 85% of miscarriages happen in the first 12 weeks, but there is little known about how and why they occur, leaving couples grieving with few answers and little support. Current health guidelines mean the 200,000 mothers and their partners that are affected every year must endure three consecutive pregnancies that end in early miscarriage before there is any investigation.

The University is leading a collaboration to fund vital research into early miscarriage. In April 2016, Tommy's opened Europe's largest research centre dedicated to preventing miscarriage and improving care here. Birmingham is one of three universities that will work alongside specialist clinics, enabling 24,000 women per year to access treatment and support as well as participate in research studies. The team will seek to understand why miscarriage happens, if it is likely to happen again, how to prevent it, and how to provide appropriate emotional support and aftercare.

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>

# GETTING STARTED

There are many different ways through which you can reach your fundraising target, from sponsorship and bake sales to pub quizzes and auctions!

In this pack we are going to take you through a few different ways to raise money, and how to choose those that will work best for you.

One of the easiest methods is through online sponsorship, you just need to set up your online JustGiving page, share it with friends and family and fingers crossed watch the donations roll in.

However there are many other ways to raise money such as putting on an event, collecting money in public or fundraising alongside others!

All of these are covered in this pack to make sure that you can raise as much money as possible!



# 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 & TIME

**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 and study periods when choosing the date. What **TIME** also suits your audience best, is it an evening after work and lectures, or during your lunch hour?

## 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.

4

5

## RAISING THE MONEY

**HOW** are you going to collect the money? Will you collect **CASH** on the day, or are you going to set up a **JUST GIVING PAGE**? Prepare this in advance to maximise donations! And make sure you know what you are fundraising for!

# A-Z OF FUNDRAISING IDEAS

Bad Tie Day



Fashion Show

Dodgeball



Waxing

Karaoke Night



Open Mic Night

Bag Packing



Pub Quiz

Bingo



Head Shave

Comedy Night

Art Exhibition

Name the Baby



Raffle

Poker Night

University Challenge

Come Dine With Me



Aerobics Marathon



E-bay Sale

Auction  
(Promises/Services  
/Unwanted Items)

Games Night

Movie Night



Car Wash

Blind Date

Cake Sale

BBQ



Vintage Clothes Sale

Battle of the Bands

us? Is it personal to



## Gift aid

The University has charitable status and can reclaim **GIFT AID** on donations, increasing their value by 25%.

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!

The University of Birmingham is a corporate body created by Royal Charter in 1900 and an exempt charity under Schedule 3 of the Charities Act 2011. For reference, our Inland Revenue Charities reference number is X7237.



## 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.

## 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](http://www.food.gov.uk)



## Corporate sponsorship...

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 or 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.

## 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

## 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.

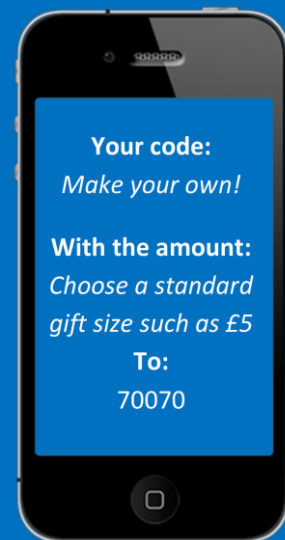


When collecting cash there are a few practicalities to think about, the first is how and where you are collecting the money, are you in a safe place, and do you have a suitable container to collect the money in, a money tin which you can lock is the best. The second is do you have a float, this is so that if people need change you are able to provide it. When collecting cash, make sure you supervise the money at all times and feel safe.

## 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](http://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

## 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](mailto: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.



## 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/student) : \_\_\_\_\_

E-mail: \_\_\_\_\_

Address: \_\_\_\_\_

Postcode: \_\_\_\_\_ Tel: \_\_\_\_\_

Fundraising Event: \_\_\_\_\_ Date of Event: \_\_\_\_\_

My funds are in aid of the following University area : \_\_\_\_\_

If you do not already receive communications from the University, 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 and volunteering programmes. Please tick here if you would like to receive such information and if so whether by post [ ] / by email [ ] / by telephone [ ] / by text message [ ].

**You are in control of your data. We want to stay in touch with you and keep your information in accordance with your wishes.** Depending on your preferences, you will receive communications via post, email, telephone and social media. We would like to ensure that our interactions with you are appropriate and cost-effective. We will pay attention to your responses (including e-tracking) and, from time to time, may use your data for profiling, targeting, and research purposes. Your information will be held securely by the University of Birmingham and will only be made available to our academic & administrative departments, recognised alumni groups, and trusted agents acting on behalf of the University. Information on how your data is held and used is set out in our Data Protection Statement at [www.birmingham.ac.uk/alumni/dataprotection](http://www.birmingham.ac.uk/alumni/dataprotection). **If you wish to opt-out of any contact or have any questions about your personal data, please contact [alumnioffice@contacts.bham.ac.uk](mailto:alumnioffice@contacts.bham.ac.uk).**

For reference, our Inland Revenue Charities reference number is X7237.



# Sponsor Form

Name of fundraiser: \_\_\_\_\_

Fundraising event and cause:

If you are making a *recommended donation* towards cakes/coffee etc. and you pay UK income tax, then your donation could go even further with Gift Aid. This means that the University would 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 my donations in that tax year it is my responsibility to pay any difference.

Full Name	Home Address	Postcode (essential for Gift Aid)	Amount	Gift Aid* (please tick)	Tick if Paid

Please find spare sponsor forms at [www.birmingham.ac.uk/giving](http://www.birmingham.ac.uk/giving)

Total Raised: £ \_\_\_\_\_

Please drop off your sponsorship form and fundraising total as soon as possible after your event to:

Development and Alumni Relations, Birmingham Research Park, 97 Vincent Drive, Birmingham, B15 2SQ.

Alternatively, get in touch at [fundraiseforus@contacts.bham.ac.uk](mailto:fundraiseforus@contacts.bham.ac.uk) and we can arrange the collection of your money - thank you!

CASH DONATIONS FOR BANKING

Tips:

In order to avoid any problems, cash should always be counted by two people, so that they can verify each others' total.

It should ideally be bagged up in coin bags from the bank in separate denominations (notes, £2, £1, 50p etc).

The amounts of each denomination should be listed on the attached and totalled.

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.

Event Name:

Organised by:

Date held:

Bank (Paying in book) reference:

CASH DONATIONS FOR BANKING

Counted by:

Verified by:

DARO counted by:

DARO verified by:

Date:

AMOUNT COLLECTED

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

# Thank You!



## Contact Us:

Email: [fundraiseforus@contacts.bham.ac.uk](mailto: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](http://www.birmingham.ac.uk/communityfundraising)