

Fundraising Pack

#TeamBrainResearchUK

Brain Research UK



I will continue supporting this amazing charity using my running as a reminder to ask everyone to dig deep so this charity gets those vital donations for people with neurological conditions

Thank you

Thank you for choosing to support Brain Research UK!

Your support ensures that vital neurological research can continue to be funded and helps us to move closer towards a world where everyone with a neurological condition lives better, longer.

In this pack you will find fundraising inspiration, advice on how to get started, and lots of tips and tricks on how to get the most out of your fundraising activities.

If you have any questions, would like to order fundraising materials, or simply want to discuss your ideas with a member of our fundraising team, please don't hesitate to contact us at via email at

events@brainresearchuk.org.uk

Brain Research UK

Our research

Our research funding is currently focused on three priority areas where we consider research investment to be most needed. In each of these three areas there is a large unmet patient need and insufficient research investment.

Our Scientific Advisory Panel helps to ensure that we fund the very best research in our priority areas.

Brain tumours

More than **12,000** people are diagnosed with a brain tumour every year in the UK and brain tumours kill more under 40s than any other cancer.

With at least **130** different types of brain tumour, which may all present with different symptoms, their diagnosis and treatment is extremely difficult.

We want to improve the outlook for people with brain tumours by funding research that takes forward our understanding of tumour development, and advances diagnosis and treatment.

Acquired brain and spinal cord injury

Many people across the UK are living with long-term problems as a result of a brain or spinal cord injury **50,000** people live with problems resulting from a spinal cord injury, **1.3 million** as a result of traumatic brain injury and **1.3 million** from stroke.

The outcome of any injury to the brain or spinal cord depends largely upon its nature and severity but, despite long-term rehabilitation, many people do not regain full function.

We are funding research to advance understanding of how to repair the brain and spinal cord and thus restore function and independence.

Headache and facial pain

Headache disorders are the most common source of pain.

There are hundreds of different types of headache and facial pain disorders, ranging enormously in severity and in the impact that they have on people's lives.

Migraine is the most common disabling headache disorder, estimated to affect around **11 million** people in the UK. Because of it prevalence and severity, it is the fourth leading cause of disability.

We are funding research that aims to improve the management and treatment of headache and facial pain disorders, to lift this burden of disability.

Please visit brainresearchuk.org.uk/our-research to read about our most recently funded research.

Getting started

When it comes to fundraising, the sky's the limit! The best advice? Do something you love or that sparks your interest—then turn it into a fundraising challenge.

Need a little inspiration? Check out our Fundraising A-Z, packed with creative ideas from bake sales to skydives, bingo nights to head shaves!

Fundraising A-Z

A
Afternoon tea
Auction

B
Bag pack
Barbeque
Beard shaving
Bingo

C
Cake Sale
Car boot sale
Christmas cards
Coffee morning
Comedy night

D
Dinner party

E
Easter egg hunt

F
Fancy dress
Fitness class
Football tournament

G
Games night

H
Head shave

I
International dinner

J
Jazz night
Jewellery making

K
Karaoke

L
Luncheon

M
Matched giving
Music night

N
Non-uniform day

O
Office Olympics

P
Poker night

Q
Quiz night (pub or non-pub)

R
Restaurant fundraiser

S
Sponsored silence
Sports contests
Sports Sweepstake

T
Tuck shop

U
Unwanted clothes
and gifts sale

V
Volleyball tournament

W
Wine tasting
World record attempt

X
Xbox tournament

Y
Yoga class

Z
Zumba class

Materials

If you are holding a fundraising event let us know as we have lots of materials we can send to help raise awareness, such as collection tins, stickers, leaflets and banners. Just let the team know what you need by getting in touch on **020 7404 9982** or at **events@brainresearchuk.org.uk**

Brain Research UK

> **"I loved running for Brain Research UK - incredible charity to run for and felt so brilliantly supported by everyone involved."**



It's time to rediscover your network

When you're fundraising, it can be really helpful to have a think about the people in your network, and how they could help you to raise funds.

When we hear someone say 'network', we think about our friends, family, colleagues, and neighbours. But we tend to forget about:

Local interest groups, clubs, or classes

- Organise a tournament with your local 5 aside team
- A cooking club can help you put on a bake sale

Professional associations / alumni groups

- Primary and secondary schools love hearing about what their students are up to now, and will often share information on your fundraising activities, or even give a donation!
- Ask your professional connections to get their donations matched at work, or see if they can offer sponsorship through their corporate connections

Faith or community groups

- Ask local faith groups to include your fundraiser in their newsletter or weekly announcements
- Get your local youth group involved as volunteers on the day of your fundraising event

Local businesses and community leaders

- Organise a charity class with your local yoga teacher
- Ask local businesses to sponsor you in return for some advertising (e.g. putting their logo on your poster or running top)

Previous donors or supporters

- Most of us will have donated to a friend's fundraiser before – don't be afraid to ask them to return the favour!

Think about who is in your network now that you have started fundraising. You never know, you might know:

- A local business owner that would allow you **to use their venue** for free
- A group that could help you **organise or publicise an event**
- A local artist or performer who could **donate their time o**r some of **their work**



Setting up for an activity

Whether it's big or small, you will likely need to put some time into planning your activity or event. Here are some things to consider:

Set your fundraising target

Our best advice for kicking off your fundraising is to **set a fundraising target.** Did you know that JustGiving pages that have a set target raise **46% more** than those that don't?

- If you have a charity place in a running or challenge event, then you will **already have a fundraising target**. If you aren't sure what yours is, please just ask!
- Are you organising your own event, and would like some help **setting a target?** Get in touch with the Brain Research UK team – we're more than happy to help

Set a budget

When organising a fundraising activity, you might encounter some **upfront costs**. It's important to consider **how much you might like to spend** on an activity when getting started and then set yourself a budget. This will help to make sure **you don't stretch yourself too thin** and keeps your fundraising activities realistic and enjoyable. This is also the time to think about who you know that might be able to **offer you something for free**, or at a **discounted price!**

Set a date

To maximise impact, you could schedule your fundraising event **to coincide with a related awareness month**, such as:

- **Brain Tumour** Awareness Month: March
- **Stroke** Awareness Month: May
- **Headache** Awareness Month: June

You may also want to plan for a specific day, or time of day, that's likely to be busier for your location. Or, if you are fundraising in memory, you may want to choose a date that's relevant to your loved one, like a **birthday** or **anniversary**.



"We really enjoyed raising money for this cause as it means so much to so many people in our community. We're incredibly proud of what we achieved, not just for ourselves, but for the charity and are excited to see Brain Research UK continue its vital work"

Finding a venue

Do you need a venue for your fundraising activities? Have a look through the information below for our advice on finding a venue.

How much space do you need?

- Think about how many people will be involved with your fundraising activity, and make sure that any venues you consider has enough room

Have you set a budget?

- Make sure to find a venue that works for your budget. Venues will often offer a discount if you're fundraising for a charity, so don't be afraid to ask about this

Do you know someone that could help you?

- People can feel uneasy reaching out to their network for fundraising support, but perhaps if you know someone that can help with a venue, that could be a practical and valuable way for them to support you!
- Have a look at our advice on re-discovering your network for some more help on this topic

What to consider when looking for a venue:

- Are you selling something, like sweet treats or raffle tickets?
- Find somewhere with heavy foot-traffic, and that lots of people will be visiting, as this way you'll have many more potential customers!

Are you wanting to do something outside?

- The weather can be unpredictable, so we recommend that you have a back-up plan with an alternative location either indoors or under a shelter in case the weather turns

Don't forget: Wherever your activity is, you must get permission to use the venue.

Fundraising materials

Once you have your time, date, and location – get in touch with our team to let us know. We can send you materials to help make your activity stand out, including:

- Branded banners and balloons.
- Stickers – because everyone loves stickers!
- Leaflets with information on the research that your hard work supports.
- Collection tins and sponsorship forms to collect cash donations.



As a thank you for starting your fundraising, we'd love to send you a branded t-shirt so you can look the part while supporting Brain Research UK!

You can choose between a cotton t-shirt or a technical t-shirt/vest, depending on your preference. All our tops are unisex and available in sizes XS to XXXL.



Spreading the word about an event or activity

It's important to let people know about your event, so that they can attend. Here are some of our favourite ways to spread the word about an event or activity:

Social Media



Social media is a great tool for getting people aware of your fundraising activity. Post about your activity on your Instagram story, create a Facebook Event, or even share your plans with your network on LinkedIn. Don't forget to include the link to your fundraising page in your posts!

Word of Mouth



Tell your friends, family, colleagues, and neighbours about your fundraising activity. Word of mouth can go a long way, and people are more likely to attend when they hear about the event from someone they know personally.

Flyers and Posters



Are you planning a local event in your community? Distributing flyers and posters can be a really effective way to get the word out there about your activity. Create something eye-catching that includes details like the date, location, and timings; then place it in high-traffic areas like cafes, local shops, and community hot-spots (but get permission first!).

Local Media



If you're hosting a larger event, or something really unique, you might want to consider reaching out to local newspapers, radio stations, or community TV channels. Many of these outlets are willing to promote fundraising activities in their community calendars or even offer you some coverage.

Top tip

Sharing the details of your activity is also the perfect opportunity to share why you are fundraising for **Brain Research UK**. People are often more motivated to support something when they understand why it's important to you, so **don't forget to share your 'why'.**

Writing a letter to a local business

You might choose to write to local businesses for things like raffle prizes, or sponsorship. To help you with writing such a letter, we've included our top tips below!

- **Addressee.** Address your letter or email to a specific person. For smaller, companies we recommend addressing your email/letter to the owner or manager.
  TOP TIP: LinkedIn is a fantastic tool for finding this information!

- **Make sure to explain what you're doing and why, and who you're doing it for.** Share what's happening, when it's happening, and how any funds raised will be used. For example: *"We're holding a raffle on 23rd August to raise vital funds for Brain Research UK; the leading national charity dedicated to research into neurological conditions (Charity No. 7345516). This cause is deeply personal to me, as the raffle is held in memory of my mother, who sadly passed away from a brain tumour. Every ticket sold and every pound raised will go directly toward helping Brain Research UK move closer to a world where everyone with a neurological condition can live better, longer."*

- **Make your request specific.** Let the company know what kind of prize you're hoping for (vouchers, products, experiences, etc) and why you thought of them. For example, *"We'd be thrilled if your business could donate a gift voucher or product for our raffle. Your handmade chocolates have come highly recommended to us, and we think that they would be a real crowd-pleaser!"*

- **Offer recognition.** Mention how you'll acknowledge their support: on social media, at the event, or in printed materials. For example, *"As a thank you for your support, we'll proudly feature your business in our event programme and thank you on my social media channels."*

- **Close with a thank you and contact details.** Thank them in advance and make it easy for them to respond. For example, *"Thank you for considering our request. If you're able to help, please contact me at myemailaddress123@gmail.com"*

- **Keep it Short and Succinct.** Companies may be receiving a lot of requests for help, so while you should try your best to include all of the relevant information, remember that sometimes less is sometimes more.

- **Include a Letter of Authorisation.** Most businesses will ask for proof that you are fundraising for a charity before helping out, so please do get in touch with our team to request one of these before sending your letter/email!



Keeping your fundraising safe & legal

Whatever the activity or challenge you've decided to take on, it is important that it is done **safely and legally.**

To help you with this, please have a look at the information on the next few pages to see **our top tips** for making sure that you're keeping yourself, and everyone else involved with your event, **safe and sound** throughout your fundraising journey.

In addition to the information provided below, we kindly ask that you consider any potential risks to **Brain Research UK's reputation** when planning your event.

If the nature or method of your fundraising activities could be seen as **controversial** or sensitive, please get in touch with our team. We're here to offer guidance on how best to proceed while ensuring your efforts align with our values and public image.

Please note

Although **we are here to help you** on your fundraising journey, **we are not responsible for your fundraising** and **cannot accept liability** for any **loss**, **damage**, or **injury** suffered by anyone participating in your fundraising activities. If needed, you should arrange adequate **public liability insurance cover.**



Raffles and lotteries

Raffles and lotteries are fantastic ways to fundraise, but you must make sure that you are aware of the **legalities** involved when organising a raffle or lottery of your own.

Licenses

- You do not need a license as long as all of the tickets are sold, and all of the prizes are drawn at the event.
- If you want to hold your raffle online (including on social media), you will need a license. To find out more about licenses, please visit the Gambling Commission Website: **www.gamblingcommission.gov.uk**

Ticketing

- Raffle tickets must not be sold to anyone under the age of 18.

Health and safety

Advice varies depending on your event, but it is vital that you consider potential risks and prevent any problems arising.

You should always carry out a risk assessment to ensure that your event is safe. For more information on health and safety for your event, please look at these resources:

- The Health and Safety Executive website: **www.hse.gov.uk**
- Risk Assessment Templates: **www.hse.gov.uk/simple-health-safety/risk/risk-assessment-template-and-examples.htm**
- The NHS Website: **www.nhs.uk/tests-and-treatments/first-aid/**



Events involving food and drink

Whether you are selling cupcakes or hosting a dinner, there are some **important rules you'll need to follow** to keep everyone safe.

Licenses

- At a **one-off event**, you do not need a license to sell food
- Please make sure that **your venue** has the correct licensing in place
- If you sell **alcohol** at an event, you will need a license. For more information on alcohol licensing, please visit GOV.UK: **www.gov.uk/guidance/alcohol-licensing**

Food safety

- You should always follow relevant **Food and Hygiene Regulations**
- Items containing **any of the major allergens** must be clearly labelled
- We recommend **clearly displaying the ingredients** of all food served at your event and keeping an **accessible list of potential allergens** to ensure that everyone can enjoy your event safely

For more information on Food Safety, please visit the Food Standards Agency website: **www.food.gov.uk/business-guidance/allergen-guidance-for-food-businesses**

✔ Fundraising activity checklist

There is lots to think about when you're planning a fundraising activity or event. To help you make sure that they key elements are remembered, we've put together some checklists that you can use in the run up to, during, and after your fundraising activity:

Planning Stage:

- I know what my **fundraising target** is
- I've set a **budget**
- I've **rediscovered my network**
- I've **reached out** to my network for help
- I've set a **time and date**
- I've **confirmed a venue**
- I've **spread the word**
- I've told the team at **Brain Research UK**
- I've requested **fundraising materials**
- I've checked whether I need any **permissions**, **licenses** or **insurance**

Before Your Activity:

- I've gathered all **necessary equipment and supplies** (tables, chairs, etc)
- I've made a **simple plan** for how the activity will run (including setting up and packing away)
- I've got a **Plan B ready**, just in case things don't go quite as expected – like if the weather doesn't cooperate!
- I know **how I'm getting to and from** my activity
- I know **how I will collect funds** on the day (collection tins, QR codes, etc)
- I know how the funds I will raise will be **sent to Brain Research UK**

During Your Activity:

- I have someone responsible for taking **lots of pictures**
- I'm **tagging Brain Research UK** in my social media posts

After Your Activity:

- I've sent all funds raised to **Brain Research UK**
- I've said **thank you** to everyone that helped me organise my activity
- I have **shared with my network** how much was raised for Brain Research UK!

Top tip

Always say a personal thank you to your supporters. It shows that you appreciate their contributions and can inspire them to keep cheering you on.

Other ways to raise funds

There are lots of ways to fundraise, other than organising a fundraising event or activity – **you don't always need to put on an event!** Have a look at our ideas below for non-event fundraising:

Passive fundraising

Sometimes, fundraising is something that can happen **in the background.** Often there is a little bit of prep, but after that it **ticks along by itself!**

Fantastic examples of this type of fundraising include:

- Selling clothes, books, or household items you no longer need on platforms like eBay, Facebook Marketplace, or Vinted
- Shopping-based schemes like easyfundraising or Give As You Live Workplace Giving, where you can choose to donate a portion of your salary to **Brain Research UK** directly from your pay packet

Letter Writing Campaigns

Sometimes, the most powerful way to fundraise is through something as simple as a **heartfelt letter**. Letter writing campaigns are a brilliant way to **share your story, raise awareness**, and **ask for support** — all from the comfort of your own home! You can send letters to friends and family or, do something slightly more formal, and appeal for sponsorship from local businesses or community groups in your area such as rotary clubs.

Celebration Fundraising

Turn **birthdays**, **weddings**, **anniversaries**, or other special moments into opportunities to make an impact. **Instead of gifts, ask for donations** to Brain Research UK. It's a lovely way to make a meaningful occasion even more memorable.

Simply Share Your Story

Sometimes the simplest way to make a difference is by **talking openly** about **why Brain Research UK matters to you**. Whether it's a quick post on social media, a chat with a friend, or sharing your journey in everyday conversations, **you can help us to raise awareness** and encourage others to donate or get involved – all without the pressure of organising an event.

Paying in donations

Once you have finished fundraising, you'll need to send any funds to Brain Research UK. We know that fundraising doesn't always happen online, so please see our advice on paying in cash, cheques, CAF Vouchers, or postal orders, below.

Via our website:

The quickest way for you to pay in donations, is through our website:
www.brainresearchuk.org.uk

By Bank Transfer:

You can also pay in funds to the charity directly via bank transfer. If you would like to choose this option, simply get in touch with our team to let us know, and we will give you our bank details along with your unique reference for the transaction, should you not already have them.

By Phone:

To pay in donations via phone, please call us on **020 7404 9982**. Our office is open from 9am-5pm, Monday – Friday.

By Post:

Cheques, CAF Vouchers, and Postal Orders can be sent to our address (see below). Please include **your full name** and any other relevant details – eg the event you took part in – inside the envelope. This ensures the funds you've worked hard to raise are correctly allocated to you.

Brain Research UK
Fifth Floor, Holborn Gate
330 High Holborn
London
WC1V 7QH

Simply **choose the method that works best for you**, and make sure to reach out to us if you have any questions – we're always happy to help! Wherever possible, please add your name as a reference on your payment, and let us know to expect it.

Good luck!

We wish you the **very best of luck** with your fundraising. If there is anything that we can help with, please get in touch with our team.

Thank you once again for choosing to support **Brain Research UK**. Together we can fund the best science to achieve the greatest impact for people affected by neurological conditions, to help them live better, longer.

Brain Research UK

Brain Research UK, Fifth Floor, Holborn Gate, 330 High Holborn, London WC1V 7QH

020 7404 9982

info@brainresearchuk.org.uk

brainresearchuk.org.uk

Brain Research UK is the working name of Brain Research Trust
Registered Charity No. 1137560. A company limited by guarantee.
Registered in England No. 7345516.

amrc ASSOCIATION OF MEDICAL RESEARCH CHARITIES

Registered with FUNDRAISING REGULATOR

Chartered Institute of Fundraising

THE NEUROLOGICAL ALLIANCE