



endometriosis uk

# Fundraising for Endometriosis UK

Your guide to fundraising, including:

- Fundraising tips and ideas
- Keeping it safe and legal
- Promoting your fundraiser
- Collecting and paying in donations
- Event poster



Thank you for choosing to fundraise for Endometriosis UK. We greatly appreciate all the hard work that our supporters and fundraisers carry out on our behalf. With your help, we can continue to support those affected by endometriosis through our helpline, support groups, information provision, and campaigning.

We still have a long way to go before everyone has access to our services. Whether you are organising your own fundraising event or have registered a place in an event, it's not just a great way to support Endometriosis UK, but an opportunity to meet new people, develop your own skills and help raise awareness of this chronic and all too often debilitating condition. We have plenty of challenge events listed on our website event page but if you don't find what you're looking for you can buy your own place for any event and still fundraise for us. Whatever you decide to do, we would love to support you

The information in this pack will help you get started with your fundraising and awareness raising. If you have any questions, please do not hesitate to contact the Fundraising Team at [fundraising@endometriosis-uk.org](mailto:fundraising@endometriosis-uk.org)

Once again, thank you for supporting our work and mission. We are already looking forward to hearing all about your event!

Best wishes,

The Team at Endometriosis UK

# Fundraising Tips

**Set up an online giving page with either Just Giving or Virgin Money Giving where all donations go directly to the charity.**

People will be much more interested in your fundraising if they know your story. Mention what you're doing and why you've chosen the particular charity. Treat your fundraising page like a blog by adding photos and progress reports whenever you can.

**Promote your cause on social media.** You can reach our community by tagging us and using the hashtag **#GoTeamEndo**:



@endometriosis.uk.org



@endometriosis.uk



EndometriosisUK

**Start by asking close friends and family** to visit your page and share amongst their networks. They are likely to be your biggest supporters

**Set a target** on your page and be ambitious with it! If your target is too low people are likely to sponsor you less. There are no penalties if you don't reach your target.

Add your **fundraising page link** to email signatures, blogs and notice boards both at home and at work. You could even mention it on your voicemail!

**Ask your employer** if they offer match giving. Lots of larger companies will match any donations you receive and pay the charity directly.

**Gift Aid** increases the value of charitable donations, because we can get the tax back from the Government. People who donate to your fundraising page don't need to pay any more on top of their donation, they simply just need to be a UK taxpayer and tick the Gift Aid box when they sponsor you.

# Fundraising Ideas

There are plenty of ways you can raise money easily and have fun in the process! The great thing is that fundraising events do not have to be a massive affair with hundreds of people - a simple gathering of friends and neighbours can be just as effective.

**Dress down day:** Organise a dress down day at work and ask all your colleague who participate to donate £2 (or more). Target £50

**Garage sale/eBay sale:** Everyone has a few bits n bobs lying around their house that they don't use. Remember that lovely dress and matching shoes that you brought and have never worn? You'll be surprised how much your unwanted goods can raise. One person's rubbish is another's treasure. Target £50

**Quiz night at your local pub:** Why not ask the Quiz Master at your local pub whether some of the proceeds from their next quiz can be donated towards Endometriosis UK? Target £40

**Tea Party:** Everyone loves cake. Why not host a tea party and utilise your baking skills to create some tasty treats for your friends and family? Ask for a donation of around £5 for a slice of something sweet and a lovely cup of tea. Target £60

**Host a Dinner evening:** Invite a group of friends and family round for dinner. Ask everyone to bring a bottle of something nice and they can each make a donation of £10 for a home cooked meal. Cook a curry or a pie, something low cost, simple and delicious! You could also do your own Happy Hour and request donations for delicious cocktails! Target £50

# Keeping it safe and legal

There are some things to consider in order to plan a safe, legal and successful fundraising event.

## **First Aid**

When considering what sorts of risk may be involved and what sorts of first aid provisions you will need, remember to consider the number of people, types of risks involved, the people (children, elderly), location and type of venue, how long the event lasts, what the weather may be, and where your local medical facilities are.

## **Food Hygiene**

Ensure safe preparation, cooking and storage of any food you might have at your event. For a guideline, visit: <https://www.food.gov.uk/>

## **Licences**

Some things require a licence, including the sale of alcohol and entertainment, recorded music, doing a public money collection, putting up banners in public places, holding a raffle, lottery or auction. Make sure to contact your local authority to check which licences you will need!

## **Insurance**

It is your responsibility to ensure that you take out adequate insurance to cover your liability, as even at the most sedate of events, accidents can happen and you might be held liable. If your event involves the public you will need to have Public Liability Insurance. Check with the venue first as they may already have insurance that covers your event.

## **Raffles and Prize Draws**

You need to be careful not to break any laws when organising raffles and prize draws. For more information, visit:

<http://www.gamblingcommission.gov.uk/home.aspx>

# Keeping it safe and legal

## Publicity

When making promotional material remember to always include the Charity's name and Charity Registration number (Endometriosis UK's is 1035810), explicitly stating that your event is organised *in support of* the charity on all promotional materials, including posters, brochures and press releases. Be clear to state exactly how much money will go to the charity.

## Use of Logo

Permission must be received in writing before any use of the Endometriosis UK logo – whether this is for fundraising purposes or otherwise. Correct use of our logo is key to upholding our reputation and you must email [communications@endometriosis-uk.org](mailto:communications@endometriosis-uk.org) to obtain written permission before using our logo for any purpose. The Endometriosis UK logo must not be altered or changed in any way, and any resizing should retain the proportions of the logo, ensuring that it does not become distorted or difficult to read. Any incorrect use of the logo could bring the organisation's work into dispute with the Fundraising and Charity regulators.

## Image & Filming Policy

If you would like to seek permission for filming or taking photos at one of our events or require a photo permission form, please contact us on [communications@endometriosis-uk.org](mailto:communications@endometriosis-uk.org). In no circumstances should children under the age of 18 be photographed at an event without prior permission from their parent or carer.



# Writing a Press Release

Another great way to spread the word about your fundraising is to send a press release to your local paper. It can help you raise awareness and more sponsorship. Keep your press release fairly concise, about 200 words is plenty. Here are a few tips on what to write about:

## 1. **What you're doing**

Start with a few details about your event, when it's happening and which charity you've chosen to fundraise for. Include some details about your training or preparation.

## 2. **Why you're doing it**

Give your reasons why the charity is important to you – maybe talk about your connection with the charity or why you think their work is important.

## 3. **How much you're hoping to raise**

- make sure you include details about your fundraising target, how much sponsorship you've achieved so far and how people can sponsor you via your fundraising page.

4. **Other things to include** - it's a good idea to include a quote that the paper could use, and send a photo of you training or preparing for your event.

5. **Sending it out** - send a copy by email or post to the editor of the paper, and send another copy to one of the news reporters. If you're feeling confident, you could even ask about writing a regular column to update people about your fundraising.



# Cash Donations

## Handling cash donations

Collect cash using our secure collection tins or collection boxes. To request a collection tin, email [fundraising@endometriosis-uk.org](mailto:fundraising@endometriosis-uk.org)

Always have two people around when money is handled, counted and transferred to the bank.

To collect in private properties (e.g. pubs and shops) you must get written permission from the owner.

To collect in public places or door-to-door, a special licence is needed from the local authority.

Need a sponsorship form? <https://www.endometriosis-uk.org/sites/default/files/files/Endometriosis%20UK%20Sponsorship%20Form.pdf>

## Making your donation

You can make your donation on our website:

[https://www.endometriosis-uk.org/civicrm/contribute/transact?](https://www.endometriosis-uk.org/civicrm/contribute/transact?reset=1&id=4)

reset=1&id=4 or address a cheque to Endometriosis UK

and post to:

Endometriosis UK,  
75 Gloucester Place,  
London, W1U 8JP

For bank transfer  
details, please email us.



Did you know you can also collect donations via Facebook and Instagram? Find out more:

Facebook:

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

Instagram: <https://bit.ly/2UI1cdE>

# Make a Difference

*No matter how big or small your event, you can make a difference.*



**£5**  
pays for a  
support network  
volunteer training  
manual



**£25**  
pays for  
a helpline call



**£50**  
pays for the  
training of  
a helpline  
volunteer



*"Many thanks for all your support during my time suffering with endo it's definitely made the dark times brighter and clearer so I was happy to get involved"*

For the 1 in 10  
with endometriosis



in support of



endometriosis uk

[www.endometriosis-uk.org](http://www.endometriosis-uk.org)

Endometriosis UK is a registered charity 1035810



Registered with  
**FUNDRAISING  
REGULATOR**