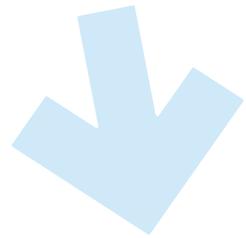


action medical research
for children

I can do that



Your guide



to successful fundraising

Thank you

It's fantastic that you are giving your time to fundraise for Action Medical Research. We want to make your fundraising experience both easy and fun so we've compiled some handy hints and tips to help you on your way. Whatever your level of experience and whatever the task you've set yourself, be confident that you can do it and together we can save and change children's lives.



If you need to get in contact with one of our event fundraisers then please call 01403 210406 or you can email events@action.org.uk

Thank you
for choosing
to support
Action Medical
Research

Online fundraising

Online fundraising is one of the best ways to gather your sponsorship and easy to set up! Personalising your page with just a few words and a snap or two of your good self is proven to boost your fundraising and beat that target of yours! It's simple to include your online sponsorship page link in an email or on social media then whizz through to everyone you know.

Fact! People are more generous online than offline.

Top Tips:

- Add photos to your sponsor page of you in training so your donors can see you are earning your sponsorship!
- Edit your page with updates and news to encourage people to donate more than once.
- Try different approaches when writing to your contacts; friends may enjoy a friendly chatty approach, business contacts may be impressed by mention of the charity and the work you are supporting.
- Promote your online page in your email signature, in blogs, on social media.

Visit or set-up your JustGiving online page today at:
justgiving.com/actionmedicalresearch



Our top 10 fundraising ideas:

- 1 *Come Dine with Me* evenings
- 2 Pub quiz
- 3 Spin-a-thons, virtual runs etc
- 4 Office cake sales
- 5 Supermarket collections and bag packs
- 6 Auctions and raffles
- 7 eBay/car boot your unwanted items
- 8 Odd job day – put your skills to the test
- 9 Organise a golf day
- 10 Run a sweepstake – ask us for more information

IDEAS



Keeping it safe and legal

We want your fundraising to be great fun but please ensure that whatever you and your helpers do is both safe and legal. Here are a few basic guidelines.

If you would like further help or tips on how to run a safe event just get in touch.



Raffles

For small raffles that are part of a bigger event, you do not need a licence as long as you sell tickets at the event and have prizes drawn at the event too, (but no cash prizes). The same applies to private raffles where you are only selling tickets to members of a club.

Tickets must not be sold by anyone under the age of 16. For more guidance, contact the Gambling Commission. gamblingcommission.gov.uk

Collections

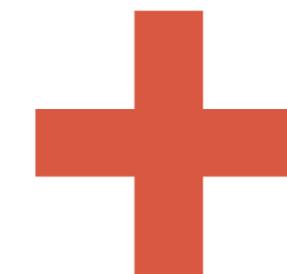
If you plan to hold a collection on private property, such as a pub, sports ground or shopping centre, you need to gain permission from the owner or manager. If you collect on the street you must gain a permit from the local authority for the area you wish to collect in. The minimum legal age for collecting money is 18 years old in London and 16 years old everywhere else. For all collections, you will need to get official collecting tins and ID badges from us. Please don't collect money door-to-door; this is illegal without a licence.

Health and safety

Safety advice varies depending on the event you are planning and where it will be held. Here are some points you need to consider to ensure your event, and everyone attending it, is safe. You must think about potential risks involved and how to prevent problems arising. If you hold your event in a venue such as a community hall or a pub, it will be governed by its own health and safety guidelines. You must adhere to these.

First aid

Ensure you have adequate provision for your event. Do you need to have a qualified first-aider present or is it enough to just have a first aid box? St John's Ambulance may be able to help give you advice or support on the day. In any case, always make sure you have a phone to hand in case of emergencies.



Charities Aid Foundation (CAF) and Give As You Earn (GAYE) vouchers

Some companies or individuals may give their support in the form of a Charities Aid Foundation (CAF). Give As You Earn (GAYE) or Charities Trust vouchers. You won't be able to bank these. Simply send them directly to:

**Action Medical Research
Vincent House, Horsham
West Sussex RH12 2DP**



Gift Aid

The government's Gift Aid scheme means Action Medical Research can earn more money from the donations you have gathered with no additional cost to you or your donors. If your donor is a taxpayer then we can claim an extra 25 per cent from HM Revenue and Customs on top of the donation they made. So, a £10 donation earns us an extra £2.50 when the donor completes a Gift Aid declaration.

To help us claim as much as possible we just need to make sure your donors give their permission. If someone gives you cash, make sure you record this on your sponsorship form. Ask them to fill in their details (their full name, address and post code) and make sure they tick the Gift Aid box if they are a tax payer; we will do the rest. It is really that simple – this is free money!

If your supporters are sponsoring you via your online sponsorship account there is no need for you to do anything as they will be prompted by the Gift Aid message.

Make all of your supporters aware of Gift Aid and remember to send us the completed forms when you send in the money or your banking records.

Please note that the Gift Aid claimed will not contribute to your sponsorship target but is additional and raises much-needed funds for the charity.

If your supporters pay a higher rate tax, they may be able to claim the difference between the higher rate of tax (40 per cent) and the basic rate of tax (20 per cent) on the total 'gross' value of their donation. For example, if they donate £100, the total value of their donation to charity is £125 so they can claim back £25 if they pay tax at 40 per cent (£125 x 20 per cent).

After the event

If your activity requires you to gather funds before a target date, then get this done as soon as you can – the longer you leave it, the less likely it is that people will pay up. Send a polite reminder with a final appeal to help you beat your target and don't forget to always thank people who sponsor you or help you raise money.

Once all the money has been safely collected, make sure it is banked promptly. You may well be doing one of our larger participation events which gives you the ability to bank directly into our account. Otherwise please send your funds as directed on your specific event information. Remember all cheques given to you or

sent to us should be made payable to **Action Medical Research.**

If you have benefitted from exceptional support locally and would like us to thank your supporters directly then do let us know as we would be more than happy to formally acknowledge their contribution with a letter.

FINISH



Supporting Action Medical Research

At Action Medical Research we are determined to stop the suffering of babies and children caused by disease and disability.

Your support offers hope to the many thousands of families across the UK who are dealing with the trauma of a baby born too early, striving to support a child affected by disability, or facing the challenge of caring for a child with a rare and devastating disease for which there is no cure.

You'll find a full list of our research projects and achievements on the website action.org.uk

Once again, thank you for supporting Action Medical Research. Good Luck!

Contact us

T 01403 210406

E events@action.org.uk

W action.org.uk

f /actionevents

t @amr_events

i @actionevents

Action Medical Research, Vincent House,
Horsham, West Sussex, RH12 2DP

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