

# FUNDRAISING BROCHURE



## Dear Supporter

We are delighted that you are thinking of fundraising for Tourettes Action (TA) and we would like to help make your fundraising experience as successful as possible.

Our vision is a world where people with Tourette Syndrome (TS) receive the support they need to live their lives to the full. We help people with TS throughout the various stages of their lives and promote research to find better treatments.

Without the support of our fundraisers it would not be possible for TA to continue this work. We receive no government funding and rely entirely on voluntary contributions. The money you raise goes a long way:

- **£250** allows us to **visit a school** to support parents and teachers.
- **£130** enables us to run the **Helpdesk** for one day.
- **£100** covers the training costs of new **befrienders**.
- **£10** provides an **information pack** for somebody newly diagnosed with TS.

In this fundraising brochure you will find out how you can support our work and organise a fantastic fundraising event.

[Fundraising ideas](#)

[The Virgin London Marathon](#)

[Other national events](#)

[Sky-diving and other organised sponsorship events](#)

[Tourettes Action's top 10 tips for fundraising](#)

[How Tourettes Action can support your fundraising](#)

[Set up an online fundraising page with Virgin Money Giving](#)

[Give more using Gift Aid](#)

[Important things to remember](#)

[Sending your fundraising money to Tourettes Action](#)

[Tourettes Action Gift Aid form](#)

Please contact our fundraising team with any questions at:

- **Website:** [www.tourettes-action.org.uk](http://www.tourettes-action.org.uk)
- **Phone:** 0300 777 8427
- **Email:** [pippa@tourettes-action.org.uk](mailto:pippa@tourettes-action.org.uk)
- **Facebook:** [www.facebook.com/tourettesaction](http://www.facebook.com/tourettesaction)

Many thanks for your support and all the best for your fundraising.

## Fundraising ideas

Here are just a few ideas for fundraising events that you could organise to raise money for Tourettes Action.

- Ask your school to organise a **non-uniform day** in aid of Tourettes Action.
- Easily create a **Facebook birthday fundraising page** to raise money and awareness on social media [https://www.tourettes-action.org.uk/storage/downloads/1552569677\\_facebook-fundraiser-intro-how-to.pdf](https://www.tourettes-action.org.uk/storage/downloads/1552569677_facebook-fundraiser-intro-how-to.pdf)
- Arrange a **football/basketball/rounders match at work** charging people to play and maybe even run a sweepstake on the results.
- Organise a **sponsored cycle, run, swim** or any other activity that you enjoy. Set yourself a challenging distance to train for.
- **Cycle or walk to work** and put the money you save in transport/parking costs towards your sponsorship total, with the added benefit of getting fit!
- Ask friends and family to **donate to TA instead of sending you a birthday card**, or even presents.
- Organise a **cake sale or coffee morning**, raising money by selling cakes and tea at work, school or at home with friends.
- Get rid of your unwanted items at a **car boot sale**, why not ask friends and family if they also have items you can sell, or put them up for sale on eBay.
- Take part in a sponsored challenge like a **bungee or parachute jump**.
- Sign up for an organised event like the **London Marathon, London Landmarks Half Marathon or Tough Mudder**.
- Go digital, **get rid of your unwanted CDs** with Music Magpie and donate the proceeds to TA at [www.musicmagpie.co.uk](http://www.musicmagpie.co.uk).
- Hold a **pub quiz** and why not include a raffle to boost the funds.

Please [contact us](#) to discuss your ideas and how we can support you.

## The Virgin London Marathon

The London Marathon is the biggest charity event in the world. It is a fantastic challenge to take on in aid of Tourettes Action.

### Golden Bond places

TA is lucky to have a charity Golden Bond for the Virgin London Marathon. This gives us five places each year for our runners to take part in the event, for which we pay an annual cost of £1,980.

The outlay is worth the expense as the London Marathon is one of the best supported charity events internationally and a huge proportion of our revenue is raised through this event. That is why we ask our runners to each raise a minimum of £1,800, a target that we have found to be more than achievable. There is also a £50 registration fee for successful applicants.

If you are interested in applying for a Golden Bond place for TA in the London Marathon, please email [pippa@tourettes-action.org.uk](mailto:pippa@tourettes-action.org.uk).

### Ballot places

If you have been lucky enough to receive a ballot place in the London Marathon and wish to run in aid of TA we would be delighted to support your fundraising efforts. Please email [pippa@tourettes-action.org.uk](mailto:pippa@tourettes-action.org.uk) to discuss this in more detail.

## London Landmarks Half Marathon

Tourettes Action are delighted to be a charity partner with LLHM, and have secured 10 guaranteed places for this popular event.

We ask our runners to pay a £25 registration fee and raise a minimum of £350 in sponsorship. For an application form please email [pippa@tourettes-action.org.uk](mailto:pippa@tourettes-action.org.uk).

## Other national events

There is an endless list of other organised fundraising events that take place around the UK each year, including running, walking, cycling, swimming and triathlons.

Here are just a few examples:

- [Brighton Marathon](#) – April
- [London Marathon](#) - April
- [Great Manchester Run](#) – May
- [London 2 Brighton Challenge](#) – May
- [Tough Mudder](#) – various dates
- [Manchester to Blackpool bike ride](#) – July
- [Ride London](#) - August
- [Great North Run](#) – September
- [London to Brighton Bike Ride](#) - September
- [Royal Parks Half Marathon](#) – October

### Self-registration

The best way to gain a place in any event is to secure a place yourself when registration opens. The cost for individual registration is significantly lower than TA purchasing a charity place,

## Tourettes Action's top 10 tips for fundraising

- 1 Set a goal** – Before you start your fundraising set yourself a target, this will motivate you to continue and will encourage others to give generously to help you achieve your goal.
- 2 Get started early and cover your costs** – Get organised early to outline your plans, thinking about things you might need so that when it is time to start you are prepared. Budget for any costs involved and try and get items donated, such as venue space, to keep your costs down.
- 3 Ask others to help** – Make a list of everyone you know: relatives, friends, neighbours, your school or colleagues and work out the ways they can support you.
- 4 Set up an online fundraising page** – Create your own fundraising page at [Virgin Money Giving](#) to make it easy for people to donate to you. Add pictures and an interesting story about what you are doing.
- 5 Contact Tourettes Action for ideas and support** – Give us a call to discuss ways in which we can support you. We can send you collection tins, t-shirts and sponsor forms amongst other things to help give your fundraising event a TS theme. Email us at [pippa@tourettes-action.org.uk](mailto:pippa@tourettes-action.org.uk).
- 6 Tell everybody about your event** – Spread the word about your event to encourage people to support you. Advertise on Facebook and Twitter, put up posters at work/school and tell your friends and colleagues and members of your club.
- 7 Get your employer involved** – Many companies have schemes by which they will match donations raised by employees. Ask your boss if your company has a similar scheme.
- 8 Organise events at school** – Ask your school if you can organise an event there, such as a bake sale or a wear your own clothes day, with the money raised going to TA.
- 9 Collect Gift Aid to increase the amount you raise** – Remember to ask on your sponsorship form everybody who donates if they are [eligible for Gift Aid](#). If they are you will raise an extra 25p per £1.
- 10 Remember to thank your donors** – Once your event has finished remember to thank your donors for their support.

## How Tourettes Action can support your fundraising

As soon as you have decided on the fundraising event you would like to organise please [contact TA](#) to discuss how we can support you. The following are just some of the ways we might be able to help:

- We can send you **TA posters** to advertise your event
- There are sheets of **TA stickers** to give to people who have donated to you
- Borrow a **donation tin** from us to collect money
- Get a **TA t-shirt** for volunteers to stand out from the crowds
- Order **TA leaflets** to explain to your supporters why you are raising money for TS
- Runners can get a **running vest** for their event
- Get **TA wristbands** and pin badges to show your support for TA – why not sell them to your supporters?
- We can send you **sponsorship forms** and Gift Aid declarations to help you collect
- Set up an online donation page through [Virgin Money Giving](#)
- We can promote your event on our website and through **Facebook** and **Twitter**
- If you need a **letter of proof** that you are raising money for TA we can produce one

Please [contact us](#) with details of the support you need and to discuss your event in detail.

## Set up a Facebook fundraising page

**Facebook** have introduced a feature that lets you easily launch a fundraising campaign to raise money and awareness for the causes you care most about. Setting up a page is very simple, click on this link to get started [https://www.tourettes-action.org.uk/storage/downloads/1552569677\\_facebook-fundraiser-intro-how-to.pdf](https://www.tourettes-action.org.uk/storage/downloads/1552569677_facebook-fundraiser-intro-how-to.pdf).

## Set up an online fundraising page with [Virgin Money Giving](#)

A fundraising page is a simple and effective way to raise money. Some of the advantages include:

- People being able to make payments without you having to handle money – it can also collect Gift Aid and send all the money direct to TA
- Your donors can donate electronically and leave a supportive message
- Supporters can track your progress
- By sharing the link to your fundraising page you can promote your fundraising to all your friends by email and on Facebook and Twitter

Setting up your page is easy to do. Just go to [Virgin Money Giving](#) to get started. There are several ways to maximise the impact of your fundraising page:

- Personalise your page with photographs and explain why you are raising money for TA
- Email all your friends and family and share on social media sites
- Tell your sponsors what services their donations can help TA provide
- Update your page regularly to encourage people to re-visit and donate again
- Tell us that you have set up a new page so that we can share it with our supporters

## Give more using Gift Aid

The Gift Aid scheme is for gifts of money by individuals who pay UK tax. Gift Aid donations are regarded as having basic rate tax deducted by the donor. Charities take your donation – which is money you've already paid tax on – and reclaim the basic rate tax from HM Revenue & Customs (HMRC) on its 'gross' equivalent – the amount before basic rate tax was deducted.

Basic rate tax is 20 per cent, so this means that if you give £10 using Gift Aid, it's worth £12.50 to TA.

### Collecting Gift Aid

If you are donating money yourself you can fill in a [Gift Aid declaration form](#). There is one included with this pack. You can also claim Gift Aid on some donations received by using sponsorship forms. When asking for sponsorship, remember to tell people about the Gift Aid scheme.

A Gift Aid declaration must include:

- your full name
- your home address
- the name of the charity
- details of your donation, and it should say that it's a Gift Aid donation

### Sending in the money

If people have made cheques payable to you, or have given you cash, we can still claim Gift Aid. Just pay the money into your account, and send a cheque for the total to Tourettes Action. As long as we have the sponsorship forms where people have ticked the Gift Aid box, we can claim Gift Aid on the money they donate.

### We can't claim Gift Aid:

- on money donated by businesses or organisations
- on cheques that come from a company bank account
- if we do not have the Gift Aided sponsorship forms
- on money donated by lots of other people if we only have a Gift Aid declaration from you
- on donations made by CAF vouchers – these already have tax relief

### More information

For more information about Gift Aid please visit the HMRC website at [www.gov.uk/donating-to-charity/gift-aid](http://www.gov.uk/donating-to-charity/gift-aid).

## Important things to remember

### Health & safety

Always try to have someone present who is qualified to give first aid especially if your event involves physical challenges (e.g. sponsored walk or swim). You could contact your local St John's Ambulance or the Red Cross.

You should inform the fire and ambulance services of events where there is an element of risk (e.g. marathons). Contact the police if there are likely to be issues of congestion or security.

### Insurance

Check that any liabilities to the public are insured by a public liability policy. If you are relying on a policy arranged by Tourettes Action, ensure that it includes not only the event that you're arranging but also indemnifies the organisers of the event. Consult your home contents insurance policy to see if you have access to free advice. If not, it is possible that Tourettes Action's insurers may provide advice.

If you hire or borrow additional equipment, check who is responsible for arranging insurance, and that the insurance cover will include the property whilst in your custody and under your control. Some insurance policies have restriction on the cover they provide for equipment kept in the open, in vehicles parked overnight or where proper security precautions have not been taken.

### Raffles & lotteries

Raffles or lotteries are a great way to raise funds, particularly during an event. However, some raffles need to be registered with your local authority or the Gaming Board. The main types of raffle are as follows:

#### *Small Raffle – no need for registration*

- Must be run as part of another event. No cash prizes are allowed and no tickets can be refunded
- Up to £250 can be spent but the value of donated prizes is unlimited
- Tickets can be sold for any price. There is no limit on the number of tickets
- There is also no age limit for buyers and sellers of tickets
- The tickets must **only** be sold at the event, and the winner must be announced before the end of the event
- The proceeds after expenses must be given to the charity

#### *Private Raffle – no need for registration*

- Tickets for this can be sold to people living or working in the same premises, or who are members of an organisation. This raffle can only be advertised on the tickets or in the premises
- Tickets must be printed to include the charity registration number (1003317) and the date and location of the draw



*Society Raffle or Lottery – Registration required*

- A society raffle enables tickets to be sold over a period of time to the general public. It is run by a group of people and must be registered with your local authority or the gaming board (usually around £30) before the first tickets are printed
- No person under the age of 16 can buy or sell a ticket
- Tickets must not be sold for more than £2 each

**After the event**

Set a deadline for return of monies from your fellow fundraisers. Don't forget that any money raised online with Virgin Money Giving will automatically be sent to TA's bank account. Remember to thank everybody who has supported you.

## Sending your fundraising money to Tourettes Action

If you are fundraising over a long period of time, please lodge your money with us as you raise it, rather than holding onto it.

There are several ways you can deposit your fundraising:

- **Cheques/postal orders** – make cheques or postal orders payable to Tourettes Action and send to Tourettes Action, The Meads Business Centre, 19 Kingsmead, Farnborough, GU14 7SR
- **Debit/credit card** – call the office on 01252 362639 to make a payment by card
- **Online Fundraising page** – your fundraising will automatically be sent to TA
- **Directly into our Lloyds bank account** using the following details:
  - Account Name: Tourette Syndrome Association (UK)
  - Sort Code: 30-90-89                      Account Number: 45195360
  - **Please enter your name in the reference field so we can identify your donation when we receive it**

## Tourettes Action Gift Aid form

### Are you a UK taxpayer?

If so, you can use Gift Aid to make your donations (and eligible membership fees) go further by completing this declaration. If you Gift Aid your donation, the charity will continue to receive an additional 25p. Charities can claim Gift Aid tax relief of 25p on every pound you give.

Please fill out and return this form if you are not using online fundraising or Tourettes Action sponsorship forms.

### Tourettes Action:

**Amount: £**

**Date:**        /        /

Tick all that apply:

- I would like to Gift Aid this donation
- I would like to Gift Aid all future donations until further notice
- I would like to Gift Aid all previous donations for the charity's current financial period

**Name:**

**Surname:**

**Address:**

**Postcode:**

- Tick to confirm that you have understood that to qualify for Gift Aid, you must have paid enough Income Tax and/or Capital Gains Tax to cover the amount that all charities and CASCs you donate to will reclaim for that tax year. Council tax and VAT do not count and you understand we will reclaim 25p of tax on every £1 given.

Please notify Tourettes Action charity or CASC if you:

- Want to cancel this declaration
- Change your name or home address
- No longer pay sufficient tax on your income and/or capital gains.

If you pay Income Tax at the higher or additional rate and want to receive the additional tax relief due to you, you must include all your Gift Aid donations on your Self Assessment tax return or ask HM Revenue and Customs to adjust your tax code.