



  
**btrrs**.org.uk  
**braintumourresearchandsupport**  
*...across Yorkshire*



# Your Fundraising Manual



Be sure to follow BTRS online...  
   @BTRSacrossYorks





# “A Great Big Thank You!”

Dear Supporter,

A huge thank you for joining Team BTRS and raising much needed funds for the charity.

As Yorkshire's leading brain tumour charity, our aim is to fund lifesaving research, developing more effective forms of treatment for brain tumour patients and ultimately **working to find a cure** for this devastating disease.

We are also hugely committed to offering **support to those in need**, across the Yorkshire region, throughout the challenges faced when diagnosed with a brain tumour. Our support ranges from our **monthly support group**, Meet Up and Memories **bereavement group**, weekly **telephone clinic**, **counselling** and financial **grants**. Our aim is to be able to support every person affected by a brain tumour in Yorkshire.

Your wonderful support will take us one step closer to this and we are incredibly grateful for each donation and sponsorship amount raised.

The BTRS Fundraising Manual contains plenty of **helpful hints and tips** for your fundraising, so be sure to have a read through. We are a friendly bunch at BTRS, so **please do get in touch** if you need any help along the way.

**Have great fun with your fundraising. You are doing something amazing for an incredibly worthy cause.**

Best wishes,

**Sorrell Coulson**

Sorrell Coulson  
Events and Fundraising Manager

BTRS Fundraising Office – No31 Otley Road, Headingley, Leeds, LS6 3AA  
Tel: 0113 340 0111 (option 1) Email: [info@btrs.org.uk](mailto:info@btrs.org.uk)

# “Your Fundraising Really Makes a Difference!”

BTRS receive no government funding, so we rely on the incredible support from people like you to continue our vital work.



**£10**

Could fund two people to attend a support group

**£15**

Could fund the cost of a child's Christmas present at our annual family Christmas Party

**£50**

Could fund a counselling session

**£500**

Could fund a one off financial grant

**£2,000**

Could fund the cost of holding our annual Support Group Christmas Meal

**£3,000**

Could fund a PHD student for a month in the lab



# “Want to Organise Your Own Event?”

1. Themed Ball
2. Street collection
3. Dog show
4. Nearly new sale
5. Frock exchange
6. Zumba-thon
7. Craft Fair
8. Supermarket bag pack
9. Band night
10. Car wash
11. Fashion show
12. Fun Run
13. Blue and white day
14. Guess the number of...
15. Board game night
16. It's a knock out
17. Car boot sale
18. Garden fiesta
19. Pub quiz
20. Tea party
21. Mulled wine and mince pie evening

## Fundraising Ideas

You may already have a fabulous fundraising event in mind. But if not, here's a little bit of inspiration!



# “Why Not Sign-up for a BTRS Event?”

Get in touch with the Fundraising Team for more details on specific events, or visit the website [www.btrs.org.uk](http://www.btrs.org.uk)



## Runs

Great North Run, and 10k's (Leeds, York, Sheffield)

## Big Bike Ride



## Yorkshire 3 Peaks



## Flat Cap Friday



## Skydive



## Charity Ball





# Fundraising in the Community



## Give it Up

We all have bad habits, some worse than others (we're looking at you toe nail biters). If you have a habit you want to kick, why not do it whilst fundraising?! If your habit is costly, you can donate the money you save or if your habit causes more frustration to others than yourself ask people to sponsor you to stop.

## Ditch the Takeaway

Rather than having friends and family over for a take away, why not cook them a homemade curry, Chinese banquet or pizza and ask them to donate what they would have paid for a take away.

## Follow the Seasons

Valentines speed dating, Easter egg hunt, Halloween pumpkin carving contest or a Christmas ceilidh. Those special times of year are a fabulous platform for fundraising!

## Supermarket Collection

Speak to the manager at your local supermarket and ask if they would allow you to hold a collection day in store. Alternatively, you could ask to do a charity bag pack.

## Scavenger Hunt

People pay to enter and are given a list of items that they need to scavenge. The winner is the person who brings all the items to you first.



# Workplace Fundraising



## Flat Cap Friday

As part of Brain Tumour Awareness Month in March we are encouraging all businesses to don a flat cap on any Friday in March and hold their own fundraiser. You could host a Yorkshire themed film screening in the office? A Yorkshire themed quiz? Or even host your own Yorkshire Games complete with tug of war in flat caps, rhubarb toss and a 'who can make the best Yorkshire pudding' competition.

## Change for the better

Ask the BTRS fundraising team for one of our 'Change for the Better' jam jar stickers. Get the biggest jar you can find, attach the sticker and encourage your team to donate. It's amazing how much you can make from a full jar of change.



## Tuck Shop

Buy cheap multi packs of chocolate bars, crisps and cakes and sell them at an inflated price. If you have a bit of spare time, why not bake your way to fundraising success and set up a cake stall.

## Get the Business on Board

Ask the organisation you work for to support your fundraising, either by making a one off donation, hosting an in office fundraiser or offering to match fund whatever you raise.

## Office Olympics

Grab your colleagues and get into the spirit of the Olympics with your own office version. Challenge ideas could include paper airplane javelin, bin basketball, longest paperclip chain in one minute...the list is endless.



# Making Your Event a Huge Success



Organising and hosting your own charity event is a fantastic way to raise lots of money and is loads of fun! Here are some tips to make your fundraiser a big success.

1. **The fundraiser** – Think about the type of event you would like to organise? Play to your strengths and make sure the event is a manageable one.
2. **Set a target** – How much would you like to raise and what is a realistic target? Having a target is a great way to stay motivated and focused.
3. **Find a venue** – Do you have any contacts that could offer you a venue at a discounted rate or free of charge? Alternatively, is it suitable to hold your event at home?
4. **Set a date and time** – Make sure you set a date that gives you plenty of time to organise your event. It is also important to check the dates of any national holidays and large events in the area.
5. **Resources** – What items do you need to hold the event? Do you have any friends or family that would be willing to help you? Do you have any business contacts who would be willing to donate any gifts in kind or vouchers to help support the cause? If you need a letter to confirm that you are supporting BTRS, please let us know and we can get these over to you.
6. **Publicity and PR** – The more people that know about your event the better.
  - **Social Media** – Start promoting your fundraiser on Facebook, Twitter and Instagram. Be sure to tag us in any posts @BTRSacrossYorks
  - **Press and Media** – Get in touch with your local newspaper, radio and even news station. It is a great way to publicise your event to people in the local community. If you need any support putting together a press release please get in touch. We would love to help.
  - **Posters** – Ask local businesses if they can display your event poster in their window and be sure to email a copy to all your friends and family to do the same.
  - **Word of mouth** – Word of mouth is free and an excellent way of advertising your event.
7. **Branding** – We have loads of promotional literature and merchandise that you can use to make your event stand out and to raise plenty of awareness.
8. **We're here to help** – Don't forget that we are here to help make your event a huge success. We can design posters, write press releases and answer any questions and queries that you may have.
9. **HAVE FUN!!**
10. **Send in your photos and fundraising** – Make sure you send us over your favourite snaps from the event along with a quote. We love to share your incredible fundraising on our website and social media. Collect in the money you have raised (see page 11 with details of how to get your fundraising over to us) and return any merchandise and collection tins/buckets.



# Keeping Your Event Safe and Legal



As fun as event planning is, you need to ensure that you are organising a fundraiser that is safe and legal. When you are promoting your event, you need to highlight that it is 'in aid of BTRS'.

## Liability

When holding your own events, you are responsible for ensuring the safety of your attendees. BTRS cannot take any responsibility for your event or anyone who participates in it.

## Licenses

Certain parts of your event may require you to have a license, such as –

- Selling alcohol - If you are planning to sell or supply alcohol or authorise the sale or supply of alcohol at your event, you will need to apply for a Personal Licence [www.gov.uk/guidance/alcohol-licensing](http://www.gov.uk/guidance/alcohol-licensing)
- Music - If you are playing music through radio, TV, CD, MP3 or computer or have live musicians then this is considered a 'public performance' and you may need to attain a music license. For more information please contact PRS for Music - [cc.applications@prsformusic.com](mailto:cc.applications@prsformusic.com)
- Raffles & Lotteries - If running a raffle where tickets are not sold before the event, this falls under the terms of an 'incidental non-commercial lottery'. As such, you will not require a licence or any specific permissions. If selling tickets prior to the event, this falls under the terms of a 'small society lottery' and a licence is required. Please see the Gambling Commission website for more details [www.gamblingcommission.gov.uk](http://www.gamblingcommission.gov.uk)
- Collections - If you are planning to hold a collection in a publicly owned place then you will need to complete a street collection permit. Please get in touch with the Fundraising Team if you are hoping to do this and we can help you to put the license application together.

## Health & Safety

- Risk Assessment - It is always important to complete a Risk Assessment to highlight the risks and put safety measures in places ready for event day. We have a simple template that we can send over to you.
- First Aid - It is useful to visit The Health and Safety Executive for guidance on event safety - [www.hse.gov.uk/event-safety](http://www.hse.gov.uk/event-safety)
- Food Safety - When preparing and handling food please follow the basic rules of food preparation, storage, display and cooking. For more information please visit - [www.food.gov.uk](http://www.food.gov.uk)

## Support on the day

Make sure that you recruit enough volunteers to help your event to run as smoothly and safely as possible.

# Collecting Your Sponsorship Money



Here are some quick and easy ways for your generous sponsors to donate money!

## JustGiving™

[www.justgiving.com/btrs](http://www.justgiving.com/btrs)

Why not set up a Just Giving page online. It only takes a couple of minutes to set up and any donations made to your page will come directly to us, so you don't have to worry about sending the money over. Once you've set up your page, simply send the link to all of your friends, family and colleagues so that they can start donating.

You can even set up a text code, making it even easier for people to donate to your Just Giving page. Once you've set up your account, log in and follow the instructions.

## giftaid it

If your sponsors are UK taxpayers, please ask them to tick the gift aid box on Just Giving and complete their details on the sponsor form, so that we can receive an additional 25% for every £1 they donate.

## Sponsor Forms

[www.btrs.org.uk/resources](http://www.btrs.org.uk/resources)

We appreciate that not everyone is online and it is always great to have a [sponsorship form](#) handy. Download your form on our website - [www.btrs.org.uk/resources](http://www.btrs.org.uk/resources) or we can send you one out in the post.



# Getting Your Fundraising to Us



Once your event is complete and has been a massive success, it's time to gather all of your sponsorship and send it to BTRS. There are a few different ways that you can send your fundraising to us:

## Cheque

Please make cheques payable to BTRS and send to our office at BTRS, No31 Otley Road, Leeds, LS6 3AA.

## Online Donation - [www.btrs.org.uk/donate](http://www.btrs.org.uk/donate)

You can donate via the BTRS website - [www.btrs.org.uk/donate](http://www.btrs.org.uk/donate) Could you please let us know via email that you are doing this, so we can look out for the donation.

## Bank Transfer

Please let us know if you would like to pay in your fundraising via bank transfer and we can send you through our bank details.

## Pop into the office

Drop the money off directly into the BTRS office.

If you have any questions, please do not hesitate to get in touch with the Fundraising Team on 0113 340 0111 (option 1) or email [info@btrs.org.uk](mailto:info@btrs.org.uk)

**A huge thank you for your support!!**



# Other Ways To Get Involved...



Raising funds for life saving research and patient support are BTRS' main aims. We are helped in that mission by our wonderful supporters who volunteer their time, take part in or organise their own events and run our fundraising groups.

There are so many ways you can help to raise awareness and funds for BTRS and we would be delighted to chat to you more about how you can be involved and join Team BTRS.

**Please contact the Fundraising Team on 0113 340 0111 (option 1) or email [info@btrs.org.uk](mailto:info@btrs.org.uk) for more information.**

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