

# Fundraising Guide

## Tips to improve your event



**Thank you for downloading our fundraising guide.**

We're very grateful you've decided to raise funds for Arthritis Action and look forward to helping you make the most of your event.

**There are over 10 million people living with arthritis in the UK and with your support they can live a fuller life with less pain.**

If any of your questions are not answered on the following pages, please email: [fundraising@arthritisaction.org.uk](mailto:fundraising@arthritisaction.org.uk)

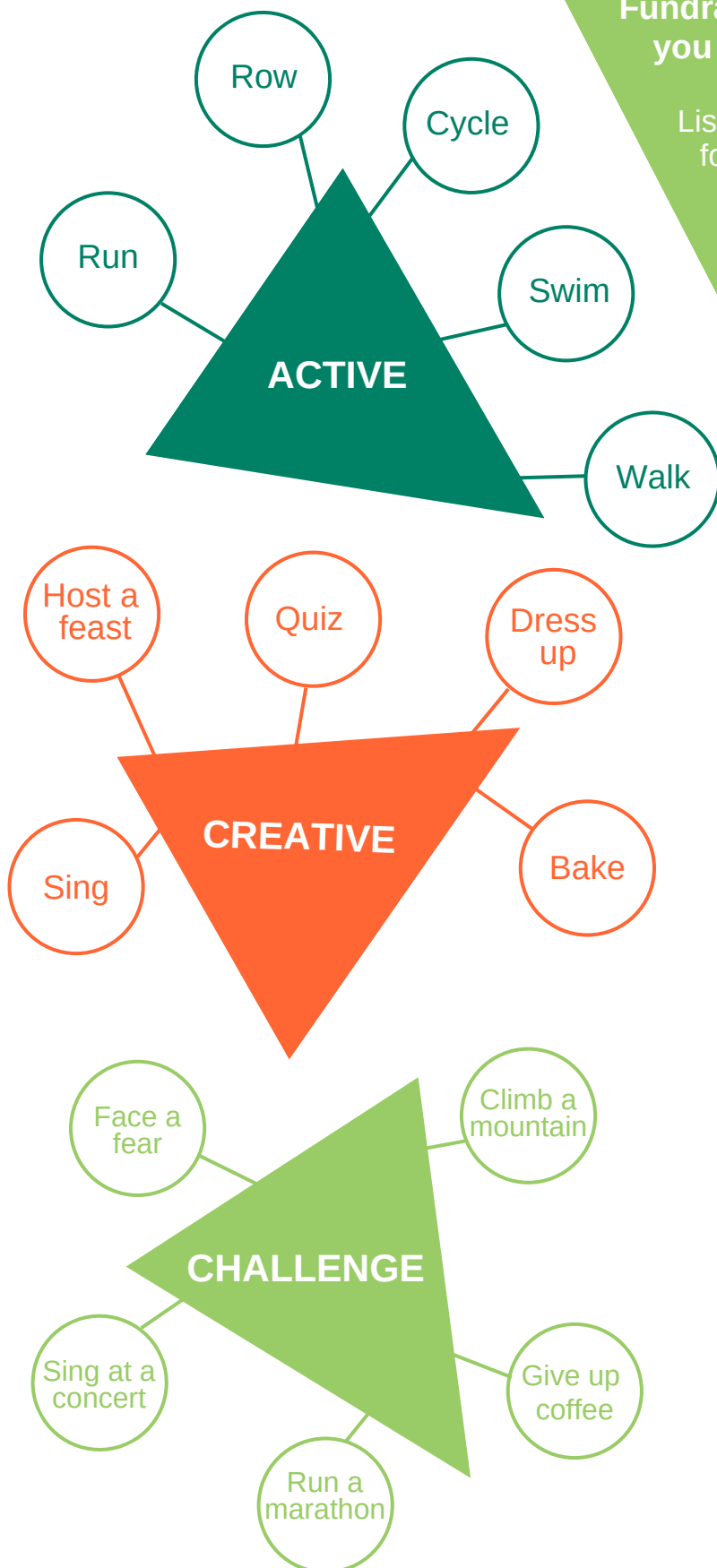


# Fundraising Ideas

Pick the right challenge for you

Fundraising should be fun, so make sure you pick the right challenge for you.

Listed below are four easy steps to follow for any event you decide to organise or take part in.



1

## WHAT AND WHERE

Think about what you'd like to do and where. Can it be tracked on an app like Strava?

2

## WHEN

What is the best time to host your fundraiser? Events can work best over a weekend.

3

## WHO

Invite everyone you know, not just friends and family. Communities are an amazing support network. Word of mouth is a powerful force.

4

## HOW MUCH

Set yourself a target. It's a great motivation! Does your employer match funds raised?



# Fundraising Tips

## Extra things you can do

Keep it local with a press release or poster promoting your event



Tag us in your social media



Don't forget to thank everyone who helped

### SOCIAL MEDIA

You can use social media to tell people what, where and when you are doing your event. Don't forget to tag us!

 @ArthritisAction  
 @arthritisaction

 @Arthritis\_actn  
 @ArthritisAction

### CAN I USE YOUR LOGO?

Yes, get in touch and we will send you the logo. Make sure all materials state that your event is 'in aid of Arthritis Action' and include our Charity Number: Registered Charity in England and Wales No. 292569

### GIFT AID

For every £1 a wonderful donor sponsors you, providing they are a UK tax-payer, HMRC will give us an extra 25p at absolutely no cost to you or your donor! Remind your donors to tick the Gift Aid box when it's available.

*giftaid it*

# Keeping Things Safe

## How to collect donations

### Licences needed

If your event includes:

- a bucket collection in public ([gov.uk/street-collection-licence](http://gov.uk/street-collection-licence))
- selling food, alcohol or playing music
- more than 500 people at your venue ([www.gov.uk/temporary-eventsnotice](http://www.gov.uk/temporary-eventsnotice))

You will need a licence for each activity, otherwise you may face a fine.

### Raffles

Provided you sell and draw your raffle tickets on the same day, you won't need a license.

Do speak to us first if you have any questions!

### Formal bit

Arthritis Action cannot accept liability for any loss, damage or injury suffered by you or anyone else as a result of taking part in a fundraising event. As a voluntary fundraiser you will be raising money in aid of Arthritis Action not on behalf of.

### OTHER WAYS TO COLLECT SPONSORSHIP

We can send you sponsorships forms to hand around. If you have been given a cheque, or would like to make a payment over the phone or via bank transfer simply email [fundraising@arthritisaaction.org.uk](mailto:fundraising@arthritisaaction.org.uk)

**One of the easiest ways to collect donations is through a JustGiving page.**

Below are top tips for you once you've followed the instructions on JustGiving:

1

#### ADD PHOTOS

A profile photo can make your page easily found and recognisable. Add photos as updates in training.

2

#### START EARLY

Create your page early on, ideally 2-3 months before your event.

3

#### SET A TARGET

Setting a target will show your sponsors how their contribution helps reach your goal.

4

#### SHARE

Share your page on Social Media and via email or WhatsApp as soon as it's created and when you post updates.



# Where Your Money Goes

## The impact of your donations

1 in 5  
people  
experience  
persistent pain

There are  
over 200 types  
of arthritis

Arthritis is the  
largest cause  
of disability  
in the UK.

**£30**

could fund printed resources for a community presentation about self-managing arthritis.

**£150**

could help our Groups reach more disadvantaged individuals to learn how to live better with arthritis.

**£500**

could fund an online 'home-strength' exercise session which helps participants gain basic mobility.

**£1,000**

could fund a series of tailored diet and exercise sessions that address an individual's needs.

**£10k**

could help fund the development of new exercise programmes tailored to those with arthritis.

**£30k**

could help fund research into the unmet needs of those living with arthritis, including those from under-represented backgrounds.

# What Else Can You Do

## Other fundraising options

### GIFTS IN WILLS

Legacies can make a big difference to those affected by arthritis. They offer the opportunity to help the next generation improve the quality of their lives.

You can find out more about legacies and the importance of having a Will by requesting our guide from here: [arthritisaction.org.uk/support-us/legacies](https://arthritisaction.org.uk/support-us/legacies).



**Not everyone wants to take part in or organise an event.**

Listed below are other ways you can support those affected by arthritis:

1

### DONATE

A regular or one-off donation can support others living with arthritis. Follow the link from our website.

2

### CELEBRATE

Celebrate birthdays and anniversaries with alternative gifts in-lieu of presents.

3

### IN-MEMORY

Commemorate a loved one with gifts supporting a cause that was important to them. An online collection is easy to organise and share.

4

### SHOP

Give as You Live has over 4,000 retailers to choose from: [giveasyoulive.com/join/arthritisaction](https://giveasyoulive.com/join/arthritisaction)

[arthritisaction.org.uk/make-donation/](https://arthritisaction.org.uk/make-donation/)



# Fundraising Stories

## What motivated others

By the  
age of 70,  
50% of the  
population  
will have arthritis

23.3m  
'work days'  
are lost annually  
due to arthritis



There are 10m  
people in UK  
living with  
arthritis

*"I was honoured to run the Cardiff half marathon in memory of my friend Jonathan, who lived with the chronic pain of arthritis from the age of four. It was especially poignant to video call his mam Margaret as I crossed the finish line to share that moment. I'm really proud to fundraise for Arthritis Action knowing all the support they give to people like Jonathan to manage their arthritis and live as full a life as possible."* **Bethan**

*"Arthritis is a condition that is very close to me and my family as it was something my granddad suffered with. I watched him slowly lose his independence and his passion for golf due to the condition. It became increasingly difficult watching what arthritis did to him, seeing his mobility and dexterity with his hands really go downhill. My granddad was from Scotland and spent a lot of his life living in Edinburgh. I've always wanted to do a marathon, so having it in Edinburgh and in my granddad's memory just seemed like the best next step."* **Callum**



# Thank you!

Your support is greatly appreciated



## Contact Us

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