



A Fundraising Guide for Epilepsy Scotland

Registered Charity Number SC000067

Welcome to Epilepsy Scotland's Fundraising Guide. This Guide has been prepared to help you make the most of fundraising for Epilepsy Scotland. Successful fundraising is hard work, but is always rewarding and should be great fun!

Epilepsy Scotland is an independent Scottish charity and works with people affected by epilepsy to ensure their voice is heard.

We work hard to keep our costs down and individual donations, sponsorship challenges and community events make a massive difference to our work. We are grateful for any amount, small or large, that is raised on our behalf – every penny really does make a difference.

The Scottish Executive has identified us as the lead organisation for improving epilepsy services in Scotland. Despite this, most of our services do not receive any statutory funding. We rely on the goodwill and generosity of people across Scotland and are grateful for your support.

For more details you can contact us at:

Epilepsy Scotland 48 Govan Road Glasgow G51 1JL

Tel: 0141 427 4911

Web: www.epilepsyscotland.org.uk

Our aims are to

Ensure people with epilepsy receive high standards of care

Fight discrimination and social stigma

Provide information and support to people with epilepsy and those involved in their care

If you would like to raise funds for Epilepsy Scotland but are not sure how to go about it, the fundraising team have organised a range of activities to make it as easy as possible to join in and have lots of fun!

Parachute Jumps



Jump dates are organised throughout the year in four different sites across Scotland. People with epilepsy can take part, but for safety reasons your seizures must be well controlled.

Recycling

Old mobile phones and used printer cartridges can raise funds for Epilepsy Scotland so please don't throw yours away! Small envelopes are available for individual phones and cartridges. Each recycled item can give Epilepsy Scotland a donation of up to £3.

Or why not ask your employers to support us by registering for our Recycling Appeal? By registering their support, your workplace can pledge their empty cartridges to Epilepsy Scotland. There is no cost involved in participating, as Recycling Appeal provide free collection boxes which they uplift free of charge!

Road Runners

We have supporters who enter the Edinburgh Marathon, Loch Ness Marathon, New York marathon, Women's 10K, Great Scottish Run and many local road races which raise thousands of pounds for our work each year.

Overseas Challenges

We have a variety of sponsored treks and cycle rides at home and abroad and will provide information on request or alternatively visit www.skylineevents.co.uk

Head for Heights

We organize many exciting and exhilarating challenge events throughout the year including a Zip Slide over the River Clyde, an abseil from Edinburgh's Forth Road Bridge and Glasgow's Titan Crane and Scotland's newest and scariest challenge

event to date – The Adrenaline Drop. Contact us now to enjoy one of these adventure events of a lifetime whilst raising money for Epilepsy Scotland!

Home Money Boxes



Small change really does make a big difference to our work! We're always looking for good homes for these handy boxes so please let us know if you would like to take one for your coins.

Weather Lottery

For weather watchers - this is a new lottery based on weather conditions throughout the world, as reported in The Daily Telegraph weather report. You can win up to £10,000 every day and the lottery donates 35 pence to Epilepsy Scotland for every £1 spent.

Please call us on 0141 427 4911 or email fundraising@epilepsyscotland.org.uk if you would more information on any of these events.

Do It Yourself!

If you would like to plan your own fundraising event in your own community we would be delighted to hear from you.

We will help you make your fundraising activity be the best it can be by supporting and encouraging you. We can provide many resources free of charge, including:

- Letters of authority so that you can fundraise on behalf of Epilepsy Scotland
- Personalised sponsor forms
- Gift Aid Forms (see the 'money' section)
- Home money boxes or collecting cans for public use
- Epilepsy Scotland information leaflets, posters and bookmarks
- Personalised posters
- A press release for your activity

We can help you with publicity by providing a press release for your activity. Please

Here are some ideas and themes that have been successful with our supporters in the past:

Coffee mornings **sponsored hair dye and head shave** race night at a local pub **doll auction in the village shop** sponsored cycle **car boot sale** dress down days **second hand book sale** car washing **St Andrews Night Supper** garden party and barbeque **bag packing in your local store** karaoke nights **gifts in lieu of birthdays or anniversaries** bring and buy sale **auction of promises** raffles **ladies lunch** sweetie sales **concerts and shows** sponsored toddle **dog walking** Munro climb **balloon race** swimming with sharks

provide us with the basic information, for example, event name, time, date, venue, and ideally a personal interest angle to your activity.



By filling in this form and posting it back to us with photographs of your event we can display them within our newsletter and on our website.

Consent Form

Epilepsy Scotland values contributions from people with epilepsy, their friends and family and other agencies involved in their care. We will include these wherever possible in our newsletters, reports, fact sheets, annual reviews and other literature.

We will only use these personal contributions when permission has been granted. Please read the following list and **please circle** the section(s) relevant to you:

- I give my consent for Epilepsy Scotland to use my:
personal story/interview quote(s) photograph(s)

The intended publication/DVD/clip is.....

- I give my consent for my name to be published alongside: Yes No
- I prefer that my personal story/quote(s) remain anonymous: Yes No
- I am happy for Epilepsy Scotland to use my contribution - subject to any corrections or changes that I have asked for and are agreed: Yes No

Epilepsy Scotland reserves the right to keep your contribution on file and to use it whenever it is appropriate. This includes editing the story/quote/photograph.

Please tell us if you prefer to be contacted to give your consent **each time before** we use your contribution: Yes No

If yes we will now contact you on every occasion where we wish to use it. Thank you for your support. It is helpful if you complete all the details below:

Your name:

Address:

Tel:

Mobile:

Email:

Signed:

Date:

Please return to: Epilepsy Scotland, Freepost SC02178, Glasgow G51 1BR
A copy of this form will be posted back to you for your records.

Here is some general advice, whatever activity you decide on:

Have fun! If people are having a good time they are more likely to be generous in their support and more likely to come back to support you in the future.

Choose an activity that is manageable - events can take a lot of time to organise so try to get friends, colleagues and family to volunteer to help. For example they could sell entrance/raffle tickets, ask local companies for prizes, use their own contacts for sponsorship or put up posters.

If this is the first time you have fundraised start with a small activity where less costs and risks are involved. If it is a success you could go for something bigger next time!

Try to be unique in your ideas as people will be more likely to support you if your event is a new and original activity. There are many fundraising activities happening all the time so to grab publicity and financial support it helps to do something different. Always check if there are any similar events being held in your area to avoid a clash of dates.

The best way to make your activity a success is to get as much publicity as possible. Use local radio and newspapers to publicise your activity. They often have 'What's On' sections where you can advertise for free and we can also help you with a press release. One of the best ways to publicise an event is through word of mouth. Tell all your friends, family and colleagues about your plans and ask them to tell everyone they know!

Epilepsy Scotland cannot accept liability for accidents so please ensure all activities are safe.

Always remember to mention you are raising funds for Epilepsy Scotland. Fundraising events raise much needed awareness as well as money. You will help bring epilepsy out of the shadows and into the open, increasing understanding and overcoming ignorance.

Here is Christine Gage, a supporter going that 'extra mile' for Epilepsy Scotland by entering the Edinburgh Marathon on our behalf:

"I'm running the Edinburgh Marathon for Epilepsy Scotland both to raise money and to highlight the fact to people, with or without epilepsy that I CAN. I was born with epilepsy, but it hasn't stopped me living my life to the full, as I want to. The more money I can raise the more Epilepsy Scotland can educate and help people about how to cope. We just need as much money as possible to get that message out to the most number of people".

Collections

As soon as you have decided on your fundraising activity, please ensure you have the relevant licenses and/or permission from your local authority, police or store manager.

Collections in public areas, e.g. a high street, must be licensed and collections or events taking place on private property, e.g. a supermarket, need the permission from the manager or owner.

If you arrange a public collection to raise funds for Epilepsy Scotland you must inform Epilepsy Scotland of your plans before the collection takes place.

Money

Once you have collected your fundraised income you can send payment to Epilepsy Scotland 48 Govan Road Glasgow G51 1JL. Please do not send cash in case it gets lost in the post. All cheques should be made payable to 'Epilepsy Scotland'. We would be grateful for a description of how the funds were raised for our records and so we can acknowledge our thanks to those involved.

You can make your donation go further!

Always ask your employer if it is possible to support your activity through a '**matched funding**' scheme. Many companies will pledge to match their employee's fundraising pound for pound up to an agreed ceiling. Please, before anything else, approach your employer for matched funding.

giftaid it

Gift Aid is a scheme from the UK government to benefit charities. If you fundraise with sponsor forms please ask all your sponsors to tick the Gift Aid box and complete their home address and post code on the sponsor form. For Epilepsy Scotland to claim Gift Aid on the donation the sponsor must pay income tax or capital gains tax equal to the tax reclaimed by the charity on the donation. Epilepsy Scotland will then be able to reclaim 28 pence of every pound donated from the Inland Revenue, with no extra cost to the sponsor.

Finally

Thank you for your interest in fundraising for Epilepsy Scotland. We work to empower people with epilepsy to drive change forward so that their voices will no longer be silent. With your support we could do even more to enable the 40,000 people living

with epilepsy in Scotland achieve their aims – and your help can safeguard their future.