

# Fundraising pack



## Thank you

Thank you so much for choosing to support Scoliosis Association UK. We're a small organisation and the funds and awareness you raise for people affected by scoliosis will make a big difference. We simply could not exist without the support of people like you. If you would like any help with fundraising, or have any questions, please email [fundraising@sauk.org.uk](mailto:fundraising@sauk.org.uk).

## About us

SAUK is the only UK-wide patient support organisation for people affected by scoliosis and their families. Our aim is to provide advice, support, and information to people affected by scoliosis and raise awareness of scoliosis amongst health professionals and the general public.

## How does your money help?

Thanks to the generosity of our donors and those that fundraise for us, we have been able to provide support, information, advice, and bring awareness to scoliosis for over 40 years. With your support, we will continue to do so for many more years to come.

The backbone of our organization is our helpline, our knowledgeable staff answer approximately 2,000 helpline calls and emails a year. We help people access scoliosis specialists and resources to better understand and manage scoliosis.

We produce high-quality health information. We publish articles from various specialists that answer important questions and concerns that helps people manage their scoliosis.

We raise awareness about scoliosis and campaign for better understanding of the condition. SAUK launched International Scoliosis Awareness Day in 2013 to unite people across the world to create positive public awareness of scoliosis, promote education, and bring together those affected by the condition. We also seek to raise awareness of scoliosis in the medical community. In 2020, we launched a new e-learning module for GPs in partnership with the Royal College of GPs.

## Getting started

We have plenty of resources to help you with your fundraising endeavours. From t-shirts and balloons to posters and information booklets – let us know what you need and we'll do our best to help you in any way we can! You can email [fundraising@sauk.org.uk](mailto:fundraising@sauk.org.uk) to request materials.

Setting up an online page for your fundraising is a secure and brilliant way to raise funds. It's easy. Just follow the link: <https://justgiving.com/scoliosisassociationuk>



[www.sauk.org.uk](http://www.sauk.org.uk)



[/ScoliosisAssociationUK](https://www.facebook.com/ScoliosisAssociationUK)



[@ScoliosisUK](https://twitter.com/ScoliosisUK)



[scoliosis\\_association\\_uk](https://www.instagram.com/scoliosis_association_uk)



[fundraising@sauk.org.uk](mailto:fundraising@sauk.org.uk)



020 8964 1166

## Fundraising inspiration

### Quiz Night

Create your own quiz and host it at a pub, club or over Zoom. Charge attendees a fee or ask for a donation in return for hosting the quiz. You could offer prizes for the winner as an extra incentive.

### Garden Party

Enjoy the fresh air with friends and host your own garden party. You could sell drinks and snacks and ask guests for a donation in the form of an entry fee.

### Host a Charity Raffle

Everyone loves taking part in a raffle and businesses are usually very accommodating in providing prizes for your cause!

### Car Wash

Considered a chore by many, why not host your own charity car wash? Charge people a fee to make their cars sparkle and let them know what a good cause their donation is going to.

### Cook-along

Keen cook or an avid baker? Host a cook-along for friends and family! Send them out a list of ingredients before the event and have a laugh as you all try and create the same thing!

### Crafternoon

Put your artistic streak to good use and have a crafternoon! Create your crafts and have a go at selling them, with proceeds going to SAUK.

### Sell your Clutter

Most of us have a few things piled up in the wardrobe and thing forgotten in the back of cupboards. Try selling your unwanted things on eBay and Depop. One person's trash is another's treasure!

## Fundraising in the Community

### Schools

Think cake sales, talent shows and non-uniform days! Speak to local schools to see if you can coordinate fundraising events with them. We can help supply you with leaflets on scoliosis so it's educational too!

### Work

Ask your employer if they offer a payroll giving scheme. Some companies will donate the equivalent of your salary, or a percentage of it, to nominated causes! Donations are taken directly from salaries before tax and National Insurance are deducted, so it costs less to give more.

### Local community

Getting involved with the local community is a great way to connect with other and also raise awareness of scoliosis. Consider asking local shops if they would display a collection tin, write to supermarkets to nominate us for local supermarket charity schemes or think about planning community fundraising events.

## Other ways you can help

### Challenges and Events

SAUK holds challenges and events each year, including the London Marathon and the 2.6 Challenge. Keep an eye on our website and social media pages to keep up to date on what's going on!

### Match Fundraising

If you're planning your own event, it's worth reaching out to big-name companies to see if they can match your fundraising.



## Roundups

Head to [roundups.org](http://roundups.org), or download the app via Google Play or the App Store. Scoliosis Association UK is a partnered charity, so just click our logo to select us as your chosen charity.

Set your 'Roundup' amount and link your bank/credit card.

that's it! you can change your setting any time and control how much you're donating. It's easy to keep track of your donations and change things accordingly. Your Roundups donations will be sent directly and securely to SAUK.

## Shop via Give as You Live

Raise money for charity with your everyday online shopping

1. Sign up! Choose SAUK and enter a few details about yourself.
2. Find the store you want to shop with via the Give as You Live website and click the link.
3. Shop as normal! As long as you've visited the store from the Give as You Live link, they'll know you're a Give as You Live shopper.
4. That's it! You'll get an email to let you know how much money has been raised.

<https://www.giveasyoulive.com/>

## Collection tins

We have lots of charity collection tins for you to use - in aid of both SAUK and BSRF! Please contact [fundraising@sauk.org.uk](mailto:fundraising@sauk.org.uk) to request your collection tin.

1. Approach local shops and supermarkets. Ask if they have a collection tin in store. You must obtain written permission before collecting in public areas. If you are wanting to do a street collection, you must apply for a permit via your local authority.
2. Please note: to request a collection tin you must be over 16, have prior permission to collect at the chosen venue and return all funds to SAUK.
3. Your tin is full - now what? Head to the bank to cash in your donations. You can end the donation to SAUK via direct bank transfer, via a cheque or you can donate via our website.

## Facebook fundraising

Head to: [facebook.com/fundraisers](https://facebook.com/fundraisers)

Facebook will usually send you a notification to set-up a fundraiser in the weeks before your birthday too.

1. Type 'Scoliosis Association UK' into search bar. Select SAUK - you'll see our logo.
2. Personalise your fundraiser. You can set a timeframe, set a fundraising goal, write your own description and personalise your page.
3. Press 'create'. That's it! You can sit back and watch the donations roll in. Once your fundraiser has ended, your donations will be sent directly to SAUK.

## Cashing in donations

### Online

If you are fundraising with an online fundraising page such as Virgin Money Giving or JustGiving, the money automatically comes to us directly and securely.

### Bank Transfer

If you would like to send a direct bank transfer, please ensure you use your full name as a reference and email us at [info@sauk.org.uk](mailto:info@sauk.org.uk) to let us know to expect the payment. Our details are:

CAF Bank

Scoliosis Association UK

Account Number: 00013507

Sort Code: 40-52-40

### By Post

Please do not send cash in the post. Instead, please send us a cheque made payable to 'Scoliosis Association UK', along with your name and details of your event. You can post this to:

Scoliosis Association UK

4 Ivebury Court

325 Latimer Road

London

W10 6RA

## The legal bit

Please be aware of any potential risks when organising or taking part in an event. We 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. More information can be found at [www.hse.gov.uk](http://www.hse.gov.uk).

## Health and Safety

Please ensure that you have appropriate health and safety measures in place for your event.

## Food and Hygiene

If your event involves food, please make sure that food hygiene practices are followed and adhered to.

## Property

If you are planning an outdoor event, check that you're not trespassing on private property or obtain permission from the owner beforehand.

## Collecting

If you're raising funds on private property, you need written permission from the owner – keep this on your person when collecting. To collect funds in any public place or from people's houses you will need a license from the local council. Anyone collecting money in public must be over 16. If you're carrying money make sure you stick to safe routes and be mindful of your personal safety.

## Raffles

If you host a raffle, you must charge a standard price for each ticket and draw the name of the winner/s before your event is over.

## Fitness

Before taking part in a sporting event/challenge, make sure you're in sufficient good health to take part. If this is a team sporting event/challenge, make sure the others taking part are aware of how physically challenging the event may be. Seek medical advice if you're unsure about your fitness to participate.

## Promote your fundraiser - be brave and spread the word

### Word of mouth

Don't underestimate the power of word of mouth - it's the ultimate marketing tool. Tell your friends, family and colleagues about your fundraising and get them to spread the word.

### Post, share, like, and tweet

Social media is a perfect way to get the word out and the Facebook Events function can help alot. Get in touch for more social media tips and tag us in your posts.

### Help people to understand the cause

This is crucial. If people know the inspiration behind your fundraising and the difference their donation makes, they'll be much more likely to support you. Contact us for information leaflets or use the information on our website.

### Contact your local media

If you're approaching the media, please email [communications@sauk.org.uk](mailto:communications@sauk.org.uk) for advice and support. You might want to contact your local paper or radio station to push for a plug on air. We can send you some bullet points to help you or work with you to put together a script.

### Use pictures

Use photos throughout your publicity to personalise your event and attract more attention. Make sure someone is lined up to take snaps on the day, too. We love to use them in our magazine, *Backbone*, and online. Make sure you have permission to take photos. We will ensure we have your permission before we publish, too.

## British Scoliosis Research Foundation (BSRF)

In 2006, SAUK became officially affiliated with the BSRF. The BSRF is the only UK charity that exists solely to promote research into scoliosis.

Each year the BSRF funds a great deal of high-quality research into scoliosis and periodically holds an international symposium to spread the knowledge gained from research.

The BSRF's vision is to contribute to discovering the cause of idiopathic scoliosis and to improve the quality of life for people with all types of scoliosis.

SAUK and the BSRF both exist to improve the quality of lives of those with scoliosis. By supporting the BSRF, you are contributing to the funding of research studies that could change how scoliosis is diagnosed and treated.

You can find out more about the work BSRF is doing on their website <http://www.bsrf.co.uk/>

You can donate directly to the BSRF here <https://www.paypal.com/gb/fundraiser/charity/127436>

