

# Your Fundraising Pack

Everything you need to start fundraising in aid of the cause you care about most.



**Fundraise Your Way**

[www.ed.ac.uk/fundraise-your-way](http://www.ed.ac.uk/fundraise-your-way)



THE UNIVERSITY  
of EDINBURGH



# Why support the University of Edinburgh?

The University of Edinburgh was built on philanthropy - a bequest from the Bishop of Orkney led to its foundation in 1583.

Thanks to the generosity of supporters like you, our students receive the highest quality learning opportunities and our medical and veterinary medical research has directly helped in more than 100 countries. University researchers discovered carbon dioxide, chloroform anaesthesia, the Higgs boson particle, and developed the Hepatitis B vaccine, the hypodermic syringe, the kaleidoscope, the vacuum flask, the ATM, the diving chamber and in-vitro fertilisation.

## Get inspired



### **Leanne hiked the West Highland Way to support motor neurone disease research in memory of her dad.**

My dad Sandy and I hiked a lot together and often spoke of doing the West Highland Way, but sadly motor neurone disease (MND) prevented this from happening.

After his diagnosis in 2002, Dad himself supported the research work undertaken at the Euan MacDonald Centre. Ten years on from his death, I wanted to raise awareness of this cruel disease whilst also raising money for the Euan MacDonald Centre.

I walked the West Highland Way in October 2018, covering 96 miles in five days, by myself.



### **Jamie organised a football tournament and invited companies in his sector to raise funds for multiple sclerosis (MS) research.**

My partner Stephanie was diagnosed with MS when she was only 14 years old.

I hope by raising money, and encouraging others to do this as well, the Anne Rowling Regenerative Neurology Clinic may find a cure that would change my partner's and our family's lives forever.

# Dear Supporter

**Thank you** for your interest in fundraising for the cause you care about most. I'm Kerry and I'll be delighted to support your fundraising activity.

Please let me know if you'd like any help or advice with your fundraising plans - you can call me on 0777 299 7429 or email me at [kerry.mackay@ed.ac.uk](mailto:kerry.mackay@ed.ac.uk).

I'm the University's Community Fundraiser and oversee fundraising for all the University areas and centres – making community fundraising a fun experience for you and a cost-effective area of fundraising for the University. There are lots of fantastic University causes for you to choose from and I'm here to help you find a cause that's close to your heart.

You can turn almost any hobby, occasion or challenge into a fundraising activity. From once-in-a-lifetime challenges to small informal events there are countless ways to raise money for your chosen area of the University. Whether you are sporty, creative, entrepreneurial or just up for a challenge, your contribution and commitment can make a real difference.

I hope that you will fundraise for us and I would love to hear what you decide to do. I will support and help you with your fundraising challenge or activity and ensure that the money you raise goes straight to your chosen area of the University of Edinburgh.

I hope the information in this pack helps you get started and there's more advice on our website should you need it. Good luck and please do keep in touch.



Kerry  
Senior Community Fundraising Officer

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Website: [www.ed.ac.uk/fundraise-your-way](http://www.ed.ac.uk/fundraise-your-way)

Facebook: [www.facebook.com/FundraiseYourWay](http://www.facebook.com/FundraiseYourWay)

Twitter: [www.twitter.com/UoEFundraising](http://www.twitter.com/UoEFundraising)



# Who will you support?

Your support can help create new opportunities for students, inspire pioneering research, open the doors to medical breakthroughs and impact the wider community.

You might be drawn to the University's medical research centres because of a personal connection or a graduate keen to support current students and enhance student life.

Whichever area you support, all the money you raise will go directly to your chosen cause and put to use straight away.

## Lifesaving research

Your support can directly benefit health and wellbeing research - from tackling infectious diseases to researching new therapies for neurological conditions - the choice is yours.

- Anne Rowling Regenerative Neurology Clinic
- Cancer Research at the University of Edinburgh
- Edinburgh Dementia Prevention
- Euan MacDonald Centre for MND Research
- EXPPECT Edinburgh
- Functional neurological disorder (FND) research
- Inflammatory bowel disease (IBD) research
- Institute for Regeneration and Repair
- Labruno syndrome research
- Muir Maxwell Epilepsy Centre
- National CJD Research & Surveillance Unit
- Ophthalmology research
- Patrick Wild Centre for Research into Autism, Fragile X Syndrome and Intellectual Disabilities
- Progressive supranuclear palsy (PSP)
- Research to Understand Stroke due to Haemorrhage (RUSH)
- Row Fogo Centre for Research into Ageing and the Brain
- Sleep Research Unit
- Stroke Research



## Edinburgh University Sports Union

From Athletics to Wakeboarding, from Archery to Ultimate Frisbee, and everything in between. There are 65 clubs within the Sports Union, all of which are run by students, for students.







## Improving the lives of animals

Your support can directly help the Royal (Dick) School of Veterinary Studies in their aim to improve the health and welfare of all animals.

- All4Paws
- Equine Hospital
- Hospital for Small Animals
- Jeanne Marchig International Centre for Animal Welfare Education
- Riddell-Swan Veterinary Cancer Centre

## Helping the local community

The University of Edinburgh is for everyone. Our staff and students work with our local communities on a variety of interesting projects. What project would you like support?

- All4Paws
- Free Legal Advice Centre
- Hope Park Counselling Centre



## Edinburgh Fund

You can help students, research, teaching and the community today by giving directly to the Edinburgh Fund.

- Scholarships
- Innovative teaching and learning
- Research and community impact
- Global experiences

# Your choice

If there is an area you are interested in supporting that isn't listed above, please get in touch and I'll be happy to help. Thank you.

# What will you do?

You can turn almost any hobby, occasion or challenge into a fundraising activity. From once-in-a-lifetime challenges to small informal events there are countless ways to raise money for your chosen area of the University. Whether you are sporty, creative, entrepreneurial or just up for a challenge, your contribution and commitment can make a real difference.

## Walk, jog, run...

From a 5k walk to an ultra-marathon – simply find an event to suit your fitness level, register and set up a JustGiving page at [www.justgiving.com/universityofedinburgh](http://www.justgiving.com/universityofedinburgh).

## Obstacle course

If a sponsored run is not your thing, how about taking on an obstacle course? From the foam filled Gung-Ho Seriously Fun 5k to the hardcore Tough Mudder there's something for everyone.

## Bake sale

Bake Sales are a great excuse to get together with friends, family and colleagues. Enjoy some delicious home baking along with a cuppa, chat and laughter. A simple and fun way to raise money for the cause you care about most.

## Celebrate

If you have a special occasion coming up or are just looking to get together with friends and family, why not ask your party guests for donations instead of gifts.

## Collection cans

Would your local shop, café or pub have one of our collection cans on their premises? Simply speak to the venue owner and I'll send you everything you need to get up and running.

## Give something up

What is your obsession? Coffee? Chocolate? Alcohol? Make-up? Books? Your car? Whatever it is, if it is something people know you love, you can raise money by giving it up for a period of time.

## Anything goes

Are you looking to do something a bit different? Or do you already know what you want to do? Our suggestions are here to inspire you, not restrict you, so please do think outside the box!

Whatever you choose to do, we will be delighted to support whatever fundraising initiative you have.





# Fundraising tips for you

It's wonderful that you are supporting our work - I hope the tips below will make your fundraising as straightforward and fun as possible, whilst raising the most for a cause close to your heart.

1. Create a JustGiving page at [www.justgiving.com/universityofedinburgh](http://www.justgiving.com/universityofedinburgh) - set an ambitious fundraising goal and use your story to tell your donors about the work you're supporting and why you are raising money for it. **Please click to opt-in to receive communications from us when you set up your Just Giving page.** This will allow us to provide advice and support for your fundraising activity; let you know how your donation is helping; and invite you to events.
2. Share the link to your JustGiving page far and wide. You can post on social media: Facebook, Twitter, and Instagram; update your email signature; and make posters for notice boards.
3. Ask your friends and family to spread the word about your fundraising as well – they'll be keen to help you. And if you let me know your plans I'll do my best to help spread the word too!
4. Don't be afraid to ask people more than once to sponsor you. We all need reminding at times so feel free to mention again that you are fundraising.
5. Ask your employer about Matched Funding.

You can count on me to support you every step of the way. Just let me know your plans and we can discuss your fundraising activity.

I can give advice and tips on helping you raise as much as you can as well as promote your fundraising activity online. I'd love to hear from you, so please contact me on **0777 299 7429** or email [kerry.mackay@ed.ac.uk](mailto:kerry.mackay@ed.ac.uk).



# Getting your money to us

## By post

Please fill in the donation form at the end of this pack. If you are writing a cheque, please make it payable to “The University of Edinburgh Development Trust” and use the reverse of your cheque to let us know what cause within the University you are supporting. Send your donation form to:

### Freepost UNIVERSITY REPLY

(Please note, ‘UNIVERSITY REPLY’ needs to be in capitals.)

## Online

Visit [edin.ac/give](http://edin.ac/give) and email [kerry.mackay@ed.ac.uk](mailto:kerry.mackay@ed.ac.uk) to let me know where to direct your donation.

## Bank transfer

Donations can be made directly into our Bank of Scotland account via the details below:

Bank of Scotland  
300 Lawnmarket  
Edinburgh EH1 2PH

Sort code: 80-02-24  
Account number: 00423592  
BIC: BOFSGB21216  
IBAN: GB32 BOFS 8002 2400 4235 92

Please use your surname in the reference field and email [kerry.mackay@ed.ac.uk](mailto:kerry.mackay@ed.ac.uk) to let me know where to direct your donation.





# Donation form



THE UNIVERSITY of EDINBURGH

Name (inc title):

Home address:

Postcode:

How did you raise this money? (e.g. sponsored walk / 3 Peaks Challenge / birthday)

What part of the University are you donating to (e.g. Anne Rowling Clinic, Euan MacDonald Centre)?

I am donating the total of £

## Your donation method (please tick)

I enclose a **cheque** made payable to the University of Edinburgh Development Trust

I enclose a Charities Aid Foundation (**CAF**) voucher

I have paid £  into your **bank** account using the reference:

Please debit my **card**:  Visa  MasterCard  UK Maestro  Eurocard

Name on card:  Signature:

Card No:  Issue no:

Date:       Start Date (if applic.):     Expires:

## Gift Aid it

Please reclaim tax on all donation(s) I have made to the University of Edinburgh Development Trust in the past four years, and all donations I make from the date of this declaration until I notify you otherwise. I am a UK taxpayer and understand that if I pay less Income Tax and/or Capital Gains Tax than the amount of Gift Aid claimed on all of my donations in that tax year it is my responsibility to pay any difference.

Signature:  Date:



## Privacy statement

All personal information is held securely by the University and in accordance with Data Protection Law. We use information about you because we have a legal obligation to do so, you have provided consent, or we believe it is in our legitimate interest. The data we hold will be used by the University, or other parties acting under the instructions of the University, for a range of activities. These include sending publications and information, offering benefits and services, organising events, membership administration and in our fundraising and volunteering programmes. We do not and will not sell any of your personal information to third parties. We conduct due diligence and research into the philanthropic interests and means of a limited number of individuals to help decide whether and on what basis to approach them, and to ensure that our fundraising activity is directed in the most appropriate and effective way. If you'd like to find out more, you can view our full privacy notice on our website <https://www.ed.ac.uk/development-alumni/privacy>. If you wish to update your details or how we contact you, or to opt out of our communications, please email [yourdata@ed.ac.uk](mailto:yourdata@ed.ac.uk) or write to us at Development and Alumni, University of Edinburgh, Charles Stewart House, 9-16 Chambers Street, Edinburgh EH1 1HT or call us on +44 (0) 131 650 2240.

## Stay informed about supporting the University of Edinburgh

We love keeping you up to date about our fundraising activities, how your gift is helping and ways you can support students, researchers and the University in the future. If receiving this by email or text is appropriate for you, ticking these boxes will enable us to communicate with you in these ways.

I confirm I am happy for the University of Edinburgh to contact me by:  Email  SMS (text message)

Email address:  Mobile number:

The University of Edinburgh is a charitable body, registered in Scotland, with registration number SC005336.

The University of Edinburgh Development Trust is a charitable body, registered in Scotland, with registration number SC004307.

# Thank You!



Kerry Mackay  
Senior Community Fundraising Officer

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The University of Edinburgh

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