

# **The Big Blue**



# **Fundraising Pack**

**(Or everything you  
ever wanted to know  
about raising money  
for the BSF in one  
handy place)**



## Who are we?

The British Skin Foundation (BSF) is a charity that raises funds for skin disease and skin cancer research. The ultimate aim is to be able to find cures for many of the diseases that blight millions of lives in the UK.

## How bad is skin disease in the UK?

At the moment there are about eight million people in the UK with a skin condition. About 4,000 of these people will die due to the disease. Skin disease does not discriminate in terms of who it affects, and people often forget about the ways it can affect people physically and psychologically.

## I've seen the logo somewhere...

You may recognise our logo from television adverts and products you use every day. On occasion, we are approached to independently review the extensive research that companies undertake to ensure their products are not detrimental to skin health.

## Why should I raise money for you?

Research is extremely expensive. Since 1996, the BSF has funded over 250 research projects at a cost of over £7.4 million. At the moment we can only fund about 25% of the research we come across, but with your help we can fund even more.

We work hard to raise awareness of skin conditions through our fundraising events, media work and campaigns to dispel the myth that skin disease is not a serious issue.

## Where do I start?

Well, the fact that you are reading this is already a good start. Feel free to be as creative and crazy as you like (as long as it's legal) and we'll be there to help you every step of the way, from sending you t-shirts and collection tins to publicising your event in your area.

## Remember...

Every penny raised through donations goes straight back into funding research thanks to the British Association of Dermatologists who generously support our running costs.

## Contact

If you need any further help, email [kelly@britishskinfoundation.org.uk](mailto:kelly@britishskinfoundation.org.uk) or call 0207 391 6088.

# Who do we help?

Thanks to fundraisers like you we can fund research into both common skin diseases like eczema and psoriasis as well as those rare conditions that you may not even have heard of before.



## Ashleigh

Seven-year-old Ashleigh lives with Scleroderma, an autoimmune connective tissue disease that currently has no cure. Relatively little is known about the condition and it took over a year for her to be correctly diagnosed.

Ashleigh has scarring on her right hand and arm, whilst her middle finger on her right hand is crippled into a hook shape. Her right wrist also has no flexibility, so her mother Janine has to do daily physiotherapy exercises with her to stretch the skin and keep it mobile.

Ashleigh and her family have spent countless hours in the hospital. Janine has gone through unbelievable amounts of stress and worry learning to cope with her daughter's disease. At its worst, the immunosuppressive drugs Ashleigh was taking meant she contracted viral infections all the time. Another set of medication affected Ashleigh's liver enzymes, meaning she underwent numerous blood tests for weeks on end.

Since 2006 the BSF have funded over £2.7 million in research projects looking at complex diseases just like Scleroderma, as well as a huge array of other skin conditions. More still needs to be done to understand Scleroderma and that is why continued funding for research projects is so important.

## Mandy

20-year-old Mandy has lived with eczema and psoriasis for as long as she can remember. Teasing and bullying made life tough for her at school, and both conditions have worsened as she has gotten older.

As if Mandy wasn't conscious enough about her skin, comments from work colleagues like 'leper' really didn't help. Mandy's condition has a crushing effect on her self confidence, as she explains: "I do cry some days when I see my body completely covered in red patches. I wish I could look like other people do, but I can't. I should be proud of who I am and so should every single other person that suffers from skin conditions," says Mandy.

Despite trying numerous ointments and even ultraviolet light therapy, none of the current treatments on offer seem to be helping Mandy, which is why we desperately need research to help develop new ones. Since 1998 the British Skin Foundation has funded close to 60 pieces of research looking into eczema, dermatitis and psoriasis, totalling an incredible £1.5 million.



# Step One: What should you do?

There's a whole load of things you can do, from cake sales to doing the Three Peaks Challenge. We're full of good ideas here at the BSF, so here's a few to get you started...

- 1. Put a swear box in your workplace. Big colourful metaphors mean big bucks for the BSF!**
- 2. Have a dress down day at work and collect some money for the privilege! (Best check with the boss first though)**
- 3. Sweepstakes – organise a sweepstake for a sporting event, X-Factor, Strictly Come Dancing, The Apprentice etc.**
- 4. Quiz evening – this could be at your home, your local pub, or even your office, and get everyone involved!**
- 5. Hold a dinner party – whip up a fancy meal and get a small donation for the evening!**
- 6. 'Have your cake and eat it' – everyone loves a bit of cake, so go nuts and make a load of homemade treats and sell them to colleagues, friends and family.**
- 7. Games! Bring out the competitive side in you and have a board game bonanza with Scrabble, Monopoly, Trivial Pursuit, Jenga...**
- 8. Gaming nights! Test your skills on Wii Sports, Guitar Hero, or even a fastest lap competition on racing games.**
- 9. Jumble sales are a fab way of getting rid of unwanted goods, bric-a-brac and presents.**
- 10. Sell things online – eBay is perfect for selling all that junk you no longer use. Remember you can donate between 15 and 100% of your sale to the BSF!**
- 11. Sports day – team sports are a fantastic way of getting people together. Think football, rounders, softball or an egg and spoon race, it all counts – just don't forget to charge a small fee for taking part!**
- 12. Lunch run – as people may not have time to take lunch they may quickly grab something which is not nutritious and not really what they wanted. So in return for a donation, offer to take orders and get exactly what people would like.**
- 13. Party hard! Hold a themed party at home or a pub; just don't forget to send us some pictures!**
- 14. Race Night - get some footage of some old horse races, get people to place bets, get a few prizes donated from a local business and you're away!**

**15. Don your chef's hat and get cooking on the BBQ. Invite friends and family and collect a small fee for food you make, perfect for those long summer evenings.**

**16. Karaoke – Power ballads, air guitar, fist pumping. Bring out the pop star in you and have fun. With games such as Singstar® or Lips™, holding your own karaoke night has never been easier.**

**17. Hold a coffee morning, this could be in a local community centre, a parents meeting group, in a hospital entrance area or simply in your home, just don't forget the biscuits!**

**18. Know someone with a large TV? Have a film marathon night, charge a nominal fee for entry, draw those curtains, sit back, relax and bring on the popcorn!**

**19. Bingo night - learn the lingo of bingo and host your own evening of number based madness.**



# Contact Us!

**If you need any help with your fundraising please do not hesitate to contact us!**

**For our fundraising team call 0207 391 6088 or email**

**[kelly@britishskinfoundation.org.uk](mailto:kelly@britishskinfoundation.org.uk)**

**For our media team call 0207 391 6347 or email**

**[bevis@britishskinfoundation.org.uk](mailto:bevis@britishskinfoundation.org.uk)**



# Step Two: Ten simple things you should do...

**Here are a few simple things we can all do to help you smash those fundraising targets!**

## **One**

**Set up an online fundraising page at Just Giving. It's easy to set up and perfect for collecting sponsorship without having to chase people up. Head to [www.justgiving.com](http://www.justgiving.com).**

## **Two**

**If your sponsor is a UK tax payer ask them to tick the box and include their full name and address on the Gift Aid form. This will allow us to increase the value of the donation by 28p for every £1 at no extra cost to your sponsor.**

## **Three**

**Find out if your workplace will match the sponsorship you raise. Many companies are happy to do this and it will help you to double your target.**

## **Four**

**Get a collection tin from us that you can leave at work, and get yourself in the company newsletter.**

## **Five**

**Ask friends and family to sponsor you first. They tend to be the most generous and set a standard for everyone who sees the form after them.**

## **Six**

**Approach your employer, your contacts and local companies for a donation or gift that could be used as a prize for a fundraising event.**

## **Seven**

**Social media is key, so talk about your events and fundraising on Facebook and Twitter!**

## **Eight**

**Take your sponsorship form with you where ever you go, asking face to face is always effective.**

## **Nine**

**Make it clear who you are raising money for and what the money will be used for.**

## **Ten**

**Thank your sponsors and let them know how you got on after the event**



# Step Three: The Boring Bits

When organising an event on behalf of the British Skin Foundation there are a few things you ought to think about to make sure everything runs smoothly.

## Get insured!

You may need insurance, especially if your event involves physical activity and spectators. Make sure you are fully covered, as you'll be responsible for safety standards as well as the suitability of the event.

## Get permission...

If you're holding a street collection you'll need a permit, which you can get from your local council.

Make sure you apply for your permit at least one calendar month before you intend to hold your collection and let us know as well. We will send you an official letter in case police or council officials wish to inspect them.

You'll need a 'house-to-house' permit from your local authorities if you're doing a house to house collection as well.

## Selling a raffle?

Any kind of draw where participants have to pay money to have an equal chance of winning a prize is actually defined as a lottery.

A lottery/raffle/lucky dip does not require a license if the draw takes place and is announced during the event. However, for this type of activity (known as a 'small lottery') you must never spend more than £250 on prizes and you are not allowed to offer cash as a prize.

## Alcohol

If you would like to serve alcohol at your event and the venue you are holding it in does not have a valid up-to-date license, then you will need to apply for a license by contacting your local authority.

**This is not an exhaustive list of all the rules and regulations for safely holding an event. For more information please head over to the Institute of Fundraising:**  
**[www.institute-of-fundraising.org.uk](http://www.institute-of-fundraising.org.uk)**



# Step Four:

# Planning the event!

**You're almost there now, well done! Here's a simple step by step guide on organising your event...**

## **One**

**Decide on what you want to do, who you're trying to attract and how much space you'll need.**

## **Two**

**Put a budget in place – work out how much it will cost to run the event and set yourself a fundraising target for the BSF.**

## **Three**

**Find a venue and choose a date. Give yourself plenty of time to organise everything and check there's not a similar event taking place at the same time. Once that's all sorted, book the venue.**

## **Four**

**Recruit some volunteers to help you organise the event. Don't be afraid to delegate and dish out some responsibility, you can't do everything by yourself (tempting as that may be). Don't forget you'll also need helpers for the event itself!**

## **Five**

**Start publicising the event. Posters in local shops, supermarkets, libraries, gyms and churches are a good start. Don't forget to contact your local paper and radio station to see if they would be willing to give you a mention (we can help with this bit).**

## **Six**

**Double check that you've considered all the health and safety aspects of the event. If in any doubt contact us or your local council. Then figure out how you'll collect money at the event (e.g. entrance fee).**

## **Seven**

**Allow yourself plenty of time to set up on the day....then make sure you have fun as well! Just remember to send us the money at the end!**

# Order Form



**Name:**

**Delivery Address:**

**Contact Number:**

**Email:**

**Type of Event:**

**Location to be held at:**

**Date of event:**

**Please allow two weeks for your order to be sorted and sent back to you. Also bear in mind that we are a charity, so please only order what you really need! Thank you!**

<b>Item</b>	<b>Size</b>	<b>Quantity</b>
<b>Running Vest (S, M, L, XL)</b>		
<b>T-Shirt (S, M, L, XL)</b>		
<b>BSF Pin Badge</b>	--	
<b>BSF Booklet (guide to who we are and what we do)</b>	--	
<b>Collection Tin</b>	--	

**Please return this completed form to:**

**British Skin Foundation  
4 Fitzroy Square  
London  
W1T 5HQ**

**Alternatively, you can call 0207 391 6341. Please have all your details ready.**

# Step Five: What to do with all the money?



## **I have a collection tin/collected cash...**

The best thing to do is to bank all the coins you've collected into your own personal bank account. Then simply write and send us a cheque with the total amount, along with those sponsorship forms.

## **I have a cheque to send you...**

Great! Please make sure all cheques are made out to the 'British Skin Foundation' then send it to:

**British Skin Foundation  
4 Fitzroy Square  
London  
W1T 5HQ**

## **I have a Justgiving page...**

Jolly good! The money you raise through Justgiving, or any other online fundraising page, will come to us electronically, so the only thing you need to do is chase people up and make sure they donate!

## **Remember...**

As clever as we are, we're not psychic, so if you are fundraising for us, do let us know beforehand so we can help with things like fundraising ideas and publicising events. If your event is already done and dusted, tell us anyway, we can always put up your story on our website and newsletter to hopefully inspire others to do the same!

## **I've got some questions...**

If you've got a query about your fundraising event, feel free to call us and we'll do our best to help you. Simply email: [kelly@britishskinfoundation.org.uk](mailto:kelly@britishskinfoundation.org.uk) or call 0207 391 6088.

**Happy Fundraising!**