

# Neurocare

let's get our heads together



Your guide to fundraising



# Thank you!

Thank you so much for choosing to support Neurocare. Your fundraising will make a real difference to patients in Sheffield with neurological conditions and the hospitals that treat them.

We work hand in hand with Sheffield Teaching Hospitals to support neuroscience patients and their families during some of the most difficult times in their lives. Through the generosity of supporters like you we are able to fund cutting-edge equipment, vital research, patient and family support services, hospital transformations and staff training opportunities to ensure patients receive the best care and treatment possible.

To help you smash your fundraising target we've put together this quick guide. If you have any questions or need any extra help please get in touch with our fundraising team who will be happy to help.

**Tel:** 0114 226 6486  
**Email:** [info@neurocare.org.uk](mailto:info@neurocare.org.uk)  
**Web:** [neurocare.org.uk](http://neurocare.org.uk)  
**Address:** Neurocare, Wycliffe House, Northern General Hospital, Herries Road, Sheffield, S5 7AT

# Get involved

We've got charity places available in a range of public events for you to take part in across the country and internationally. Take a look at what we've got coming up on our website and register today. Or if you'd prefer to organise your own fundraising activity, read on for more inspiration from some of our fantastic supporters.

## Take part in one of our events, like Head Start

We have charity places in a range of exciting events throughout the year such as skydives and international treks but we also host our own such as Head Start, our annual 5k and 10k race. If you already have your own place in an event, don't forget to let us know what you're up to by dropping us an email.

## Organise your own fundraising event

From dinner parties to raffles, eBay clear-outs to sponsored silences, there's no end of ways to raise funds with our help and advice along the way. Just get in touch and find out how we can help!

## Get your workplace involved

Why not get your colleagues in the fundraising spirit too by proposing a dress down day, a bake sale or a Dragon's Den style work challenge?

Whatever you choose to do, don't forget to share it with us on Facebook @neurocare.charity and Twitter @Neurocare



# Fundraising A to Z

Stuck for ideas? There's bound to be something here to kick-start your fundraising and ignite your imagination!

- A** Abseil
- B** Bake sale
- C** Cycling challenge
- D** Dinner party
- E** eBay clear-out
- F** Film night
- G** Good deeds for donations
- H** Halloween party
- I** It's a Knockout challenge
- J** Jumble sale
- K** Knitting and selling gifts
- L** Loud shirt day
- M** Murder mystery night
- N** Non uniform day
- O** Office party
- P** Photo competition
- Q** Quiz night
- R** Running event
- S** Swear jar
- T** Treasure hunt
- U** Unwanted presents sale
- V** Variety show
- W** Walk or hike
- X** Xmas raffle
- Y** Yoga marathon
- Z** Zumba competition



# Smash your target

## Set up an online fundraising page

Setting up a [JustGiving](#) or [Virgin Money Giving](#) page will help you raise money quickly and easily! It allows your sponsors to find out why you're fundraising, make a secure donation that comes directly to us and keep up to date with your progress. It also takes care of Gift Aid for you too which means that the tax man will boost any donation by 25%. Just share your personal page with friends and family.

## Sponsorship Forms

If you prefer, you can use our paper sponsorship form to collect your sponsorship in person. Just make sure that

- Your supporters tick the Gift Aid box to maximise their donation if they're eligible.
- Make sure sponsors make cheques payable to "Neurocare".
- Make sure that all the money pledged comes to you and that sponsors don't send their unmarked money directly to us.

## Gift Aid

Any UK tax payer who donates to you can include Gift Aid, which means the tax man adds 25% to their gift at no cost to them. That's another £1 for every £4 you raise! It makes a huge difference to your final total, so please make sure any UK taxpayers tick the Gift Aid box on your sponsorship form, and include their full name and home address including postcode - without this information we won't be able to claim it.

*giftaid it*

# Shout about it

Once you've started your fundraising journey, make sure you tell as many people as possible about it. Your friends and family would love to support you and your story can inspire others to do the same!

## Local Press

Getting in the local press can give your event a huge boost. When you register to fundraise for us, make sure you tell us what has inspired you and the details of what you are planning. If there is a potential news story that local people will be interested in reading we can contact local newspapers, radio and television stations by sending them a press release or we can advise you how you can do it.

## Social Media

Social media platforms like Facebook and Twitter are a great way to reach audiences far and wide, quickly and easily. Using Facebook you can set up an event page and invite all of your friends to it. You can post regular updates and share your online fundraising pages to encourage more donations. We've found that uploading pictures and videos of what you've been up to really gets people engaged and get them sharing on your behalf too.



**Psst...** Don't forget to like our social media pages. Tag us in any posts you write and we will try to repost your stories to share with our supporters.

# Top 10 tips

## Choose something you love

Remember to put the FUN in fundraising. We want your fundraising journey to be as enjoyable and successful as possible and your best way to guarantee this is to do something you're passionate about.

## Set a target

Tell people what your fundraising target is and let them know what their contribution will help achieve for patients.

## Budget

Set yourself a budget to spend and stick to it as best you can. Ask local businesses for discounted rates on facilities and products to help you keep costs down.

## Set the date

Think about the best date possible to hold your event and give people plenty of notice. Consider public and school holidays as many people might be away during those times.

## Share your story

Don't forget to let everybody know why you're doing it and how their money will help the cause. Use social media, and word of mouth to publicise it.

## Stay safe

Make sure you follow basic health and safety regulations to keep you and the public safe during your event.

## Make your donations go further

Free money! Need we say anymore? Remember to ensure that everyone who pays UK tax ticks the Gift Aid box and fills in ALL of their details correctly. The government will add 25% extra to their donation!

## Matched funding

Your employers might run a matched giving scheme which donates the same amount of money to the charity as an employee raises. This could double your fundraising total and is tax efficient for the company! Ask your employer if they take part.

## Let us help

Give us a call. We can offer lots of support and advice to help you maximise your fundraising.

## Thank your sponsors

Don't forget to let your sponsors know how grateful you are for their support and how their donations will help.

# You've done it!

Once all the hard work and excitement is over, you will need to send the money you have raised to us as soon as possible so that it can start helping patients feel even better right away. There are a few safe and secure ways to do this:

## Post

Please don't send us cash in the post! If you have collected cash, please bank it and send a cheque made payable to Neurocare. You can send the cheque to: Neurocare, Wycliffe House, Northern General Hospital, Herries Road, Sheffield, S5 7AT

## Telephone

You can also pay in your fundraising over the phone. Just give us a call and we can take a payment by debit or credit card securely over the phone.

## Bank transfer

You can also pay in your fundraising by bank transfer. Just let us know if you'd like to pay this way and we'll give you the details.

## Pop to the office

Pop in to see us if you want to drop off any cash or cheques. We'd love to see you!

We recommend that you do this no later than 4-6 weeks after your event.



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## Thank you!

Your fundraising will make a real difference to patients in Sheffield with neurological conditions and the hospitals and staff that care for them.

[info@neurocare.org.uk](mailto:info@neurocare.org.uk) | 0114 226 9678 | [neurocare.org.uk](http://neurocare.org.uk)

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