



the brain injury association

improving life after brain injury



Fundraising Pack



All about Headway

The money you raise helps Headway to make a huge impact on the lives of those affected by brain injury. We rely on voluntary donations to perform this vital role, both nationally and locally.

With these funds, Headway is able to provide a national, freephone helpline and information service as well as a tailored training programme to educate and raise awareness. We are also able to

help our network of UK Groups and Branches to develop their services and care for brain injury survivors across the UK.

At a local level, the Headway network of over 100 Groups and Branches offers a wide range of services, including self help support groups, rehabilitation programmes, carer support, social re-integration programmes, community outreach and respite care.

If you would like any further information about Headway or brain injury, then please visit our website where you can download some handy factsheets. We also have a wide range of specialist publications, which provide more detailed information on all aspects of brain injury – and these are all funded by you, so thank you!

Some key facts about brain injury



Traumatic brain injury

- Each year an estimated 1 million people attend hospital A&E in the UK following head injury. Many more head injuries go unreported and are not assessed by medical professionals.
- Of these, around 135,000 people are admitted to hospital due to the seriousness of their injury.
- It is estimated that across the UK there are around 500,000 people (aged 16 – 74) living with long term disabilities as a result of traumatic brain injury.
- Men are two to three times more likely to have a traumatic brain injury than women.

- Life expectancy for brain injury survivors is normal, so over time, what may seem like a low volume problem becomes a high volume one.

Other forms of acquired brain injury

- Over 130,000 people have a stroke each year in England and Wales.
- An estimated 13,000 people are diagnosed with a brain tumour each year in the UK.
- As many as 500,000 people living in the UK today have had either viral or bacterial meningitis at some time in their lives.

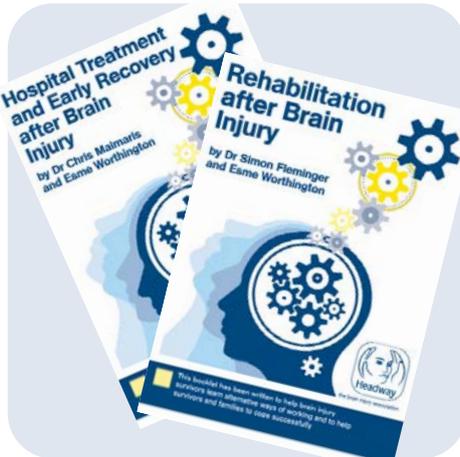
Headway's mission is to promote understanding of all aspects of brain injury and to provide information, support and services to people with a brain injury, their families and carers throughout the UK.

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Who will your money support, and how?

Your money goes a long way to helping brain injury survivors, their families and carers. Your commitment and fundraising could help in the following ways:

- **£15 - volunteer expenses for a month** - Enabling us to recruit and support one of our indispensable volunteers.
- **£50 - two family information packs** - Providing information for families and carers who have a relative with a brain injury.
- **£210 - run the UK helpline for a day** - Giving survivors and families access to specialist information.
- **£500 - campaign posters and leaflets** - Enabling us to initiate activities and campaigns which will reduce the incidence of brain injury.
- **£1,000 - four training courses for survivors of brain injury and their carers** - Allowing us to offer training to the people who need it most.
- **£2,500 - 2,000 copies of a specialist publication** - Giving vital information and practical advice to brain injury survivors, carers and professionals.



An A-Z of Fundraising Ideas

A is for	Aerobics / Art Exhibition / Auction of Promises / Assault Course
B is for	Bike Ride / Balloon Race / Bring & Buy Sale / Baked Bean Bath / BBQ / Barn Dance
C is for	Cake Sale / Caption Competition / Car Boot Sale / Car Wash / Coffee Morning / Craft Fair / Cricket Match / Carol Singing
D is for	Disco / Dinner Party / Dress Down Day / Duck Race / Darts / Dance Competition / Dog Walking
E is for	Exhibitions / Easter Egg Hunt / Eighties Night
F is for	Five-A-Side Footie Game / Fancy Dress Party / Fashion Show / Film Show / Fireworks Party / Fantasy Football / Face Painting / Fun Run
G is for	Garden Party / Good As New Sale / Guess The Weight / Golf Day
H is for	Halloween Ball / Head Shave / Honesty Box / Hoopla / Hats for Headway!
I is for	Ice Skating / International Food Evening / It's a Knock-out
J is for	Jazz Night / Jumble Sale / Job-swap for the Day / Jewellery Making Sale
K is for	Karaoke Evening / Keep Fit / Knobbly Knees / Knitting Contest
L is for	Ladies Night / Line Dancing / Lunchtime Quiz
M is for	Masked Ball / Murder Mystery Evening / Music Gig / Marathon
N is for	New Year's Resolution / Non Smoking Day / Name That Tune...
O is for	One Day Fast / Outdoor Picnic / Odd Jobs / Open Garden Day
P is for	Parties / Photography Competition / Poker Championship / Penalty Shoot-out
Q is for	Quiz Night – all varieties!
R is for	Race Night / Radio controlled car racing / Raffle / Rock n Roll Night / Rugby Match
S is for	Slimathon / Scrabble Competition / Sponsored Cycle, Jog, Silence, Swim / Sweepstake / Sky-Diving / Sudokuthon
T is for	Talent Competition / Tea Morning / Three Legged Race / Tombola / Toy Fair / Treasure Hunt / Trek / Tug-Of-War
U is for	University Challenge / Unwanted Gift Sale
V is for	Valentine's Ball / Variety Concert / Vintage Car Run
W is for	Wheelbarrow Racing / Wine Tasting Evening / Wax-Off / Welly Throwing
X is for	Xmas Ball / Xmas Card Sale / Xmas Gift Fayre
Y is for	Yogathon / Yo-Yo Competition
Z is for	Zany Ideas / ZZ Top Lookalike Competition

Organising events for Headway

Events are a great excuse to bring people together to raise money for Headway, so why not organise one yourself?!

It doesn't have to be extravagant or groundbreaking – often the simplest ideas are the best. Just take your time in planning it. Start with an idea and work out a budget. Remember, you need to make more money than you spend!



Things that will cost money

Events cost money, so it is important when fundraising to think about your expenditure

- Venue hire
- Promotional materials
- Telephone and postage costs
- Photocopying and printing
- Food and drink
- Entertainment

Getting help to pay for it!

Local businesses often love to sponsor local events and your friends and family will be happy to support you by donating either their time or certain services, skills or goods

- Individual or company sponsorship
- Donations
- Raffles
- Auctions
- Sales of refreshments
- Ticket sales



Volunteers – the organiser's best friend!

Volunteers are the perfect resource for events as they are free, and can help at any stage of the process, from selling tickets at the beginning to setting up stalls and stewarding on the day itself.

Shout about it

If you want to raise lots of money, then you need to get as much publicity as you can. Write a press release to contact local newspapers, radio and community newsgroups (for help with this, please refer to the guide at the back of this pack). Go online and advertise on your company's website, or with your local school or council. A great idea is to set up a social networking page, such as Facebook or Twitter and invite people online!

Using the Headway name

Please do contact us about your event beforehand, as you need our permission if you want to use the Headway logo.

If you are creating promotional material, then please use the words *'raising funds for Headway - the brain injury association, registered charity number 1025852'*

How to get people to sponsor you

Don't be afraid to ask people to support you. More often than not, they will be pleased to help because it is for a good cause. Remember, you are asking for sponsorship for Headway, not yourself!

- Ask early! The more time you have, the more sponsors will support you.
- EVERYONE you know is a potential sponsor.
- Put your best sponsors at the top of the form. It inspires people to follow suit.

- Try and collect the money there and then, saving you the hassle of chasing it later.
- Give copies of your sponsorship forms to friends and family – the more people helping the better!
- Write about your fundraising efforts on your Facebook page, e-mail signature and blog pages.
- Companies give money too!

Think about your own workplace or other local companies that will be excited to help a local event while advertising their business at the same time. Remember to emphasise what you hope to achieve, how Headway will benefit and what you can offer them in the way of publicity.

- Tell your boss about your fundraising and ask if he will match it £ for £.
- Ask companies for raffle or auction prizes – these can be donated or paid for.
- Send a letter or email if you don't have the time to pay them a visit.
- Try and provide information about what you hope to achieve, how brain injury survivors will benefit and what you can offer your sponsor in the way of publicity.



Gift Aid it...

giftaid it

Ask your sponsors to provide their name, home address and postcode in order to increase the value of their sponsorship by almost a third at no extra cost to yourself. They have to be a UK taxpayer and pay at least the same amount of income or capital gains tax in this tax year as we reclaim on your donation. We can provide gift aid forms upon request.

Virgin money Giving

The easy way to raise more money online

We've teamed up with **virginmoneygiving.com**, which is a fantastic website where you can set up your own fundraising page. Virgin Money Giving sends your donations straight to us and reclaims Gift Aid* automatically on your behalf. Follow these really simple steps to create your own fundraising page in just ten minutes.

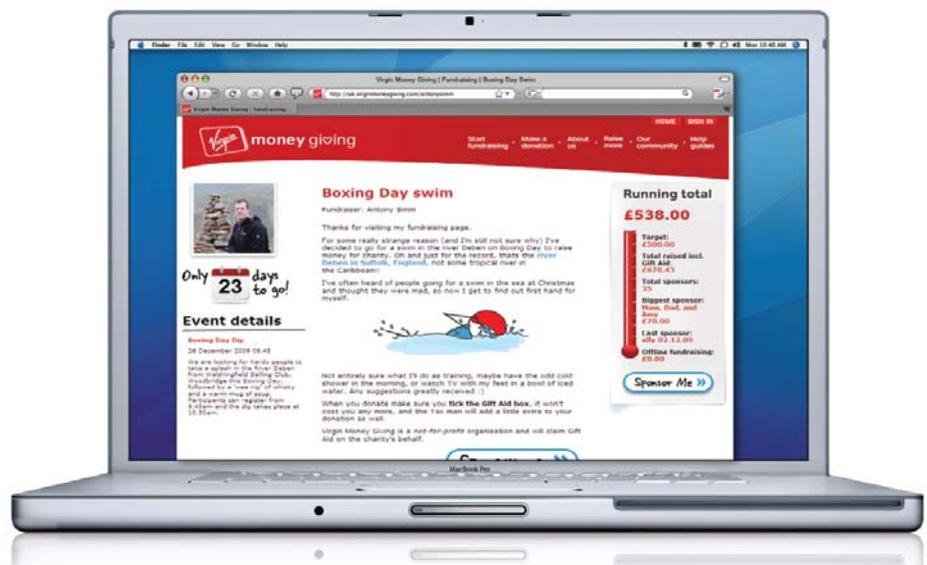
- 1 Go to virginmoneygiving.com and click 'start fundraising'.
- 2 Select the type of fundraising activity you're doing.
- 3 Either search for an event you're taking part in, or enter the details of your fundraising activity.
- 4 Pick us as your charity and set your fundraising target.
- 5 Create your account and choose the address for your page.
- 6 Personalise your page with your story, photos and more.

Ten ways to squeeze more out of your fundraising page

- **Tell a story:** Take every opportunity to tell people why you're doing what you're doing.
- **Keep people coming back:** Treat your Virgin Money Giving page like a blog - add photos and updates whenever you can.
- **Make it personal:** Tailor your emails and text messages asking for sponsorship - and don't forget to send out thank you messages afterwards.
- **Start close to home:** Ask your closest (and most generous) friends and family to sponsor you first - you may find other people match their donations.
- **Talk to your charity:** They might be able to give you stuff to use on your page or on letters,

flyers and posters promoting your event.

- **Get Gift Aid:** Encourage your sponsors to give Gift Aid - it adds money to their donations without costing them any more.
- **Don't leave your fundraising at home:** Promote your fundraising around work or school - use posters, flyers, message boards and the intranet.
- **Don't forget to customise your Virgin Money Giving page:** Add the photo gallery feature and share snaps of your fundraising.
- **Personalise your page:** with your own content and links.
- **Facebook Page:** link Virgin Money Giving with Facebook in order to invite your Facebook friends to sponsor you.



*Where donors indicate that they are eligible.

Legal Issues

Organising a fundraising event or project is a great deal of fun and can be even more relaxed if you give some early thought to legal obligations.

Below is some basic guidance depending on what type of fundraising you are planning. If in doubt, please contact Headway's Fundraising office.

Making it official

Once you have decided how you want to fundraise for us, please get in touch to ask for an official letter of authorisation from Headway's Fundraising office. You may be asked to show this to potential donors to show that you are genuinely raising money for us.

House-to-house collections

It is illegal to collect money or other items (e.g. clothes) or to sell goods in aid of charity without a licence. This can be acquired from your local authority, and it will allow you to collect funds in a public place, on the street or by going from house-to-house.



Private collections

To collect money on private property such as a supermarket, pub or train station you only need the permission of the owner or manager of the outlet.

Collection tins and buckets

- Collect money in something made of durable material such as metal, wood or plastic and make sure it can be securely sealed.
- Label the box with Headway's charity name, address and registered number.
- Empty the collection boxes regularly.
- Count the proceeds in the presence of at least two people.
- Bank the proceeds within one month of collection.
- Don't use an open bucket or box made of cardboard or paper.

Raffles and lotteries at events

A common way of fundraising at events is to organise the sale of raffle tickets, scratch cards or a tombola.

This will be classed as a small lottery and you will need to follow the rules below:

- Tickets can only be sold during the event.
- You must not have money prizes but store vouchers are okay.
- You cannot spend more than £250 on prizes (donated prizes are fine).
- Tickets should cost no more than £2 each.
- You must draw the raffle at the event.
- You can only offer alcohol as a prize if your event is in a licensed premises.
- All proceeds after deducting certain expenses (i.e. printing of tickets) must go to Headway.

If you are promoting and selling raffle tickets in advance of the draw date, there are strict and complex laws which you need to follow. Please consult our Fundraising office for more advice.

Fundraising materials and publicity

- All of your fundraising should make it clear that you are fundraising for Headway but that you do not represent the charity.
- Always include our full name and registered charity number on any publicity material: Headway – the brain injury association, registered charity number 1025852.
- Use Headway – the brain injury association publicity materials wherever possible to help generate interest in your fundraising activity/event. Copies are available from our Fundraising office.



Collecting the money and keeping records

- Collect the money in quickly, keeping a record of how much you received and from whom.
- Use a receipt book and give receipts to anyone who has given you money.
- Keep any till receipts for money you have spent.
- Make sure suppliers know they need to give you receipts to reclaim their costs.
- Bank all the cash quickly, in your bank account, keeping a record of what you have banked and when.
- All cheques should be made payable to 'Headway – the brain injury association'.
- Expenses must not be deducted from the sums collected unless you have approved this with us and provided us with a receipt.

Please note, Headway cannot take responsibility for the legality or safety of any event you organise.



Health and safety

Headway cannot accept responsibility for accidents at events, so please make sure your venue, event or activity is safe for everyone attending.

Here are a few hints and tips to help you take the necessary precautions to ensure your event runs safely and smoothly.

Venue

- Is the venue suitable for the event i.e. does it have adequate lighting and sanitary facilities?
- Are there suitable and adequate facilities for disabled people?
- If possible obtain a copy of the venue's Health and Safety Policy and fire evacuation procedures.
- Ensure that you point out the fire exits, Fire Assembly Point and no smoking laws.

Risk Assessments

- Complete a risk assessment and if appropriate, take out adequate insurance, covering both your participants and organisers.

Food Hygiene

- If you plan to sell/supply food at your event, you must have a Basic Food Hygiene Certificate. Please contact us for more details.

First Aid

- Are there adequate emergency procedures and first aid cover for the type of event you are organising?
- Does anybody involved in the event hold a First Aid Certificate?
- You can contact St John Ambulance for First Aid cover, but please note you should offer a donation for their support.

Clothing

- Do the people helping to run the event have the correct clothing, e.g. high visibility gear, rainwear etc?

Money

- Do you have somewhere to store cash safely at the event?
- If you are challenged for the money don't put your personal safety at risk by tackling a thief.

Photography

- Always ask permission from a parent or guardian before taking photos of any children, and the same goes for vulnerable adults too.
- Also seek permission if you are planning to use any photographs for publicity purposes.

Ensure participants are properly briefed including

- Fitness requirements.
- Special equipment or clothing required.
- Emergency procedures.
- Insurance.

Supervising the Event

Make sure you have enough people to supervise the event. Where children are involved this includes:

- Providing proper adult supervision.
- Checking that the child's parents/guardians have given their permission for the child to take part.
- Carrying out appropriate background checks if adults are to have unsupervised access to children.
- For larger scale events, please contact a member of the fundraising team who will advise on any additional procedure.

How to write a press release

There are two main reasons why you may want to write a news release publicising your fundraising event.

Firstly, you may wish to drum up support in your local area and appeal for more sponsorship money. This type of release will need to be issued a few weeks, possibly even a month, before your event.

Top tip: In this type of release remember to include details of how people can sponsor you and where the event is taking place in case they want to come and support you.

Secondly, a post-event release highlighting what you've done, why you did it and how much money you raised is the perfect opportunity to raise the profile of Headway in your local area.

Top tip: With post-event releases, a good action photo can make the difference between the story being used or ignored.

Who, what, when, where, why?

These are the questions every good press release should answer. Remember, news is people!

If you're writing about someone doing a sponsored bike ride, here are the questions you need to answer in your release:

1. Who is doing the activity?
2. What are they doing?
3. When are they doing it?
4. How challenging will the event be?

5. Why are they doing it?

For example, do they or a member of their family have a brain injury?

6. If they are a solicitor/doctor/nurse/social worker, what is their connection to brain injury?

If you would like more help with writing your press release please call the Communications Team on **0115 924 0800**.





Thank you in advance for all your fundraising efforts.

For further information, please contact:
Fundraising Team

Headway – the brain injury association,
Bradbury House, 190 Bagnall Road, Old Basford,
Nottingham NG6 8SF

Fundraising Line: 0845 057 0330

Email: fundraising@headway.org.uk

Web: www.headway.org.uk

