Organise a Big Brew for spinal research

Fundraising Pack

Guy Martin’s

BIG BREW

www.spinal-research.org

Charity number: 1151015
Why support Spinal Research?

Every year 1,000 people in the UK and Ireland are paralysed following an injury to their spinal cord.

Spinal Research raises money to fund research into clinical treatments as well as vital scientific research for the devastating effects on daily living such as breathing, hand movement, and bladder and bowel control.

When most people consider paralysis the wider affects on that person and their family are rarely thought of, most people recognise that it can mean someone affected may never walk again but in reality it means so much more.

Often spinal cord injury can be painful and cause uncontrollable and distressing spasms. Personal freedom and dignity can be compromised; some people cannot breathe without ventilation, maintain bladder and bowel control or be physically intimate; activities that we all take for granted.

Every day three people are told they will never walk again

For families this sudden and dramatic change in their loved one’s health and ability can be devastating. Relationships, home and future plans have to be adapted to take into account a fundamental change in circumstances.

50,000 people in the UK and Ireland are paralysed due to spinal cord injury

The money raised from Guy Martin’s Big Brew will fund pioneering research; research that will transform the lives of people living with paralysis.

Our vision is to see the day when spinal cord injury does not mean a lifetime of paralysis.

This medical research will not only benefit people with a spinal cord injury but also advance treatments for multiple sclerosis, Parkinson’s, stroke, dementia and motor neuron disease.

We receive no government funding and rely entirely on the support of the public to raise funds.

I’m putting my support and tea drinking enthusiasm behind The Big Brew and want to ask you to get involved and do the same.

I was lucky that I wasn’t paralysed when I broke the vertebrae in my back at the Isle of Man TT in 2010, but not every rider is as fortunate as me.

Taking part in The Big Brew can make all the difference to people living with paralysis.

Guy Martin
Spinal Research Ambassador
Where your money goes

£20 could fund a student’s materials and equipment for a day, helping to move gene therapies out of the lab and into clinical trials

£50 could help support our PhD students - some of the best new talent in the field of spinal cord repair

£100 could help fund part of our Translational Initiative, bringing the day when paralysis is beaten even closer

£500 could pay for an EEG recording device for home use treatment of pain

£1,250 can commission preliminary work on one of our research projects
Organising your own event can be great fun and your sense of achievement when you are counting up the pennies will make it all seem worth it. It is always a good idea to involve as many people as possible and give yourself plenty of time to arrange everything.

We are here to help you with everything including advice about planning your event. As well as T-shirts, balloons and collection tins, we can supply authorisation letters and literature; and promote your event on our website and in social media.

Let us know what you are planning or if you would like to chat through your ideas
Contact the Community Team on
Tel: 020 7653 8935
Email: community@spinal-research.org
Top tips for fundraising success

If you can get friends, family and work colleagues on board to help you plan your event you will find it much easier to fundraise. You can benefit from everyone’s ideas and contacts as well as lots of pairs of hands.

**Action plan**

It helps to have an overall plan of what you need to do, and when, in order to make your event a success. Compile a list of everything that needs to be done. Write down who you will need to contact, such as the hire of the venue or the local council.

Make sure you budget for any costs that are likely to be incurred too. You’ll need to pay any suppliers out of the money you raise as Spinal Research are unfortunately not able to cover costs like these.

If you need a letter from us to prove that you are organising an event, please don’t hesitate to contact us.

**Utilise contacts**

Tell everyone you know, including local businesses about what you are doing and why. Ask for their support and if they know anyone who could support you. You will be amazed by how many people will know someone that can either offer their services or perhaps give you a raffle or auction prize.

**Get discounts**

If you need a venue for a fundraising event, ask to have it for free or at a discount, most pubs will only be too pleased to over you a room for free as they will get guaranteed punters through the door!

**Get donated prizes**

If you are holding a raffle or auction, we can supply you with a template letter for requesting prizes. Approach restaurants, local activity centres and beauty salons. Offer to put company logos onto promotional materials in return for their donations.

If you have already approached someone for support and heard nothing, don’t be afraid to follow up with them and ask again. They may have forgotten or have just not got round to supporting you - a prompt might be all they need.

**Thank everyone!**

Don’t forget to thank anyone who has supported or helped you organise your event. You may want to ask them for their help in future for another event. We can help you with this and can send out letters to people and companies that have supported you.
As well as getting everyone together for a BIG BREW. Here are some simple ideas to help you make the most of your fundraising...

**Big Brew**  Get friends together for a cuppa and try and incorporate some of the other ideas on this page. If you are part of a community or sports group why not suggest doing a Big Brew next time you put the kettle on.

**Cake sale**  Whether you get baking yourself or request supplies from local supermarkets and cake shops, you will be everyone’s favourite if you have something yummy to offer.

**Have a party**  You could organise a party or picnic for an anniversary or birthday. Get your venue donated, ask for an entry fee from your guests.

**Quiz night**  Charge teams an entry fee and offer a prize (e.g a bottle of bubbly/cinema tickets) for the winners.

**Auction/raffle**  Approach friends and local businesses to donate auction or raffle prizes. Consider having a tombola if you think people might not want to stay for the raffle draw.

**Sponsored event**  We can produce sponsor forms for your event and you could then ask for donations from friends, family, work colleagues, people in the pub - anyone you know! From fun runs, and head shaving to sponsored walks and giving up alcohol or chocolate.

**Dress down day**  Ask your local school or company to get involved and organise a dress down/dress up day.

**Collection**  Apply to your local shopping centre, supermarket or sports venue to hold a collection. Contact us for your collection tins.

**Matched funding**  Many employers will match the amount that you raise £ for £. Ask your employer if they will match fund all, or part, of what you raise.

**Nearly new sale**  Your unwanted items could get much needed cash. Try asking for donations, we all have unwanted presents that could do with a new home.

**Promote your event**  You could put some information in your company newsletter, on the notice board or intranet. Or why not contact your local community groups and ask if they can help you?
Requesting raffle prizes

Prior to sending a letter requesting prizes for your raffle you should research the company and try to identify the department and name of the person who deals with these requests.

To find out this information visit the company website or telephone them directly.

Many companies are very generous when it comes to requests for raffle prizes but larger ones in particular do get a lot of fundraising letters and organisations asking for help.

A lot of companies will also need at least six weeks to turn around a request so send your letter in plenty of time. This is particularly true in the run up to Christmas when every fundraiser in the country is after something for their festive parties.

Often instead of actual products a company will send vouchers to use in their stores. Companies like this because it is obviously easier and cheaper to post vouchers and it encourages footfall in their shops.

Do try all your local supermarkets, beauty/hair salons and restaurants as well as local sports and activity centres.

Requests for raffle prizes should always include your connection to Spinal Research, our charity registration number (1151015) and your Spinal Research contact’s details. This is to stop fraudulent requests. We can supply you with authorisation letters on headed paper if necessary.

If your request is successful do remember to thank the company concerned, particularly if it is a local business. If the company is UK wide then we would love to know at Spinal Research so that we can advise other fundraisers to make similar requests.

We can send you a template fundraising letter for you to use. The more personal you can make the letter the more successful you will be but do try to keep it brief and simple.
Online Fundraising

Having your own personalised online fundraising page is a great way of tracking how your event is doing. Money is paid directly to us, so no need to go chasing for it.

Getting started

Setting up your own personalised fundraising page online is quick and easy and is a great tool to help you raise money. Simply log onto www.justgiving.com/charity/spinalre/bigbrew17

Click on the ‘Start fundraising’ orange button and follow the step-by-step instructions.

You can personalise your page with information about your event and why you’re doing it. If you have a compelling story about why you are supporting us then this will encourage more people to donate.

There is also a facility on JustGiving to set up a code for people to donate by text to your page - for full details visit www.justgiving.com/justtextgiving

Promoting your page

Once your page is set up, you need to tell people about it. You can do this by emailing everyone you know, telling them what you are doing and why, and including the link to your page. You could also include your page link in your email signature, so anyone who receives an email from you gets it. And don’t forget to post it on social media too.

The benefits

Your supporters can donate even if they can’t come to your event or live miles away. Any money donated gets paid to the charity directly and Gift Aid is collected automatically.

You can keep an eye on who has supported you, so you can thank them.

You can update your page with personalised information for your supporters, such as how your event is progressing or photos after the event.

You can choose to receive emails each time someone sponsors you, so you can keep track of your donations. You can also set up a personalised thank you email which will automatically be sent to your sponsors when they donate.

Get the most out of your page

Pages with a picture and target raise more.

Send a link to your friends and post updates to keep them interested.

Get creative, give people an extra incentive to donate, e.g. dye your hair if you reach your target.
Using social media and publicity

**Social Media**

If you are already set up on Facebook, you can post on your page about your event or set up a separate page dedicated to it.

Use [@SpinalResearch](https://www.facebook.com/SpinalResearch) on Facebook, Twitter and Instagram using the tag **#TeamSpinal**

**YouTube**

Videos are a great way to share your fundraising and our cause. You can link to the Spinal Research YouTube channel and share our videos [www.youtube.com/user/SpinalResearch](http://www.youtube.com/user/SpinalResearch)

**Tell your story**

Let people know why you’re organising the event, whether it is to support a loved one, an appreciation of our work, or just the dream to take on a challenge and support a good cause at the same time.

**Photos**

Sharing photos is more likely to get people’s attention and give you the chance to ask for donations. We love to see them too!

**Write a blog**

It’s good to write a blog or post updates on Facebook/Twitter so that you can keep your networks in the loop as to how your fundraising is going.

**Networking**

We all have people we don’t see/speak to very often. Make sure you start getting in touch with these people now for two good reasons. 1. It’s good to catch up with old friends. 2. They are more likely to donate when you send out an ask for donations.

**Posters and flyers**

These can be a very inexpensive way of promoting your activity.

It is important to know who you are targeting to come to your event. You can then decide the best places to put up your posters and hand out flyers.

If you let us know all the relevant details we are very happy to provide you with posters for your event.

Don’t forget to put up posters at the venue you will be using.

Make the copy easy to read, less is more, think bullet points rather than paragraphs.

Use bold colours and professional quality photographs.

Keep it simple but remember to include all relevant details.
Tell the media

If you have a story attached to what you are doing, your local media may be interested in running a piece on you. They are always looking for 'real life' stories and it can be a great way to get free publicity for your event.

The first step is to contact your local press (radio, T.V, newspapers, free papers) and find out the name of the person on the news desk that you should talk to. You will find most of the information you need on their websites.

You may decide to promote your event in advance to attract people or request volunteers to help out or businesses to donate. Ask them to feature your personal story, and don't forget to mention if you have a local celebrity involved. Follow up after the event and tell everyone how much you raised.

Press release

Once you have their contact details, send them a press release - this is to give them a more detailed idea of what you are doing, what it involves and why you are doing it. Include any key details such as if you have had a spinal cord injury yourself or you know someone who has, or if you're doing anything unusual to raise money for example. Always include the link to your online sponsorship page so that people can donate. Don’t forget to mention that you are doing it for Spinal Research and ask them to include our website address www.spinal-research.org.

Make sure you send a photo, perhaps wearing your Spinal Research T-shirt. Once you’ve sent your press release to your local media always call them to follow up.

We are very happy to help you with your press release and can provide you with a 'Notes for Editors' information sheet which will give the journalist more information about the charity and its work with plenty of facts and figures for them to use.
We would encourage you to follow the guidelines below to ensure your fundraising complies with the law

If you are going to hold a fundraising event, it is always advisable to speak to your local council about any regulations or legalities that may relate to it. They will be able to advise you on any licences or permits you may need.

If you need a letter of authorisation from us to apply for a collection permit or to prove you are raising money for Spinal Research, please contact us.

Spinal Research cannot accept any liability for events run in its name except by prior agreement. We would always recommend you conduct a simple risk assessment and we can provide you with a template.

If you are going to print materials, such as flyers or posters, please contact us as there are things that need to be included such as our charity number (1151015). Please ensure that you state on your promotional materials that you are fundraising in aid of Spinal Research. Our logo may only be used with our prior permission.

Do not, under any circumstances, do anything unsafe or illegal or anything that might cause harm or damage to people or property.

Raffles

If you want to hold a raffle at your event, you can sell the tickets on the day but if you want to sell tickets prior to the event you will need to contact us as we will need to ensure you are complying with our lottery licence.

Please let us know if you are planning a raffle as we can provide further useful information and a template to use when requesting items.

Street collections

You must always get a permit from your local council to do a street collection and you need to get permission from the manager/owner of any establishment you wish to collect inside or outside of, preferably in writing.

Further advice

For more advice please contact us to discuss or visit the Institute of Fundraising website. www.institute-of-fundraising.org.uk

If you are under 18 years old you must get consent from a parent or guardian to fundraise for us. You cannot do the following without an adult;

Hold a raffle  Hold a street collection  Run an event that involves alcohol

You must not go collecting door to door and we would advise you discuss with your parents who you want to approach for donations before you begin. Unless you have a parent with you, please only ask for donations from people you know.
Thank you for all your hard work organising your event. Please see below for information on getting the money to us but don’t hesitate to get in touch if you have any questions.

**Cheques**

Cheques can be sent to the Community Fundraising team at

**Spinal Research**  
80 Coleman Street  
London  
EC2R 5BJ

Please let us now what the money is for and who it is from so that we can acknowledge receipt.

**Credit and debit cards**

You can pay us by credit or debit card (unfortunately we can’t accept American Express or Diners Club cards) – simply call us on **020 7653 8935** with your card details.

**Bank transfer**

If you use online banking, you can pay your sponsorship in to our account directly using the details on this page. Please ensure you put your name as the reference. Then contact us to let us know how much you have paid in and the date so we know it came from you.

**Email:** community@spinal-research.org

**Cash and cheques**

If you have collected cash, or have cheques made out to Spinal Research, you can pay this into our account directly at your local Halifax, Lloyds Bank or Bank of Scotland. Please use your name as a reference and let us know as soon as you have made the deposit.

**Bank:** Bank of Scotland (Halifax and Lloyds Bank can be used for banking)

**Account name:** Spinal Research  
**Account number:** 11079867  
**Sort code:** 80-22-60

**Online fundraising page**

You can also add cash you have collected to your page by paying it into your own account and then doing a transfer to your online fundraising page. There is also the option to add the amount of money that you send to us directly to your page so that supporters can see the total you have raised.

**Foreign currency**

You can send cheques or transfer sponsorship to us in foreign currency and we will exchange them for you. With exchange rates the amount donated may vary once processed so please bear this in mind.

**We will be delighted to send you a thank you certificate once you have finished your fundraising**
Tell us about your Big Brew event

To register your event and to order fundraising materials please complete this form and return by email to community@spinal-research.org or post to Community Fundraising, Spinal Research, 80 Coleman Street, London, EC2R 5BJ

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Details of event—(Let us know if you need Guy Martin Big Brew coasters for your event.)

Date of Event

Justgiving/Virgin Money Giving address

How much are you hoping to raise?

Why are you supporting Spinal Research?

Fundraising materials

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Guy Martin

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community@spinal-research.org
www.spinal-research.org
80 Coleman Street, London EC2R 5BJ

Facebook: @SpinalResearch
Twitter: @SpinalResearch
Instagram: @SpinalResearch