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
Jocelyn took on a zorbing challenge in aid of the Centre for Dementia Prevention.

The word ‘prevention’ is a key reason why I decided to fundraise for the Centre for Dementia Prevention. With neurodegeneration becoming such a common effect of aging, and one that has certainly touched the lives of those in my immediate family, I felt it a most worthy cause. I was therefore happy to hurl myself down the Pentland Hills in a big puffy bubble and zorb through the mud for such a great cause!

Geraldine abseiled 141 feet for the Muir Maxwell Epilepsy Centre.

I’ve not personally been affected by epilepsy, but it was clear that many of those around me had. I’ve taken part in fundraising before but somehow raising money for the Muir Maxwell Epilepsy Centre felt different, I felt part of a team.

The abseil took place on a beautiful early Autumn morning. I was overwhelmed by family and friends who turned out (and sent messages of support). I could hear them on my descent and this helped massively.

Together with the generosity and kind words of so many donors, I was incredibly pleased (and relieved) that I’d done it. And I was considered a cool mum at the girls’ primary school, for one day anyway...

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 0131 650 9221 or email me at 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 Mackay
Community Fundraising Officer

Direct dial: 0131 650 9221
Email: kerry.mackay@ed.ac.uk

Website: www.ed.ac.uk/fundraise-your-way
Facebook: www.facebook.com/FundraiseYourWay
Twitter: www.twitter.com/UoEFundraising
Who will you support?

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

All the money you help raise is processed through the University of Edinburgh Development Trust before going directly to your chosen cause and put to use straight away. Thank you.

Below and overleaf is just a small selection of causes that would be grateful for your support. Let me know if there is something you would like to fundraise for that is not listed and I will find out what research we are currently involved in. Email me at kerry.mackay@ed.ac.uk or give me a call on 0131 650 9221.

**Lifesaving research**
- Anne Rowling Regenerative Neurology Clinic
- Cardiovascular Research Unit
- Euan MacDonald Centre for Motor Neurone Disease Research
- Professor Anne Ferguson Fund

**Neuroscience**
- Centre for Dementia Prevention
- Muir Maxwell Epilepsy Centre
- Patrick Wild Centre for Research into Autism, Fragile X Syndrome and Intellectual Disabilities
- Research to Understand Stroke due to Haemorrhage (RUSH)

**Cancer research**
- Anne Forrest Fund for Oesophageal Cancer Research
- Fiona Walker Fund (for research into glioblastoma, brain tumours and spinal tumours)
- Nicola Murray Centre for Ovarian Cancer Research
- Kate Carse Fund (for cancer research where the need is greatest)
Helping the local community
- Free Legal Advice Centre
- Hope Park Counselling Centre

Improving the lives of animals
- All4Paws
- Dick Vet Equine Hospital
- Hospital for Small Animals

Transforming lives through education
- Scholarships
- Innovative teaching and learning
- Research and community impact
- Global experiences

EUSA and EUSU
Are you an Edinburgh Student?
Did you know you can also support your registered EUSA society or EUSU sports club by taking on a fundraising challenge or activity?
Get in touch to find out how you can get involved!
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.

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.
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 - set an ambitious fundraising goal and use your story to tell your donors of the work you’re supporting and why you are raising money for it.

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 too – 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 0131 650 9221 or email 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 and email kerry.mackay@ed.ac.uk to let me know where to direct your donation.

By phone
Donations can be made by calling me on 0131 650 9221 or 0131 650 2240.

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 to let me know where to direct your donation.

In person
Pop in to the Development & Alumni Department. I’m in Charles Stewart House, 9-16 Chambers Street, Edinburgh, EH1 1HT and will be delighted to meet you and thank you in person for your support.
## Donation form

**Name (inc title):**

**Home address:**

**Postcode:**

**What part of the University you have fundraised in aid of (e.g. Euan MacDonald Centre)?**

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

I have raised a 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:**

**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 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 please email 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. If you have requested not to receive further contact through JustGiving, we will not contact you in future about any of our community fundraising activity.

**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:**

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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

Fundraise Your Way
The University of Edinburgh

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Facebook: FundraiseYourWay
Twitter: UoEFundraising