



FUNDRAISING PACK

**Registered Charity No 1123166 Company No 6518814
Registered address: 21 Chipper Lane, Salisbury, Wiltshire SP1 1BG.**

SUPPORTING US

The Southern Spinal Injuries Trust (SSIT) is a growing charity with increasing demands on its resources. We rely totally on donations and need as much support as we can get. To continue with our work, providing equipment and facilities for the Duke of Cornwall Spinal Treatment Centre (DoCSTC) and funding specialist equipment for spinal cord injured people living in the South and South West of England, we urgently need your help. By taking part in a fundraising event for SSIT you will be raising much-needed funds that we can use to assist sufferers of spinal cord injury.

There are countless ways you can help SSIT – from running marathons to holding a raffle, from tandem skydiving to running a cake stall. Whatever your idea, however much you raise, your support really is invaluable.

We hope that you have lots of FUN raising money for SSIT and that you'll keep us informed all the way. Send us your photos, tell us your story and we can spread the word via our website or newsletter.

Read on for some ideas to help you with your fundraising. Remember that we can help you with sponsor forms, leaflets, running vests etc. We will support you and encourage as much as we can! Just contact us via email (info@ssit.org.uk) and we will do all we can to help.

THE STORY SO FAR

Each year we organise a variety of fundraising events. To date these have included skydiving, abseiling, dinners, auctions and even Santa Fun Runs!

Alongside all of these events, a growing number of volunteers have organised their own fundraising activities including sponsored bike rides and Christmas draws. All such events bring in money which helps make a real difference to spinal cord injured people in the South and South West of England.

In 2009, the money raised from such events helped to fund a Patient Call and Entertainment System at the Spinal Treatment Centre together with a new Pressure Imaging System. In addition, £57,000 was granted to individuals to help fund specialised equipment such as wheelchairs and exercise equipment.

YOUR OWN EVENT

Before launching into your own event, you might appreciate a few general tips on fundraising.....

Teamwork

Once you've decided what you want to do, get together a team of people to help. The more people involved means more contacts to tap into (and a shared workload!).

Timing

Find out what else is going on in the local area and plan accordingly. If you're doing an outside event, think about the weather and choose the right time of the year.

Plan Well Ahead

Give people plenty of notice!

Publicise It Well

Tell as many people as you can about your event. The best way of doing this is through the local media (see publicity section below) but don't forget posters in local shops too.

Minimise Costs

Think of ways of keeping your costs down and you'll raise more money! Ask for help wherever you can. Approach local businesses and ask if they would like to sponsor your event. Don't be put off if they say no. Move on to the next one. Ask and ask again!

Explain What You're Doing

Make sure that everyone knows what you're fundraising for. Explain that all the money raised will go to SSIT and will be used to benefit the DoCSTC and spinal cord injured people living in the South and South West of England.

Collect Your Money

It's much easier to collect money as you go. It saves time and a lot of hassle!

Say Thank You!

Don't forget to thank everyone who has helped you. Tell them how much you've raised and thank them for their contribution.

SPONSORSHIP – USEFUL THINGS TO REMEMBER!

Aim High

Create a list of the people you plan to ask and start with those who you think will give the most! People always look at what others are giving and hopefully it will set a precedent for all those who follow.

Company Support

Why not ask your employer if they would consider matching your total sponsorship. If you don't ask....

Use My Charity Page

My Charity Page (www.mycharitypage.com) is a user-friendly fundraising tool designed to help people raise money for their preferred charity. It's got to be the simplest way of getting your sponsors on board. You set up an account, choose your charity (SSIT is already on there) and you will have your very own web page where people can donate money online. You simply email your friends and family and tell them what you are doing and give them a link to your special web page. All UK taxpayer's money is automatically Gift Aided and any money donated by your supporters is sent directly to us saving you both time and effort involved in collecting after the event. Easy!

Sending in Donations/Sponsorship Money

It's important for us to keep track of all incoming money. In order for us to do this, and to minimise our admin costs, please don't send cash through the post but encourage your supporters to write cheques made payable to SSIT (or alternatively write you cheques, bank them and then send us one cheque for the total amount). Cheques and completed Gift Aid and sponsorship forms should be sent to: SSIT, 21 Chipper Lane, Salisbury, Wiltshire, SP1 1BG.

PUBLICITY

Getting publicity for your event in the local media is really important as not only could it help make your event more successful but it will help raise awareness of SSIT in your local area. If you've never written a press release before there are a few things you need to bear in mind:

- Start strong! You need a short, snappy title which grabs the journalist's attention and makes them want to read on.
- Tell the whole story in the first paragraph. The rest of the press release should provide the detail.
- Keep your language simple and be brief (remembering who, what, where, when and why)
- Set it out in an easy-to-read format (double line spacing)
- Always write in the third person
- Bring your press release to life with a quote from someone involved. Say why they got involved or what raising the money will mean for them
- Include contact details at the end (name, telephone number, email address). The journalist might want to follow up with some questions or even arrange to come along!

Information on SSIT

It's worth including some background on SSIT at the bottom of your press release. You can do this as an Editor's Note as follows:

Notes to Editors

THE Southern Spinal Injuries Trust (SSIT) has a very simple goal – to positively impact on the health and quality of life of patients with spinal cord injuries, both in the Duke of Cornwall Spinal Treatment Centre (DoCSTC) at Salisbury District Hospital and across the entire South and South West of England. As such it's the main charity fundraising for the Spinal Centre and has become a lifeline to both patients and staff.

Since its formation in September 2006, SSIT has provided £120,000 worth of equipment for the DoCSTC and £106,000 in grants for individuals to fund specialised equipment. The list of items funded for the Centre includes powered wheelchairs, physiotherapy equipment and equipment for diagnosis and treatment, while grants for individuals cover specialist mattresses and adjustable beds, suitable wheelchairs and exercise equipment.

Don't forget to follow-up after the event with a press release on how much you've raised! You might as well try and get double exposure and the local media love good news stories, particularly if there's an accompanying photo.

Keep Us Informed Too!

We'd love to hear about your fundraising activities so please do keep us informed. Send us a copy of your press release and any photos of the event and we can use them on our website or in our newsletter.

THANK YOU!

IMPORTANT, PLEASE READ: Our insurance does not cover third parties so if you are organising an event in aid of SSIT, we advise that you take out your own personal accident and public liability insurance. To the fullest extent permitted by law, the Southern Spinal Injuries Trust, contractors and agents cannot be held responsible for any loss, damage, illness, injury or death to person, animal, vehicle or trailer caused or arising out of involvement in fundraising events organised by others in aid of the charity.

AN ALPHABET OF FUNDRAISING IDEAS

Just in case you need a bit of inspiration, here are some ideas for ways to raise money for SSIT.....

A

Aerobics Event
Auction of Promises

B

Baby Sitting
Ball
Barn Dance
Bicycle Treasure Hunt
Bingo
Book Sale
Bring and Buy Sale

C

Cake Stall
Car Wash
Carol Singing
Christmas Draw
Coffee Morning
Collection Boxes
Concerts

D

Dances
Dinners
Discos

E

Easter Egg Hunt

F

Fashion Show
Five Aside Football
Fun Run

G

Garden Party
Golf Tournament
Guess Who Competition
(baby photos)
Gymkhana

H

Halloween Party
Head Shave!

J

Jumble Sale

K

Karaoke

L

Lawn Mowing

M

Marathons
Masked Ball
Mufty Day
Music Recital

N

Nearly New Sale

O

Office Olympics

P

Plant Sale

Pub Quiz

Q

Quizzes (any kind!)

R

Race Night
Raffle

S

Safari Supper
Scavenger Hunt
Silent Auction
Slimathon
Sponsored Events
Swear Box
Swimming Gala

T

Teddy Bears' Picnic
Tennis Tournament
Theme Nights
Tombola
Treasure Hunt

V

Valentines Dinner
Veteran Car Rally

W

Window Cleaning
Wine Tasting

THANK YOU for all your help raising money for SSIT .