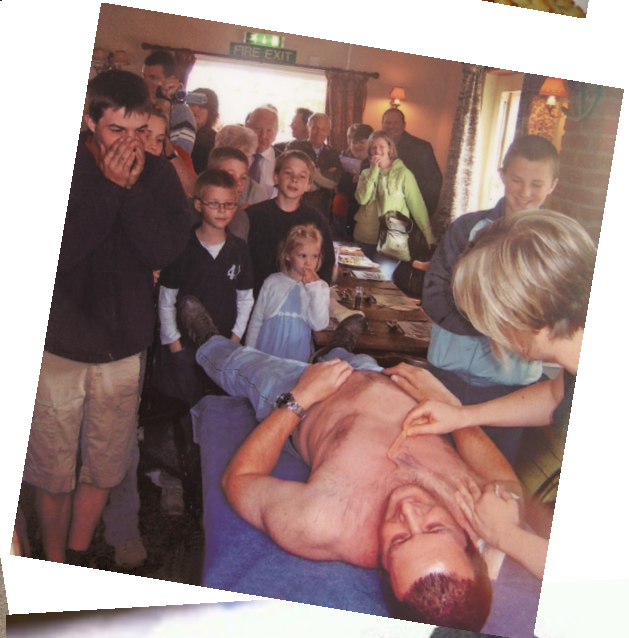


# FUNDRAISING PACK







So, you're going to do some fundraising, run a marathon, bathe in baked beans, a sponsored silence or get your chest waxed, but how are you going to do it, where, when and who's going to attend? We hope this pack provides some help, if you already know what you're going to do then we are here to guide you, but if you don't know where to start then have a look at the fundraising ideas in here for inspiration.

Your money helps us to support children and adults with Rett syndrome, their families, carers and the professionals that work with them.

Thank you and Good luck !!

*Donna*

Donna Tinch, Office Manager

*“All in all, it has been a roller coaster ride with a lot of highs as well as lows. Without Rett UK, I don't know where we would be.”*



*“At the start of the transition process I felt I had nothing, no help and no support. Then I turned to Rett UK who were really helpful and supportive during the process. They know a lot about Rett syndrome and were able to explain things clearly.”*



Two parents talk about their experiences

Want to raise some money but don't know what to do? Don't fancy a run or a cycle, too scared to throw yourself out of plane (so are we!) Here are some fun ideas to raise money, if you can think of some others, please let us know.

**Fantasy Football:** Do you think you know all there is to know about football? Well why not start your own fantasy football league with friends or colleagues. Charge £5 per entry and the winning team gets a small trophy.

**Quiz Night:** A fun way for all you clever clogs to raise money. Charge an entry fee, and choose your subject:: Sporting Heroes, 70's Pop Music, Food & Drink, TV/ Film - or you could do your own version of Who Wants to be a Millionaire.

**Spot the Baby:** Gather together childhood and baby photos. Charge £1 per guess and have fun guessing who's who.

**Games Evening:** Skittles, Tiddly Winks, Cards, Draughts, Shove Ha'penny. Get teams together for a night of traditional games, charging an entry fee.



**Bottle Tombola:** Get bottles donated, get a table and book of raffle tickets and this popular event is sure to raise cash.

**Sponsored Head Shave:** A fun way to raise cash for Rett UK! Get friends and colleagues to sponsor you having your head shaved, or alternatively get sponsored for having your hair dyed a funky colour.

**Sponsored Silence:** Give Mum and Dad (or your work colleagues!) some peace and quiet, and raise money at the same time. Decide to keep silent for one hour or more, and get sponsored for doing so. Get a group of friends to do the sponsored silence with you, and together raise lots of money.

**Name the Teddy Bear:** Choose a name for your teddy. Write it down, and keep in a safe place. Then ask your friends and family to pay 50p each to guess the name of your teddy.

**A Flutter at the Races:** Hire a room, book a horse race evening package and have an evening at the races. You could even have Day at Ascot theme – picnic hampers and ladies in large hats!



We've plenty more fundraising ideas on our website, download our **100 ways to raise £100** from [www.rettuk.org](http://www.rettuk.org)

Once you've decided on your event you need to tell everyone! Here are some hints and tips on how to publicise your fundraising:

Email all your contacts explaining why it is so important they support your challenge. Include the link to your page so they don't have to search for you.

Create a Facebook page and inform all your Facebook friends. Also write on Rett UK's Facebook page. Again, remember to include the link to your fundraising page.

Create a flyer for local shops, gym, church, college, school etc. Remember to ask permission before displaying.

Contact local businesses, dignitaries and celebrities asking if they will support you. Offering publicity through the above can be a tempting offer.

Don't stop fundraising once you've completed your challenge. Some people will only sponsor once presented with evidence of achievement!





Change your email signature at home (and work if possible) to include information about your challenge and the link to your fundraising page.



Wear your Rett UK t-shirt, which you can customise if desired.

Ask your employer if they will match any fundraising you do. This is a simple way to double your total! Also ask if you can put details and a link on your company's website.

Give sponsor forms to other people to fundraise on your behalf.

GOOD LUCK! Don't forget you can contact us on 01582 798910 or [fundraising@rettuk.org](mailto:fundraising@rettuk.org) for help and advice

## Online Fundraising

Once you've decided on what your challenge will be your next step is to create a fundraising page. Rett UK is registered with the following fundraising websites:



[www.virginmoneygiving.com](http://www.virginmoneygiving.com)



[www.justgiving.co.uk](http://www.justgiving.co.uk)

Simply visit your chosen site and follow the instructions for setting up your own personalised page. Here are some tips for making it more appealing:

**Add your own photograph** – make sure you have permission if using a photograph of someone else.

**Make your text personal** – include why you have chosen Rett UK as your charity.

**Ensure your target is achievable.**

**Ask a family member or friend to make the first donation** – and make it as large as possible. It's quite daunting to go to an empty page and people often follow the lead of the first donor.

**Personalise** your 'thank you' message and ask people to pass on your challenge details to their contacts.

**Keep your page updated** with progress reports of training.

**Put a photograph up** once you've completed your challenge on to prove your achievement.

*“When we had our diagnosis within about a week I picked up the telephone and spoke to one of the Family Support Workers. Even though it was a very distressing call to make, it was pivotal in helping us come to terms with everything. It's great to know someone is there to help.”*

Parent of Isobel (8) talking about our telephone helpline.



Events are a great way to get together with friends while boosting your fundraising. If that has whetted your appetite how on earth are you going to organise your event? Here are some useful tips.

**Read through your Fundraising Pack:** It has lots of useful hints and tips.

**Ask for help:** Whether it's coming up with ideas, helping to organise or selling tickets. Ask your friends, family or colleagues to get involved.

**Consider costs:** Write a budget, thinking about how much things will cost, what can be obtained for free and how much you hope to raise.

**Venue:** Where you will hold your event. Try to get the venue for free, have the event at home, your local school, church hall or community centre.

**Timing:** Consider when the best time to hold the event is and how long you need to plan it. Don't try to rush an event through, give yourself enough time to get organised and to get all the stuff you need.

**Publicity:** Promoting your event is crucial; send invitations to friends, family and colleagues by email, Facebook or post. Put up posters in your local area, let all the Mums at school know or put something in your work newsletter or on the intranet.

**On the day:** Think about other opportunities to raise money such as a raffle, an auction or selling cakes. There are lots of things you can do.

**Keeping it safe and legal:** There are a few things you'll need to bear in mind to ensure your fundraising event runs smoothly. Health & Safety, if you are in a school, community centre, school or other public building check that they have appropriate insurance to cover your event. Gambling and lotteries, you are not allowed to sell raffle tickets or other 'chance' games door-to-door without a licence from your local council and you cannot collect money on the street or in shops/pubs/other public places without permission. Contact Rett UK to discuss your plans.

**After the event:** thank everyone, chase any remaining sponsorship and then put your feet up and have a cuppa!



## Gift Aid

Would you like to make your donation worth 25% more to us at no extra cost? To claim Gift Aid you must pay Income Tax and/or Capital Gains Tax equal to the amount of tax reclaimed by us on your donation (Taxes such as VAT and Council Tax do not qualify). So for example if you donate £1000 we are able to claim an additional £250 in Gift Aid. In order for us to be able to claim the extra money you need to complete a Gift Aid form, signing the declaration to confirm that you will have paid at least £250 of relevant taxes in the financial year of your donation.

*giftaid it*

Only donations from individuals (not companies) accompanied by a signed Gift Aid form are acceptable. Gift Aid is only claimable on donations, if the donor receives a benefit (e.g. entry into a raffle, makes a donation to receive a pin badge) this cannot be Gift Aided. There is a Gift Aid form enclosed in this pack, if you accept donations from friends and family members who could qualify for Gift Aid, please ask them to complete a form and send it back to us with your donations.

## Match Funding

Many employers, particularly larger companies offer match funding for employees donations—it's always good to ask. This will double your fundraising efforts in an instant, some will match the full amount and others may have limitations on their contribution.

## Corporate Sponsorship

Rett UK is always looking for innovative ways to raise funds, we hold events throughout the year and are always on the look out for sponsorship—would your company like their name on our Golf Day programme or on the sleeve of all our t-shirts? Are they able to donate time or services that could help us? If you think you may know someone who can help, contact us on 01582 798910 or via [fundraising@rettuk.org](mailto:fundraising@rettuk.org)



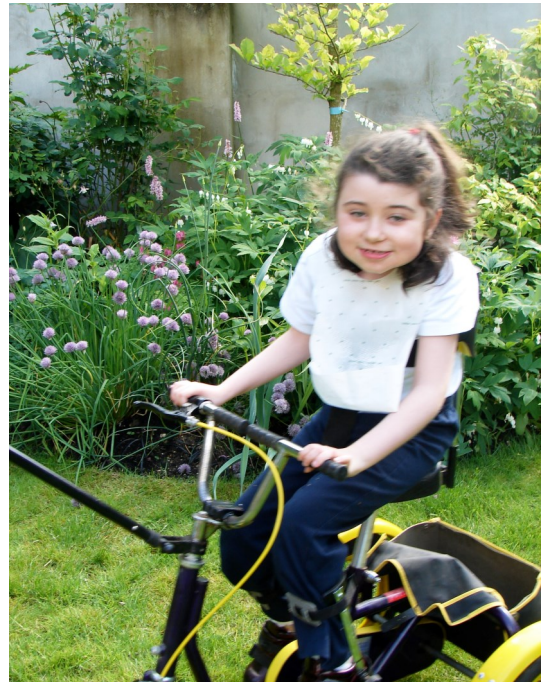


## Rett UK Fundraising Agreement & Minimum Sponsorship

Well that all sounds rather formal doesn't it! Whether you are taking part in one of the events we manage or are doing your own thing, we will ask you complete a Registration Form & Fundraising Agreement., there are a few reasons for this:

- The Registration Form gives us all the details about you and your event, this means we can offer tailored support and information.
- By keeping track of the types of events you organise we can better plan our own fundraising events—if you all organise your own cycle events for example then we probably won't do one of our own.
- Our Fundraising Agreement clearly sets out what you can expect from us and we expect from you in return. You are welcome to use our branding for example, but we'd like to see your posters or leaflets to make sure they aren't indecent and are staying within the law!
- Minimum sponsorship requests are standard in the charity sector. We have to guarantee value for money to our funders and service users and by agreeing a minimum sponsorship level we can ensure we maximise our return on investment.

So please complete and return the forms we send you, they help us to keep track of what's going on in Rett world and offer you a better value service



## Rett Syndrome—The Facts:

- Rett syndrome is rare. It effects between 1 in 10,000 and 1 in 15,000 of the population
- Rett syndrome effects mainly girls and women, but boys and men are effected too.
- Rett syndrome is caused by a genetic mutation, most commonly on a gene called MECP2. Similar conditions, often classified as a-typical Rett syndrome can be caused by mutations on other genes such as CDKL5 and FOXP1.
- Rett syndrome can occur in any family, the genetic changes that cause it occur randomly, you are not prone to Rett syndrome and there is nothing at present you can do to prevent it.
- Rett syndrome itself is not life threatening, but its symptoms are life limiting, common symptoms include epilepsy, scoliosis (curvature of the spine), breathing difficulties, a low immune system, hand wringing and other repetitive behaviour. Most people affected by Rett syndrome do not walk and are unable to communicate via speech.
- Life expectancy in people with Rett syndrome is growing, early diagnosis, regular therapy and careful symptom management can lead to people living well into their 60's and beyond.



*“Not only has Rett UK been of great help and reassurance, they have also helped me to keep fit! I was inspired to enter the London 10k after having not run since my school days. My fundraising has been a great success and people’s generosity has been staggering.”*

Chris, father of Sienna (7)

## What can we do for you?

Rett UK are here to help you make your event, challenge or whatever you're doing a great success. Here's how we can help.

**T-shirts:** Whether you're running, cycling or holding a cake sale, we can supply you with our branded t-shirts to help spread the word and make you stand out. We'll as you your preferred size on your run/cycle registration form, but if you're doing something else, complete the enclosed event registration form and we'll send you out what you need.



**Pin Badges & Wristbands:** Our lovely sparkly pins and key rings can be given away for a suggested donation—we think £2 each is about right and £1 for our purple or green silicon wristbands, let us know how many you'd like.

**Collecting tins :** We have a stock of plastic collecting tins to help you relieve people of their loose change. You can also use a household bucket if you think you can fill it!! We can send you out our personalisation kit to turn it into a Rett UK collecting bucket!

**Posters and leaflets:** We have blank posters for your to customise as well as a stock of information on Rett syndrome and the work we do. The more people know about your cause, the more they are likely to support you.

**Speakers/Representatives:** We always do our best to attend events and we can arrange for a speaker to say a few words or for someone to come and collect a cheque. We can't always attend every event, but we have a network of volunteers across the country who are willing to help.

To order your supplies, contact us on 01582 798910 or via [fundraising@rettuk.org](mailto:fundraising@rettuk.org)



Hopefully we've put in everything you'll need, but do contact us with any special requirements:

Fundraising Team  
Rett UK  
Langham House West  
Mill Street  
Luton  
LU1 2NA

Tel: 01582 798910

E: [fundraising@rettuk.org](mailto:fundraising@rettuk.org)

[www.rettuk.org](http://www.rettuk.org)



**Lastly, a great big THANKYOU!** By choosing to support Rett UK you will help us to continue providing essential services to individuals, families and professionals effected by Rett syndrome. Here are the key services we provide:

- The only UK dedicated Rett syndrome helpline. Anyone can call to talk to our trained advisors for help on right and entitlements, medical issues, NHS appointments or for a listening ear.
- Rett News is the biggest (and we think the best!) magazine for all things Rett related, you can become a member of Rett UK for free and you'll receive 4 issues of Rett News each year.
- We facilitate and attend specialist NHS Rett syndrome clinics. Contact us for referral details
- We provide the widest range of Rett syndrome information in the UK, have a look on our website or contact us and we'll send you a pack.



*Rett UK is a charity registered in England and Wales no: 1137820. We are also a Company Limited by Guarantee No: 07339522 Our Registered Office is: Langham House West, Mill Street, Luton, LU12NA, pop in and see us!*