Your fundraising guide

Everything you need to get started

jdrf.org.uk
Thank you for choosing to fundraise for JDRF

Whatever way you choose to support JDRF, you’ll be raising money to help fund world-class research into finding the cure for type 1 diabetes.

And whether you’re organising an event at work, school, in the community or with family and friends, JDRF is here to help!

This fundraising guide tells you everything you need to know to get started; from planning and promoting your fundraising to paying in your money.

If you have any questions after reading through the guide, please do get in touch with a member of our fundraising team who will be pleased to offer help and advice – contact details are on the back cover of this guide.

We love hearing about your fundraising, so do get in touch and let us know what you are up to.

Good luck, and we look forward to speaking to you soon.

JDRF Fundraising team

Who we are and what we do

JDRF is the type 1 diabetes charity, improving lives until we find the cure. We are the world’s leading charitable funder of type 1 research, but we can only do this with your support.

We passionately believe that one day research will deliver the cure for type 1 diabetes. Finding that cure is just a matter of time and money.

The more money we raise the more research we can fund and the faster we will find the cure.

Did you know?

£60 can fund one hour of research, bringing us one hour closer to the cure.
Getting started

The hardest thing can be getting started. Read our top tips and you’ll be away in no time!

1. **Start planning today**
   There may be months to go, but there’s lots to do. Make a list of everything that needs to be done to make sure you don’t forget anything, and ask family and friends for help.

2. **Timing is everything**
   Make your fundraising seasonal by selling Christmas cards or hosting a Valentine’s ball. If you’re holding an event, make sure it doesn’t clash with any major sporting events or local community activities.

3. **Set up an online fundraising page**
   An online fundraising page is a quick, easy and efficient way to collect sponsorship and promote your event. Flick to page 8 to find out more.

4. **Get the message out**
   Once you have a plan in place, tell as many people as possible. Keep people interested with regular Facebook and Twitter updates, or create a blog or video diary so they can follow your fundraising in detail.

5. **Think outside the box**
   If someone can not afford to sponsor you, maybe they’ll give their time to help you raise money instead. And why not ask local businesses to donate a raffle prize or sponsor your event in exchange for advertising space?

6. **Get the money first**
   People quickly lose interest after an event. Collect your sponsorship upfront to save you having to chase people once your event has finished.

7. **Ask the boss**
   Find out if your company run a matched giving scheme – this is a great way to make your money grow. If not, maybe you can hold a dress down day at work, or promote your fundraising with an all-staff email or on the staff notice board.

8. **Have fun**
   Whatever you choose to do, let your enthusiasm shine through. You are raising money for a fantastic cause – enjoy it!

We’re here to help

Get in touch with your local JDRF office as early as possible. We can provide information and support to help you with every stage of your fundraising.
Be inspired

‘I wanted to help find the cure after my daughter Lilia was diagnosed with type 1 diabetes when she was two and a half years old.

I arranged a sponsored bike ride and got nine family members and friends involved. We cycled 10 times around the Box Hill loop used in the 2012 Olympic road races – one more time than the male Olympians managed and 100 miles in total!

We set up a JustGiving page and sent the link out by email and on Facebook and Twitter. My sister and I asked our companies to match our donations, raising an extra £1,300. I wore my JDRF cycle vest while I trained to generate interest, and the local paper even did an article about the ride. We raised far more than we initially expected – an amazing £5,000 for JDRF.’

Richard Francis, Surrey

‘I have had type 1 diabetes since I was three, and have done loads of things to raise money for JDRF. I was a torchbearer in the London 2012 Olympics, and took the torch to local events to raise money and awareness for JDRF. I’ve been in the local newspaper a few times now. I’ve also held cake and Christmas card sales at my school.’

Jack Griffiths, Worcester

‘I decided to run the Virgin London Marathon after my daughter was diagnosed with type 1 diabetes at the age of nine. I got my friend Sarah involved, and we organised a variety of fundraising events including cake sales and champagne breakfasts, as well as asking friends and family for sponsorship money. We raised over £8,000 for JDRF.’

Fiona Finnegan, Derby

Keep it simple

The sky’s the limit... but sometimes simple is best. Cake sales and dress-down days are sweet and simple ways to raise funds with minimum planning.
‘It all started when a chat at work spiralled into a group of us signing up for the Three Peaks Challenge. We decided to raise money for two charities, one of which was JDRF.

We contacted a number of companies to ask for their support, and in the end all we had to pay for was the diesel for the minibuses. We also held an auction night in a local pub where people bid on donated lots. We even auctioned off firefighters!

The actual challenge was hard work – we drove 500 miles, walked 22 miles and climbed 10,000 feet on hardly any sleep. We had a great time though, and ended up donating £2,550 to JDRF.’

**White Watch team, Poplar Fire Station**

‘My family and I invited friends to an ‘Eat to Beat Type 1’ night, suggesting a £35 donation to JDRF per guest.

I’m in a jazz band with my brothers Henry and Arthur and some of our friends, so we provided the entertainment for the night. Our parents bought the food and wine, and we all helped cook.

I did a speech about life with type 1 and told everyone why we need to raise awareness, and most people generously chose to donate £100 for the night.’

**Llewelyn Cross, London**

‘I decided to do a sponsored skydive to mark my 40th birthday and raise funds for JDRF. I wanted a once in a lifetime experience, and it didn’t disappoint – once the clouds cleared, the views were breathtaking.

My nieces were so proud of me, especially Charlotte who was diagnosed with type 1 diabetes when she was two years old. My employer matched my fundraising, and all in all I raised £685 for JDRF.’

**Sheridan Clitheroe, Derbyshire**

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**Make your job work for JDRF**

Raise money for JDRF sitting at your desk. Find out if your workplace offers Give As You Earn (GAYE) or a matched giving scheme.
Getting the message out

Word of mouth
Spread the word by getting your family, friends, colleagues and neighbours involved.

**Put up posters**
Display posters in your community to promote your fundraising. Download poster templates from our website, or if you’re making your own let us know.

**School**
If your child wants to fundraise, school is a great place to start. See if the school will hold a dress-down day or a bake sale, and raise awareness at the same time.

**Work**
Use the staff intranet or noticeboard to share your fundraising story with colleagues, or send an all-staff email with a link to your online fundraising page.

**Sponsorship from local businesses**
See if local businesses will help out by donating raffle prizes, advertising or even sponsoring your event.

Local media
Your local media may be interested in featuring your fundraising. Here are some top tips to help you share your fundraising story with the media:

**Write a press release**
Remember to include the five Ws – who, what, where, when and why – in the first paragraph of your press release. Get in touch with your local JDRF office if you would like us to send you a template. Contact your local media at least one month before your event. Visit [mediauk.com](http://mediauk.com) to find your local outlets.

**Give them a call**
If you’ve emailed a press release, follow up with a phone call to check they have received it. Take the name of who you’ve spoken to – this will make finding out if they will run the story much easier.

**Follow up after the event**
Let your media contacts know how your fundraising went, and how much money was raised. Make sure you send photos from the day – if you didn’t get any coverage before the event, this is a great opportunity for another chance.

Why JDRF?
Remember to tell everyone why you are fundraising for JDRF. Tell people what your connection to type 1 is, and what the cure would mean to you.
Online
The internet is a great way to reach a large number of people, and makes it easy for people to support your fundraising and donate to JDRF.

Online fundraising page
If you want to promote your event online, an online fundraising page is a great place to start. Flick to page 8 to find out more.

Email
Email all your contacts about your fundraising and link to your online fundraising page. Don’t forget to explain why you are fundraising for JDRF, and what the cure would mean to you. Add the link to your email signature so every email you send has the potential to nudge someone to your page.

Social media
Share your online fundraising page on social media, and keep your contacts interested with regular photos and updates. If short and snappy isn’t your thing, create a blog or video diary to give more detailed updates on your fundraising. This is a great way to get people sharing your story.

Branding
Promotional materials
JDRF can provide you with promotional materials like banners, badges, stickers and balloons to give your fundraising event a bit of extra sparkle. Download or order online at jdrf.org.uk/shop, or get in touch with your local JDRF office.

Using the JDRF logo
JDRF’s name and logo are extremely important to us. If you want to use our logo on your own promotional materials, please contact your local JDRF office first so we can advise you on using our branding and supply you with high resolution logo files.

If you are not using the JDRF logo on your materials, please state:
Raising funds in aid of JDRF. Registered charity number 295716 (England and Wales) and SC040123 (Scotland).

A picture tells a thousand words
Photos are great at grabbing people’s attention – use them throughout your fundraising, and remember to share them with us.
Collecting donations

Online fundraising page
An online fundraising page is an efficient way to collect sponsorship for your event. It is safe and secure, and saves JDRF time and money by reducing paperwork.

Setting up your page
JDRF is registered with two online fundraising websites:

justgiving.com/jdrf
virginmoneygiving.com/charities/jdrf

Your local JDRF office will advise on which one would be best for you. Follow the on screen instructions, and get in touch if you need any help or support.

Link your page to the event
You may be able to link your online fundraising page to the event you are taking part in (e.g. the Walk to Cure Diabetes or the Virgin London Marathon). If you have this option, please do it to help reduce the cost of processing donations.

Personalise your page
Once your page is set up, add some personal touches to encourage people to support your fundraising. Upload photos, and let people know what you are doing, why you are doing it for JDRF, and what your target is.

Sponsor forms
We can supply you with printed sponsor forms, or send you a pdf document so you can print multiple copies at home.

Ask all your sponsors to write their home address and postcode on the form and tick the gift aid box if they are UK taxpayers. Missing or incomplete addresses or the use of ditto marks on a sponsor form will mean we are unable to claim gift aid on those donations.

Keep your completed sponsor forms safe and then send them to JDRF along with any cheques you receive. JDRF will take care of all the paperwork and process these forms on your behalf.

If you would like to have individual gift aid declaration forms to give to your sponsors, download them at jdrf.org.uk/giftaid

Collect your sponsorship money as soon as possible – it’s much easier to get money before an event than after!

Make your money grow with gift aid
If you are a UK taxpayer and gift aid your donation we can claim back the tax, so every £1 = £1.25
Paying in your money

Cheque
Make cheques payable to JDRF. Remember to include a cover letter so we know who the cheques are from, and let us know if the money raised was from a particular event or sponsorship pledge.

Send cheques to your local JDRF office, or to our head office in London if you are raising money for a challenge event (e.g. Virgin London Marathon or an overseas challenge). If you have a large number of cheques, or a cheque for a large amount, send by recorded delivery.

Send cheques in as soon as you receive them, before the donor forgets the money will be debited from their bank account.

Charity voucher
We also accept Charity Aid Foundation (CAF) and other charity vouchers. Please treat these in the same way as a standard cheque and follow the instructions above.

Cash
Do not send in cash by post. If sponsors give you cash, please use an alternative payment method to pay in the money.

Bank transfer
If you would like to make a bank transfer get in touch with your local JDRF office so we can provide you with our account details.

Online
You can make a payment online by debit or credit card at jdrf.org.uk/donate. Click on the ‘Donate Now’ button, and don’t forget to let us know how you raised the money. Please encourage your sponsors to donate online through your online fundraising page, rather than through the JDRF website. This helps us to track all the payments back to your fundraising.

Over the phone
You can make a payment over the phone by debit or credit card. Just give us a call on 020 7713 2030 and we will talk you through the process. Please note we cannot accept AMEX or CAF cards.

Every bit counts
However you choose to pay your money in, you are helping to fund world-class research to find the cure for type 1 diabetes. Be proud!
Legal and safety

Before you organise an event, carry out a risk assessment to identify the risk and hazards. The health and safety executive provides some excellent advice and free resources to guide you through this process – visit www.hse.gov.uk/risk/fivesteps.htm

Insurance

If your event involves the general public in any way, it’s a good idea to have public liability insurance (PLI). This will protect you and JDRF in the event of public injury and loss or damage to equipment and property not owned by yourself. It is very important to choose the PLI policy that will be most appropriate to your event. You may want to contact an insurance broker for quotes or the Citizens Advice Bureau to get the best advice when carrying out a public event.

Street collections

If you plan to collect money in a public place, you will need a street collection permit from the local council. Contact them at least three months before your preferred date. If you are successful, please let JDRF know so we can provide you with collection tins and t-shirts for the day. Please note, only people aged 16 and over can collect in a public place.

Food and drink

If food is being served at your event, please ensure that those providing the food have the correct qualifications by asking for their certificates. If alcohol is being served, please ensure the venue has a licence to serve alcohol and that you adhere to its rules.

Children

Apply a common sense approach if children will be at your event to ensure their safety. Make sure the environment is safe for them (e.g. traffic, equipment and activities), and plan procedures for a lost child. Check that third party suppliers (e.g. for a bouncy castle) have the correct insurance and are CRB checked. Do not take photos of the children without their parents’ permission, and ensure they do not take part in activities such as raffles or games where alcohol is a prize.

Need more legal and safety tips?

Visit jdrf.org.uk/legal-and-safety-tips to find out more, or get in touch with your local JDRF fundraising team.
Frequently asked questions

Q. Can JDRF help with the cost of my event?
A. Unfortunately not. However, we can support you with information, advice and help promoting your event. We can also provide promotional materials such as balloons, badges, posters and banners – visit jdrf.org.uk/shop to order.

Q. Can JDRF mail its database about my event?
A. Due to data protection we cannot contact our supporters about third party events. However, we might be able to include your event in a newsletter, or promote it on our website, or through Facebook and Twitter.

Q. Can JDRF print posters for me?
A. We cannot print posters or other promotional materials for third party events, but we can supply you with fundraising posters which you can customise with details of your event – visit jdrf.org.uk/shop to download or order.

Q. Can we sell alcohol at our private event?
A. If the venue is not licensed, you will need to contact your local police station to ensure you have permission and that you are following the correct requirements. The only exception is when it is not being sold and no indirect charge is made for it (i.e. the ticket price is not increased to cover the cost of alcohol).

Q. Can I hold a lottery or raffle to raise money for JDRF?
A. Yes, but there are strict rules about what you can and can’t do. If you want to hold a lottery to fundraise for JDRF you will need to make sure it is a non-commercial lottery. Visit jdrf.org.uk/lotteries-and-raffles or www.gamblingcommission.gov.uk, or contact your local JDRF office for more information.

Q. Can JDRF supply prizes for my raffle?
A. It may be worth contacting your local JDRF office as from time to time we may have surplus items we can offer. If not, then we can supply you with tips on how to approach local businesses to ask for donated raffle prizes. A sure way to success is to offer advertising on your event materials in exchange for a small item to raffle.

Q. Can a member of JDRF staff attend my event?
A. We try to attend as many events as possible to support our fundraisers, but unfortunately we cannot attend every event. If we can’t attend in person, we can help by providing leaflets and presentation materials to help with public speeches.

Get in touch

If you’ve read through this guide and still have questions about fundraising for JDRF, contact your local JDRF office for answers!
Get in touch

JDRF regional fundraising teams
We have regional fundraising teams across the UK who can support you with your fundraising. Get in touch to find out more about activities and events happening in your region, or to start planning your own fundraising event.

JDRF Scotland
t: 01224 248 677 e: scotland@jdrf.org.uk
c/o Subsea7, Greenwell Base, Greenwell Road, East Tullos Industrial Estate, Aberdeen AB12 3AX

JDRF North
t: 0113 380 5621 e: north@jdrf.org.uk
Roundhay Road Resource Centre, 233-237 Roundhay Road, Leeds LS8 4HS

JDRF Midlands
t: 0121 685 7102 e: midlands@jdrf.org.uk
Suite 32, 5th Floor, Queens Gate, 121 Suffolk Street, Queensway, Birmingham B1 1LX

JDRF South West and Wales
t: 07908 155 605 e: southwest@jdrf.org.uk; wales@jdrf.org.uk
c/o Suite 32, 5th Floor, Queens Gate, 121 Suffolk Street, Queensway, Birmingham B1 1LX

JDRF London and East
t: 020 7713 2039 e: greaterlondon@jdrf.org.uk; east@jdrf.org.uk
17/18 Angel Gate, City Road, London EC1V 2PT

JDRF South
t: 023 8061 6622 e: south@jdrf.org.uk
59a Leigh Road, Eastleigh, Hampshire SO50 9DF

JDRF Challenge Events team
If you have a place in one of JDRF’s challenge events, or you would like to find out more about raising money for JDRF in this way, get in touch with our challenge events team.

t: 020 7713 2030 e: events@jdrf.org.uk
17/18 Angel Gate, City Road, London EC1V 2PT

jdrf.org.uk

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