Be a #TypeOnesie

Your helpful fundraising guide
Will you be a #TypeOnesie for World Diabetes Day?

On or around 14 November each year, millions of people around the globe mark World Diabetes Day in different ways.

Thousands of you get involved in #TypeOnesie each year raising a huge amount of money to support our vital research.

We are the world’s leading charitable funder of type 1 diabetes research and we need you to continue our fight to find a cure.

So join us this November and be a #TypeOnesie for the day – whether you’re at school, work or home – and help us create a world without type 1 diabetes.
Join us...

Last year’s World Diabetes Day was a triumph for all of us. You raised eyebrows, smiles, and thousands of pounds to support type 1 diabetes research by being a #TypeOnesie.

Crucially, you helped us raise awareness of life with the condition. Let’s face it, so many people still don’t understand what we deal with and what we need (besides insulin).

We want this year to be bigger and better, raising more awareness and more money for type 1 diabetes research.

We can’t do this without you, your friends, your family, your colleagues and your classmates.

So whether you become a #TypeOnesie, or you’re the type to raise funds in other ways, let's raise funds and raise the roof.

Thank you so much.

Karen Addington, Chief Executive, JDRF
Fundraising ideas

Clubs and Organisations
- Sponsored walk or run
- Raffle
- Quiz night or bingo
- Sponsored dance
- Collection
- Car boot sale
- Golf tournament
- Bridge night
- Bike ride
- Treasure hunt

Home
- Clothes swap
- Come dine with me
- Open garden
- Afternoon tea
- Film night
- Exercise class
- Cheese and wine evening
- Sell your garden produce
- Danceathon
- Pamper party

Good luck!

jdrf.org.uk/typeonesie
More fundraising ideas

**School**
- Fête
- Readathon
- Talent show
- Quiz
- Sports day
- Sponsored walk
- Uniform day for teachers
- Non-uniform day for students
- Cake sale
- Danceathon

**Work**
- Crazy jumper day
- Salary donation
- Baking competition
- Job swap
- Cake sale
- Sponsored silence
- Quiz
- Bad taste day
- Sweepstake
- Office olympics

Have fun!

jdrf.org.uk/typeonesie
jdrfuk
@jdrfuk
Promotional materials

We can provide you with promotional materials like banners, badges, stickers and balloons, to give your fundraising event a bit of extra sparkle. Order and download your fundraising materials and leaflets at [jdrf.org.uk/shop](http://jdrf.org.uk/shop) or get in touch with your local office.

**Branding**

Our 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 send you a high resolution logo to use.

*If you are not using the JDRF logo on your materials, please state that you are: Raising funds in aid of JDRF.*
Spreading the word in the local media

Template press releases
Go to jdrf.org.uk/WDD for links to a pre-event and post-event template press release. You can use both of these press releases by:

• filling it out and adding in the relevant personal details
• selecting a great (close-up) photo of yourself
• emailing the photo and the relevant press release to your local media

Which media?
You probably receive a free paper each week. There might also be a regional daily paper. Furthermore, BBC and ITV regional television and radio programmes are often interested in community events.

You can use Google to check out your local media and to find their contact details. It would be great to get as many appearances in your local newspaper, radio station or TV news as possible!

Follow up
Your press release may have been lost in a mountain of other emails in your local journalist’s inbox. Shortly after you have emailed your press release and photo, a quick follow-up call to see if it has been received can make all the difference.

You could also contact your local journalists on Twitter too.

Photography
Your local newspaper probably won’t use the press release unless there’s a good photo to go with it. Try and send them a photo of you and your friends in your fabulous #TypeOnesie outfits.

If you have any questions regarding PR and publicity, then feel free to contact our media team at pressoffice@jdrf.org.uk
Online: You can make a payment online by debit or credit card at jdrf.org.uk/donate

Click on the ‘Donate’ 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.

Cheque: Make cheques payable to JDRF. Remember to include a note 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 have a large number of cheques or a large amount of money to donate, send it by recorded delivery.

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.

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 American Express or CAF cards.
Advice, health and safety

Before you organise an event, carry out a risk assessment. The health and safety executive provides some excellent advice and free resources to guide you through this process.

**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:** Need more legal and safety tips? Visit [jdrf.org.uk/legal](http://jdrf.org.uk/legal) to find out more, or get in touch with your local JDRF fundraising team.

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 and that you adhere to its rules.

**Children:** If children are at your event, apply a common sense approach to ensure their safety. Highlight procedures for a lost child. Check that third party suppliers (e.g. a bouncy castle) have the correct insurance and are checked. Do not take photos of the children without their parent or guardian’s permission and ensure they do not take part in activities such as raffles or games where alcohol is a prize.

Visit for more information [hse.gov.uk/risk/fivesteps.htm](http://hse.gov.uk/risk/fivesteps.htm)
Get in touch with your local fundraising team

We have regional fundraising teams across the UK who can help you with anything you need. Get in touch to find out more about activities and events happening in your region, or to let us know what you’re planning to do.

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

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

Midlands
 t. 0121 685 7102
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 Suite 32, 5th Floor, Queens Gate, 121 Suffolk Street, Queensway, Birmingham B1 1LX

South West and Wales
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 t. 020 7713 2039
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 17/18 Angel Gate, City Road, London EC1V 2PT

East
 t. 07710 086 251
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 17/18 Angel Gate, City Road, London EC1V 2PT

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

Take on a challenge
 If you’d like to take on a challenge to raise money, you can 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.
 For general enquiries, email info@jdrf.org.uk or call 020 7713 2030.