

FUNDRAISING PACK



FUNDRAISE, FEEL GOOD & MAKE A DIFFERENCE.



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CONTACT DETAILS

Thank you for your interest in raising money for Unique. The fundraising team are here to make it as easy as possible for you to raise money for the families affected by rare chromosome disorders who Unique help and support. We can help you with every aspect of your fundraising, including creating an online giving page.

By fundraising you are also doing an amazing job in helping us raise awareness of rare chromosome disorders and the work Unique does to support families.



Craig Mitchell, Chief Operating Officer
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Victoria Angel, Fundraising Officer
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IDEAS

Later in this pack there is an A-Z of fundraising ideas but please do contact us with any ideas you might have. We are more than happy to chat through them with you. We always love to hear new, imaginative ideas.

You don't need to run a marathon, climb a mountain or jump out of a plane (though you can if want to of course!) but the fundraising you do can bring real benefits.

A Mum wrote to us recently after she completed a sponsored run:

"I'm really pleased I can give something back. Running for Unique has given me a whole new lease of life.... and I've lost a few pounds as well".

WHO WE ARE

Unique is the UK's only registered charity for families affected by rare chromosome disorders. We provide information and support to anyone affected and work to raise public awareness.

Rare chromosome disorders involve missing, extra or rearranged genetic material on one or more of a person's chromosomes. Many of those affected are born sick and disabled, unable to walk or talk but others only find out they are affected when they come to have children of their own. Their rarity means that information about the disorders is scarce and medical professionals may not have the knowledge or understanding to answer the many questions families have. That's where Unique comes in.



As a small charity Unique receives no government funding and relies heavily on the support of its members, their friends, families and colleagues, donating generously and going the extra mile to raise funds we need to go on helping families affected by rare chromosome disorders.

If you're reading this it may be because you would like to do some fundraising yourself, organise an event with your friends, secure funds for Unique from your employer, make a donation or even have an idea to raise funds that you'd like some help with. We'll support you in whatever way we can.



THANK YOU & GOOD LUCK WITH YOUR FUNDRAISING.

Without you there would be no Unique.

FACTS ABOUT UNIQUE

Everyone likes to know their money is going to a good cause so as part of your fundraising you might want to let people know who we are and what we do. Here are some facts:

- Unique was established in 1984 with 5 families. Now in 2016 we support over 15,000 affected individuals and their families.
- 1 in every 200 babies born has a rare chromosome disorder. Many are born sick and disabled.
- Our telephone and email 'listening ear' helpline is a lifeline to many families.
- We now support families in over 100 countries.
- We've produced 150 medically-verified information guides, both on specific disorders and practical guides including sleep, education, holidays, feeding and others.
- Our family matching service links hundreds of families every year who are facing similar clinical or practical problems for mutual support and to share tips and information.
- The specialist Unique database contains the case histories of over 15,000 affected patients, detailing lifetime effects of a huge number of rare chromosome disorders.
- We run conferences, regional family days and study weekends, bringing together families and professionals to increase our collective knowledge about rare chromosome disorders.
- The Unique magazine is produced 3 times a year. It's packed full of letters from families, resources, sources of help and information.

For more information, please do visit our website www.rarechromo.org

FUNDRAISING IDEAS

ORGANISED CHALLENGE

There are lots of organised challenges taking part across the country throughout the year which you can register for, from sponsored runs, swims and bike rides to lots of other challenges.



RUNNING EVENTS

Each year we have places in some of the UK's most prestigious running events. Exmples include:

- Golden Bond places for **Virgin London Marathon** – April 2017
- **Brighton Marathon** – April 2016
- **The Great North Run** – September 2016
- **Royal Parks Half Marathon** – October 2016

There are lots of other running events across the country year-round, from 5k's, 10k's, half marathons, marathons, fun runs and novelty runs:

- **Superhero Run** – May 2016 www.doitforcharity.com
- **The Big Fun Run** <https://www.bigfunrun.com/>
- **Colour Run** <http://thecolorrun.co.uk/>
- **Run or Dye** <http://runordye.co.uk/>
- **Electric Run** <http://electricrun.co.uk/>



CYCLING EVENTS

Cycling is becoming increasingly popular and is a great way to keep fit and fundraise. From one-day rides to longer, overseas challenges, there is an event to suit all abilities. Examples include:

- **London to Brighton Bike Ride** – September 2016
- **London to Paris Bike Ride** – May & June 2016
- **Coast to Coast** – Whitehaven to Tynemouth – June 2016



For more information on any of the above organised events please get in touch.

SKYDIVES & TREKS



Is a Skydive or overseas trek on your bucket list? If you are looking for a challenge why not tick it off your list and raise money at the same time? We recommend you book through Do It for Charity, www.doitforcharity.com who have Skydive locations across the UK. When registering you will be able to choose Unique as your charity.

We also use Do It for Charity for overseas treks and some of their most popular treks are:

- **Sahara Trek**
- **Peru Trek** – November 2016

OTHER WAYS TO FUNDRAISE

Choose your own unique challenge. We will support you whatever you do.

- Hold a cake sale, coffee morning, quiz night, barbeque, garden party, concert, cricket match, golf day, head shave, fire walk, sponsored walk or swim, car boot sale – there is something for everyone.
- Suggest a dress down day at your child's school/nursery or your place of work.
- You can download our Pip the Penguin colouring in picture and ask your child's nursery/school to organise a colouring competition.
- Do some bag packing or hold a collection at your local supermarket.
- Organise a dinner through Dinner for Good, <http://www.dinner4good.com/charities.php>, an easy and fun way to raise money for Unique.
- Have a clear out of your old clothes via Clothes for Charity, a secure and simple way of donating your unwanted clothes whilst raising money for Unique. Just visit <https://www.clothesforcharity.org.uk/> and nominate Unique, request a donation bag and arrange a collection from a place that suits you. Clothes for Charity will confirm when your clothes have arrived safely and then donate to us.



GIVE AS YOU LIVE



Another way to donate is by shopping via Give As You Live. With Give as you Live, thousands of your favourite online stores will donate a percentage of whatever you spend online, all at no cost to you www.giveasyoulive.com

EBAY FOR CHARITY

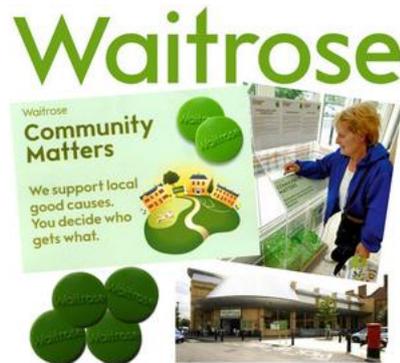


eBay for Charity is an easy way for buyers and sellers on eBay.co.uk to support their favourite charities. Buyers can shop for items knowing they're supporting a good cause.

Sellers, whether they're individuals or businesses, can donate a percentage from any sale to a charity of their choice and add Gift Aid to their donations.

ASDA/JOHN LEWIS/WAITROSE

If you have a local Asda, John Lewis or Waitrose near you, please do pick up a nominations form and put Unique forward for their local charity schemes.



UNITY LOTTERY



An easy way to help raise money for Unique, plus you stand the chance of winning up to £25,000, plus lots of smaller prizes.

To be in with a chance of winning, please visit <http://www.unitylottery.co.uk/charity/display/unique>

You can play for as little as £1 per week. 50p of every £1 you play is guaranteed to go straight to Unique.

CORPORATE SUPPORT

Why not ask your employer to consider supporting Unique? Lots of companies, whether large or small, have programmes for making donations to charities. Often the charities are chosen by staff, either through a vote or just by nomination. Why not find out if your employer has a scheme like this and consider nominating Unique?



Some of the ways in which corporates support charities are:

- * Make a donation
- * Match funding
- * Charity of the Year

COLLECTIONS

If you would like to collect for Unique, you might find the below helpful:



Street collections

If you are looking at holding a collection in the street you will need to obtain a licence from your local authority.

Private collections

If you are planning a collection in a private place such as a shopping centre or railway station you will need to get permission from the owner or manager.

Public Collections

The safety and security of anyone collecting for Unique is of paramount importance. Collections in public places require special permissions, including local authority licences and often require relevant insurance to be in place. If you are thinking of holding any type of public collection, include street collections, please contact us before doing so.

Collections in private places or on private land (including shopping centre's for example) also require permission from the relevant owner or appointed manager. Again, please contact us before going ahead.

Unique collection boxes

Have you ever wondered what to do with your spare change? Why not get one of our collection boxes and use it at home or work. The collection boxes are small so don't take up much room and you'd be amazed at how much you can raise over a short space of time. Please contact craig@rarechromo.org if you are interested in having one sent.

CELEBRATIONS

Lots of Unique families have made us part of their celebrations by asking people to make a donation rather than buying them presents. Some recent ideas include:

- Christenings, birthdays and other family parties
- Special anniversaries (30, 40, 50 years married)
- Weddings, especially asking for donations instead of giving out wedding favours



If you are a member of any local clubs or societies, they might want to support us too as many do fundraising and make charitable donations. Examples include:

- Rotary club, Round table
- Women's Institute
- Slimming and sports clubs such as a local golf club
- Brownies, Scouts etc

A-Z FUNDRAISING IDEAS

A	Abseil	M	Marathon Midsummer party
B	Big Blue Bake Sale – download our kit BBQ Bag pack at a supermarket Barn dance Bingo Bike ride Book sale Balloon race	N	Non school uniform day Night time walk Netball competition
C	Cycle ride Coffee morning Children's fun day Car boot sale Car wash	O	Online auction
D	Dinner party Drinks party Darts evening Disco Drawing competition	P	Pub games Pyjama day
E	E-bay Exhibition Egg & spoon race	Q	Quiz night Quit something for donations
F	Fete Football match Fancy dress	R	Ribbon – wear a yellow & blue ribbon to show your support for Awareness Week
G	Gene colouring in competition – download our picture Garden party Golf tournament	S	Sponsored swim Supermarket bucket collection Superheroes day
H	Head shave Half marathon	T	Teddy bear picnic Treasure hunt Triathlon Tombola Tug of war Talent competition
I	Individual donations	U	Unique fundraising/awareness raising Ultra challenge
J	Jumble sale Juggling competition	V	Volley ball competition Vintage wine tasting
K	Karaoke night	W	Wear yellow & blue to show your support for Awareness Week
L	Local races Ladies night in	X	X-Factor style competition
		Y	Yoga-thon Youth club disco
		Z	Zany fundraising/awareness raising Zumba-thon

SETTING UP AN ONLINE FUNDRAISING PAGE

Online donation websites:

Online donation websites are a great way to raise money. They are free, easy to use and they take away the hassle of collecting the sponsorship money. It is donated automatically to Unique. Once you've created your page you can share it with friends, family and colleagues via a link.

Our preferred supplier is Virgin Money Giving but if you prefer, you can set up a page on Justgiving or BT Mydonate.



Go to the website, www.virginmoneygiving.com

- Click on Fundraising
- Select the type of event you are taking part in and go from there.
- Search for Unique as the charity you'd like to support.

JustGiving™

Go to www.justgiving.com

- Click on Fundraising
- Enter your email address, your personal information and secret password
- Select an organised event or choose a type of event

From our experience, it helps if you add a photo and write about why you are fundraising for Unique. Think about what has inspired you to take part and what you hope to get out of the experience. Supporters love a personal story. In the lead up to the event, don't be shy about emailing people and posting on your social media pages, reminding them of your fundraising and directing them to your online giving page.

The Fundraising Team are very happy to help you set up your page up if you need assistance. We can provide appropriate wording about Unique but the personal touch definitely works best.

We have sponsorship forms for those who prefer to sponsor you that way rather than online. If using a sponsorship form, please do remind people to tick the Gift Aid box and to use their personal address NOT their work one.

SPREAD THE WORD

Be sure to tell as many people as you can about your fundraising before, during and afterwards. Let your friends, family and colleagues know how successful your fundraising was and thank them for their support.

Social media is a great way to promote your fundraising and keep people informed. Share your news and a link to your fundraising page on Facebook, Twitter, Instagram. Unique are more than happy to share on our social media pages too.

You might also consider contacting your local newspapers, magazines, websites, TV and radio letting them know what you are doing and the reasons why.

FUNDRAISING MATERIALS

Funds permitting we try to provide a t-shirt or running vest to anyone who fundraises for us. We also have limited amounts of balloons and flyers to help promote your event.

LOGO'S – our website's fundraising page contains our logo which you can download. If you produce any promotional flyers or notices of your own, please let us see them first and remember to include the date, time, location, entry cost and any other related costs and contact details. You'll also need to include Unique's registered charity no: 1110661.

BIG BLUE BAKE KIT – cake sales are one of the most popular ways to fundraise. Why not make your cake sale truly unique and decorate with our free bake kit? The kit includes bunting, cup cake wrappers, collection box, recipe cards, invites and posters.

You can download from the website or request a copy from caroline@rarechromo.org

For Unique rice paper toppers, visit <http://www.mycupcaketoppers.co.uk/collections/unique> They are delivered quickly and Unique receives a 25% donation from each purchase.

LEGAL

We want you to ensure your fundraising is safe and legal, please be aware the following might apply.

- If you are producing materials, please make sure you have the correct Unique logo, the charity's name and charity number, 1110661.
- If children are involved in the fundraising, please make sure they are supervised and have their parents' permission.
- If you are holding a raffle and are selling tickets, please note there are some legal guidelines around this. Contact the fundraising team for more information.
- You may need insurance depending on what event you are holding.
- If you plan to sell alcohol you may need a licence from your local authority.

AFTER YOUR FUNDRAISING EVENT

Please do tell us about your fundraising event in advance and once it's over, please send the funds to Unique as soon as possible. If you have collected lots of cash, you might find it easiest to pay straight into the bank. You will need to pay into a branch of HSBC.

Account name: Rare Chromosome Disorder Support Group – Unique

Account number: 00014005

Sort code: 40-52-40

Alternatively you can send a cheque, payable to Unique or donate on our website. Either via a secure Worldpay connection or Paypal.

We love to hear about your fundraising and tell others about it too. If you would like us to share your story, please do send the fundraising team your photos and some brief details about what you did. It's always great to hear what inspired you to fundraise as well.

DONATE TO UNIQUE

If you would simply like to donate to support the work we do in helping families you can do so by visiting our website <http://www.rarechromo.co.uk/html/DonateNow.asp>

Alternatively you can send us a cheque made payable to Unique to:

Unique, The Rare Chromosome Support Group

G1, The Stables, Station Road West, Oxted, Surrey, RH8 9EE

Please do gift aid your donation if you can (see page 12 for more details).

TEXT DONATIONS

Donate direct from your mobile. Just text **UNIQ11** followed by a space and the amount you wish to donate (£1, £2, £3 up to £10) to **70070**. If you wanted to donate £5 for example, you would send: UNIQ11 £5 to 70070. You will then receive a confirmation message.

REGULAR GIVING

Unique makes no charge for its services or for membership so making a regular donation helps us to secure our vital frontline services for the future.

If you would like to set up a standing order, please contact Jenny Knight, Unique's Finance Officer at jenny@rarechromo.org

A very simple way to make a regular donation is through Give As You Earn (GAYE). It's a scheme run by different companies whereby regular donations come from your salary before tax. Ask your employer if they are registered for GAYE, if not, it's very simple and the fundraising team are very happy to help.

LEAVING A LEGACY

Leaving a legacy to Unique helps us invest in our future. Different types of legacies include:

Living Legacy – a Living Legacy is given before someone dies often at the time of making their own will.

Pecuniary Legacy – is a known sum of money stated in a Will.

Residuary Legacy – is a percentage from an estate agreed after all other requests have been carried out.

We appreciate that making a will is a very personal matter. We are however here to help with any questions you might have.

GIFT AID

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For UK taxpayers only, you can boost your donation by at least 25p for every £1 you donate. Higher rate tax or additional rate taxpayers are able to reclaim the difference between the basic and higher rates on top of this. These taxpayers can choose whether to claim the extra tax relief through self assessment or donate this extra tax to the charity too. Gift Aid is reclaimed by Unique directly HM Revenue and Customs and is funded by the tax you have already paid. We will require your name and full postal address which is to identify you as a current UK taxpayer. You can download a Gift Aid form from the Unique website, or ask us for one.

If you are undertaking a sponsored event, your supporters won't need to give more than they intended, they would simply need to be a UK taxpayer and tick the Gift Aid box or complete the details on the sponsorship form when sponsoring you.

AWARENESS WEEK

Chromosome Disorder Awareness Week is a week where we encourage all our members and health professionals, their friends, families and colleagues to help spread the word about chromosome disorders. In 2016, it will run from **Sunday 12th to Saturday 18th June**.

Last year we were overwhelmed by the support we received, we had people fundraising and awareness raising all over the world. Join us this year and help make Chromosome Disorder Awareness Week 2016 the biggest yet. **Let's 'Shine Bright Together'**

Please look on our website, Facebook and Twitter pages for further details nearer the time to find out how you can get involved.





THANK YOU.