



So, you want  
to do some  
**FUNdraising?**

 **KIDNEYS  
FOR LIFE**  
HELP MAKE IT HAPPEN

Registered Charity No: 505256

# What your fundraising means and how your money helps?

**Kidneys for Life believes that your kidneys should last a lifetime and that is why we fund research into kidney disease, transplantation and dialysis offering kidney patients a better future.**

We fund research for those ideas which we believe will lead to breakthroughs, like the grant given to undertake preliminary experiments using a new electron microscope to find out how molecules in our kidney filters respond to increases in blood pressure which could lead to the discovery of new types of treatment for kidney disease.

Kidneys for Life also fund those things that make life easier for our patients, particularly those that are there long term, such as themed afternoon teas, magazines, art projects, beauticians and hairdressers. We also provide fistula packs for emergency use by patients.

In addition Kidneys for Life fund medical equipment (which the NHS would not normally provide) such as a cell washer for the Transplantation Labs which reduces the time a kidney is kept prior to transplant. A Sonosite scanner which maps artery & veins in the arm for those with fistulas.



**Fundraising materials**

[www.kidneysforlife.org/shop](http://www.kidneysforlife.org/shop) to get your hands on Kidneys for Life fundraising products and merchandise

## **Kidney Fact**

**Exactly half of one single kidney is capable of doing the job that is performed by two kidneys together**




# Getting started...

## Create your event


- Think about what you're interested in, what do you enjoy?
- What do your family / friends/ colleagues enjoy? What are they interested in? What talents do they have?
- Think about your audience, their age / how much they will spend / are they family, friends, colleagues or all?
- Who do you know that can help you?
- Who's got lots of contacts, knows a celebrity, can help with raffle and auction prizes?

## Arrange your event

- What time of year suits your event?
- Do you need a venue? If so, what size?
- Is the venue easy to get to for your audience?
- Will you need to order Kidneys for Life balloons and banners?
- What are the costs involved?
- What insurance / special equipment do you need?
- Make a plan. Who's doing what and when will it be done by?




It's easier for 10 people to sell 10 tickets than 1 person to sell 100!



Your event needs to be based around something that your target audience will want to join in.

The most expensive events don't always make the most money!



**Kidney Fact**  
The kidneys of a newborn baby are about 3 times larger in proportion to body weight as in the adult

# Getting started...

## Sell your event

- Plan how you'll sell your event and when.
- Will you need posters? Who can design and print them? Where will you place them?
- Who's got local press and media contacts?
- Who's good at Facebook and Twitter? Share your event on KFL Facebook
- How will people pay?
- Do you need tickets or receipts?

## Hosting your event

- Make a plan of who's doing what on the day and make sure they know exactly what's expected of them and who to contact if they need help.
- How can you make it clear who's running the event? Can they wear Kidneys for Life T-shirts?
- Don't forget the Welcome and Thank You. Try to announce how much you've raised.
- Does your event need to run to time? Who's going to ensure it does?
- Have you got enough people to help you tidy up at the end?



If you can add the story and a photo of why you're holding this event the local press and media will be more interested.



Make sure your event finishes whilst everyone's enjoying themselves...they'll come again!

### Kidney Fact

Kidneys measure around 12cm in length about the size of a computer mouse

Hopefully, you'll have a really successful event, everyone will enjoy themselves and you will raise loads of money for Kidneys for Life.

# Which fundraiser is for you?

**Whether you are a veteran fundraiser or a beginner, we are sure you'll find plenty of ideas, hints & tips to make for a fantastic fundraiser. Whatever you choose to do our Fundraising Team is on hand to support you along the way.**

You may have an idea in mind or are looking for some inspiration, either way, the next few pages are designed to help you find the fundraiser that's right for you.

Once you have decided what you'd like to do to, just fill in the Supporter Event Form (available on our website under "Get Involved") and send it back to us. We will be in touch and of course we are always on hand to discuss any plans that you may already have and support you along the way.

## Events

Hosting an event is a great way to get your friends, family and community involved and to raise awareness of kidney disease and organ donation and raise funds together.

## Gift Aid

If your friends and family want to donate to your fundraiser and are UK tax payers, ask them to download our Gift Aid Form from our website.

[www.kidneysforlife.org/get-involved/donate](http://www.kidneysforlife.org/get-involved/donate)  
— opt for Donate by Cheque



**Coffee morning, "Come Dine with Me", BBQ, Wine Tasting, Theme Party (70's, 80's, Halloween), Beach Party, Pyjama Party, Car Treasure Hunt, Comedy Night, Ceilidh, Barn Dance, Karaoke Night, "Play Your Cards Right" Night, Fright Night, Pamper Party, Bridge Tournament, Car Boot Sale, Music Festival, Quiz Night, Fashion Show, Garden Party, Car Wash, Themed Gala Dinner, Auction of Promises, Bucket Collections, Battle of the Bands**  
**The list is endless....**



# Sporty supporters...

**Sports events of all shapes and sizes are a great way to achieve a personal goal and raise some vital funds along the way.**

From pushing yourself in a challenge or taking part in a run, here are some ideas for you:

Marathon / Triathlon 3 Peaks Challenge

Golf Day Walking / Trekking

10k or 5k Runs / Football Tournament

Lands End to John O'Groats Cycle

KFL Bespoke Events

Exercise Machine (sponsored cycle, run or row —great in supermarket foyers!)

## Once registered

Once you have registered for your event please get in touch with our Fundraising Team [fundraiser@kidneysforlife.org](mailto:fundraiser@kidneysforlife.org) so we can send you a Tshirt or Running Vest and Sponsorship Forms. You might like to set up an online Fundraising Page to share your story and raise funds.

## Online fundraising pages

These pages are brilliant for a number of reasons, they allow friends and family to sponsor you, wherever they may live and are really great if you know lots of people but don't see them on a regular basis. You can write your own story, add updates, photographs and videos to your page. Donating via an online giving page is very safe and secure. The sponsorship monies go straight into the Kidneys for Life bank account. It also means you don't have to collect any cash. You can use:



JustGiving



To make the most of your fundraising page and see your sponsorship soar try to make your story interesting here are a few tips to get you started:

- Why have you chosen this event?
- Is there a reason you have chosen to raise funds for Kidneys for Life
- What will your fundraising mean to our charity

It is OK having a page but now you need to tell people where to find it. There are several ways you can promote your online giving page with your friends, family and work colleagues:

- Email - send an email with a link to your online giving page. Try to personalise your email so it doesn't feel like people have been mass mailed.
- 'ShareThis' - this is a clever tool that links your online giving page to other sites you may use like Facebook and Twitter. Once you have set up your page you will be directed to do this.

**"It was a painful pleasure but more than worth it if it helps the staff and patients on the wards"**



# Bold and brave?

If you're looking for something which will really get your heart racing or raise a few eyebrows, why not consider one of the challenges below and if you're feeling a bit daunted by the prospect, why not rope in a few friends and family who can provide you with a bit of moral support!

Tandem Skydive / Bungee Jump

Firewalk / Tough Mudder / Abseil

Sponsored Beard or Headshave



## Kidney Fact

**Kidney disease can never be reversed. Its progression can only be slowed down**

# Fabulous foodie fundraisers

Foodie fundraisers never fail to draw in the crowds, whether you are hosting afternoon tea with friends or a more extravagant dinner party, using food to bring friends, family and colleagues together to learn more about a cause they are supporting is a brilliant idea and by recruiting a few extra helpers, you don't have to do all the work!

Ladies Lunch / Safari Supper

Cheese & Wine Evening / Themed Dinner Party

Wine Tasting / Come Dine with Me

Cake Bake Sale / BBQ / Coffee morning



**Bake Sale Tip—why not ask for donations rather than price the cakes? We can then claim gift aid, adding up to 25% to your fundraising total!**



# Fundraising at work?

Supporting your chosen cause at work is a great way to bring the team together, get to know your colleagues better and have a bit of fun too. From nominating your chosen charity to become Charity of the Year to running a simple monthly sweepstake, there are plenty of ways to fundraise from 9-5!

Office Olympics / Dress Down Days

Lock Up the Boss / Great British Bakeoff

Sweepstake / Go Purple Day / Wii Sports Day

Drink Water Day (donate your coffee money)

Guess how many sweets in jar / Swear Box

Collect 20ps in a Smarties Tube

Pancake Race / Plant or Book Sale

“Apprentice” Day / Give Up Something

Match Funding from the Company



# Ideas for fundraising by children...

Sponsored silence / Sponsored Walk

Football or Sports Competition

Disco / Fancy Dress Day

Go Purple Day / Cake Sale

Non-uniform day

**Sponsored sit  
— children on  
dialysis do it all  
the time**





# Promoting your fundraising...



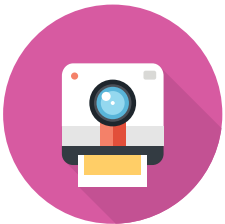
## Press Release

If you have plenty of notice you can create a press release from our template, just ask us to send you a copy by contacting the Fundraising Team



## Handling Media Interest

Great news! The local media would like to interview you—what next? Contact the Fundraising Team at Kidneys for Life and let us know that you are going to be interviewed. If you are asked anything you are unsure about, tell the journalist that you will get back to them—we will be able to help.



## Click Happy, Get Snappy

Capture as much of your story on camera and regularly upload photos to Facebook, tagging yourself and anyone else in them as necessary. Make sure your profile pic is suitably related to what you are up to, perhaps wearing a Kidneys for Life T-shirt or running vests? You may also like to share your photos on Instagram, Flickr or Photobucket.



## Use Videos to promote your page

Lights, Camera, Action ! With so many of us having smart phones there is no excuse not to shoot your own 1 or 2 minute video. Video is an extraordinary powerful medium to get stories across to people quickly. You have a few options with Facebook video: Use the Facebook video app. This is great for short videos especially if your friends are in it—don't forget to "tag" them. Use a dedicated video site like YouTube or Vimeo.



## Fundraising using Blogging

Blogs are a great way for people to tell their fundraising story and to fundraise. The most successful blogs are those which are updated on a regular basis and include photos and videos. Don't forget to include a link to you online page. If you do write a blog please let us know where we can read it. There are a number of different sites which all have different features to host your blog.

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

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

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

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

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

**Please remember to ask the permission from anyone that you take a picture of. You will also need permission from a parent or guardian before taking photos of children, preferably written, we can provide a suitable form just ask.**

# Be safe and legal

**Guidelines on what you should and should not do. A safe and well organised fundraising event guarantees that everyone has the best experience. It is your responsibility to make sure your event is organised efficiently and safely. Please read the tips below to ensure your event goes without a hitch.**



## Donations

Get sponsored by and collect from people you know and trust. Make sure that children are supervised and don't let them collect money from strangers.



## Collections

Don't carry out your own house-to-house collections—it is illegal without a special licence. You can't collect money in the street or any other public place without a permit from the local authority. You can hold collections in private venues like supermarkets and shopping centres as long as you have their written permission. If you are considering holding a collection as part of your fundraising please call us for advice.



## First Aid

Make sure adequate cover is available for larger events. Recommend providers include St John Ambulance and British Red Cross.



## Alcohol

Check if the venue is licensed or contact your local council to find out more about getting a temporary licence.



## Food

To check current food hygiene rules visit [www.food.gov.uk](http://www.food.gov.uk) or alternatively contact your local council who can advise you on rules in your area.



## Raffles & Lotteries

A small raffle or tombola does not usually require a licence, as long as the tickets are only sold on the day of the event. Big Lotteries (raffles where tickets are sold in advance and over a large geographical area) are complicated and require a licence. Please get in touch with Kidneys for Life if you are thinking of organising such a raffle.



## Licences

Check with your local authority whether you need to obtain any special licences, eg public entertainment (Temporary Event Notices), collection, music or alcohol



## Insurance

Remember, whilst we appreciate your support, Kidneys for Life cannot accept liability for any fundraising activity or event you undertake in our aid. If your event needs insurance, you will need to you take it out yourself.

# Banking your money

Thank you for fundraising for Kidneys for Life; we hope you enjoyed it. Please send your donations to us as soon as possible; this will ensure we can continue our life saving research into kidney disease, transplantation and dialysis so that kidneys will last a lifetime.



Thank  
You!

## Donation form

Name

---

Organisation/ Group Name (if applicable)

---

Address

---

Postcode

---

Tel

---

Email

---

## Payment details (please tick appropriate method)

Type of Event

---

Amount Raised

---

### By cheque

Please make cheques/CAF vouchers payable to Kidneys for Life.

Send to: Kidneys for Life, Renal Research & Transplant Labs, MRI, Oxford Road, Manchester M13 9WL

### Online

Donate by visiting: [www.kidneysforlife.org](http://www.kidneysforlife.org) and clicking on the "Donate Now" button top right

Please tick if you would like an acknowledgement of your payment

Kidneys for Life, Renal Research & Transplant Labs  
MRI, Oxford Road, Manchester, M13 9WL

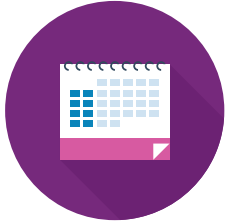
[fundraiser@kidneysforlife.org](mailto:fundraiser@kidneysforlife.org)

0161 276 6671  
[www.kidneysforlife.org](http://www.kidneysforlife.org)

 [kidneysforlife](https://twitter.com/kidneysforlife)

 [/kidneysforlife](https://www.facebook.com/kidneysforlife)

# Other ways to get involved...



## Regular Donation

You can make a regular monthly standing order donation of £5, £10 or £15 to ensure that our life saving research can continue



## Company Support

There are many ways in which businesses can support Kidneys for Life; payroll giving, sponsorship opportunities, corporate donation, matching giving on sponsorship/fundraising, gift in kind donations or selecting us as Charity of the Year.



## Leave a gift in your Will

We have been able to fund a large number of research grants as a direct result of generous supporters leaving a gift in their wills—maybe you could support us in this way.



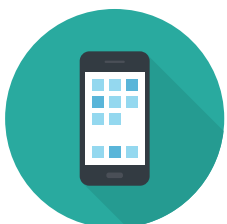
## Give in Celebration

Celebrating a significant birthday, wedding, anniversary or the anniversary of your transplant why not ask for donations to Kidneys for Life instead of gifts?



## Visit our online shop

For all things Kidneys for Life visit our online shop to purchase branded items including T-shirts, pin badges, wristbands, trolley keyrings, thermal mugs and lots more



## Give as You Live & eBay

Download the Give as You Live app so that everytime you shop the companies such as Amazon, Boots and others give a small donation to Kidneys for Life. Don't forget when selling items on eBay you can choose to give a percentage of the sale price to Kidneys for Life