thank you!

Your guide to fundraising for Arthritis Care

I'm a hero! I've just run 26.2 miles to provide vital support to people with arthritis!
Thank you so much for choosing to fundraise for Arthritis Care and helping to provide support to the 10 million people who are living with arthritis in the UK. Arthritis is the leading cause of disability and a condition that causes great pain; making people isolated and forcing many to give up work early. It also affects 12,000 children under the age of 16; often having a devastating impact on their schooling and their ability to take part in activities and to make friends.

Arthritis Care is the only national charity that provides emotional and practical support to anyone diagnosed with any type of arthritis. Our aim is to help people get their lives back; increasing their independence improving their health and wellbeing, helping them cope with their pain and reducing their isolation.

Our services include a national helpline, the provision of high quality information and a range of programmes to support young people and their families, people of working age and older people. As an organisation run by and for people with arthritis, we are their ‘voice’, helping to challenge, question and campaign for the improvements people with arthritis need.

Hopefully in this fundraising pack you will find everything you need to be able to raise vital funds to support our work. But any questions, please don’t hesitate to contact the fundraising team.

Fundraising@arthritiscare.org.uk
020 7380 6553

Thank you,
Arthritis Care fundraising team
£100 could provide 100 people with an information booklet specific to their type of arthritis.

£250 could help us run a drop-in event providing the information and support to help give people with arthritis the tools to start managing pain.

£500 could help us train two Arthritis Care champions to set up new exercise activities in their local branch/support group.

£700 can support 3 volunteers for a year to provide self-management support to people living with arthritis.

£1,500 could fund 36 people to attend an eight week course on self-management from home.

£2,000 could fund up to 40 drop in sessions run by Arthritis Care champions, who could talk to and support up to 2,200 people living with arthritis.
See what other supporters have been doing!

**Harpenden Lions**
Each year the Harpenden Lions Club put on the ‘Highland gathering’ and they choose a local and national charity to give the proceeds to. We were lucky to be chosen one year as the national charity to benefit from the funds raised from this event, with a whopping £5,000 being raised!

**Andrew Emmott family – Triathlon**
The Emmett family all took part in their first Triathlon in the summer organised by youngest daughter Annie, 10, who was diagnosed with systemic juvenile arthritis five years ago and fortunately is now in remission. She was the driving force in organising her family’s fundraising challenge with her Mum, Dad and two sisters; Olivia, 14 and Imogen, 13. The Emmett family raised a brilliant £1,646 between them to help fund our vital work.

**Sarah Kettle – Skydive**
Sarah, 16, did a Skydive for Arthritis Care and raised £675!

"My father has suffered with arthritis since he was a child and undergone, and is still undergoing, many different treatments so I have decided to raise money for Arthritis Care. The Skydive went really well and I loved every minute of it. All of my family and friends are really proud of me and I can’t wait to do it again!"

**Adele Styles – Virgin Money London Marathon 2014**
Adele took part in the Virgin Money London Marathon for Arthritis Care and was our top fundraiser that year raising a brilliant £3,437.

"Running the London Marathon was overwhelming in terms of the amount of runners and spectators to keep you going. At times throughout the training and the race itself felt like an impossible task to run 26.2 miles. But it was all worth it when you cross the finish line with a sense of pride and achievement, and all the people you will help from your fundraising."

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See what other supporters have been doing!
STEP 1
Decide what you want to do and let us know
Thank you so much for deciding to raise money to support people with arthritis. So it’s time to decide on your activity - anything goes from a swim to a fashion show!

STEP 2
Create a plan
Now you know what you want to do, you might want to draw up a plan showing all the things you need to do in order for your event/activity to be a success! Don’t forget to ask others to help if there’s too much for one person. Do you need to book a venue? How long will you need it for? Will you need permission to sell alcohol or raffle tickets? Think about the best location and the best time to have your event/activity and make a checklist to make it easy to organise. Are there any health and safety things you need to consider (see page 12 for more information)?

Don’t forget to let us know about your plans and if you need any support with anything, please do let us know. We have branded balloons and collection boxes that you might find useful.

fundraising@arthritiscare.org.uk
or call 020 7380 6553

STEP 3
Choose your location/venue/date
Time to choose a location and a date for your event and then everything else can follow on. If you’re doing a walk in your local area it’s time to choose your route. If you need a venue have a look at a few different venues in your preferred area so that you can compare them and get the best value for money.

STEP 4
Money
How you fundraise will depend on what activity you’re doing; if you are doing a run, walk or cycle it’s time to set up your online sponsorship page at www.JustGiving.co.uk/ArthritisCare (more information on page 6). Evidence shows that the earlier you set up your page the more you will raise! In this pack we have also included a copy of our paper sponsorship form on page 13 which is great for those places where you only see people face to face – at church or at your sports clubs for example. If you are putting on an event then it’s time to think through how you will sell your tickets and how much you will charge for entry, raffle tickets and whether you want to do a cash collection.

STEP 5
Spread the word
Make sure you publicise what you are doing and why. There is a template press release included in this pack along with handy tips about Social media. There is also a poster on page 16 to help raise awareness in your local community.

STEP 6
On the day
The day has arrived. Good luck – see you the other side! Remember - don’t try and do everything yourself, ask friends and family to help you out – it’s all about teamwork.

STEP 7
After the event
Don’t forget to thank everyone who took part and helped out! Do let us know how you got on and send your money to us with the form in this pack (see page 12 for more details).
JustGiving is an online giving page that you can set up – it’s quick, easy and safe and is a great way to collect your sponsorship money. Donations and GiftAid come directly to us through the site so you don’t have to spend any time chasing anyone after your event for the money!

It is a great way to raise funds as you can share the link with your family and friends through social media as well as by email.

Visit [www.justgiving.co.uk/ArthritisCare](http://www.justgiving.co.uk/ArthritisCare) to create your page and contact the JustGiving team on 0345 078 2063 if you have any queries.

**Gift Aid** enables Arthritis Care to claim back the tax paid on donations. If your sponsors are UK taxpayers, please remind them to tick the gift aid box on the sponsorship form. It means we can reclaim 25p in every pound donated.

To find out more, visit [https://www.gov.uk/donating-to-charity/gift-aid](https://www.gov.uk/donating-to-charity/gift-aid)
Press release for immediate release.

Date
[Your contact name and email address]

[Event (insert what you are doing)] to raise money for Arthritis Care

Introduction
[name, age] of [town] has taken up the challenge of [insert description of what you are doing] in aid of Arthritis Care.

[Name] hopes to raise £ [insert amount ] for Arthritis Care by [further information on your fundraising activity e.g. location, time].

Background information about yourself/why
Insert reason for fundraising eg: his/her as her brother was diagnosed with rheumatoid arthritis last year.

Quote
Example: ‘My brother was diagnosed with rheumatoid arthritis last year. Arthritis Care was a god send. They helped my brother to cope with his diagnosis, pain and medication. The three peak challenge will be tough but I am training hard and determined to raise my minimum sponsorship target. But it won’t be anywhere near as tough as living with arthritis on a daily basis. Helping fund Arthritis Care’s work will keep me going and keep me motivated”

More relevant information/JustGiving page
[Name] is fundraising through [his/her] online giving page and to support [him/her] you can go to: [JustGiving page link]

Notes to editors
Ten million people live with arthritis in the UK and the number is set to soar to 17 million by 2030. Arthritis is the leading cause of disablement and a condition that causes great pain; making many people house-bound and forcing others to give up work early.

Arthritis Care is the leading UK support charity for people with arthritis, their carers and families. Our aim is to help people get their lives back; increasing their independence, improving their health and wellbeing, helping them cope with their pain and reducing their isolation. Arthritis Care relies on donations to deliver its vital services.

Our services include a national helpline, the provision of high quality information and a range of programmes to support young people and their families, people of working age and older people. As an organisation run by and for people with arthritis, we are their ‘voice’, helping to challenge, question and campaign for the improvements people with arthritis need.

Website: www.arthritiscare.org.uk Contact: 020 7380 6500 for general enquires or 0808 800 4050 for our Freephone helpline number
Fundraising hints and tips

• For sponsored events make sure you set up an online giving page at www.justgiving.co.uk/ArthritisCare and post regularly about your progress via Twitter and Facebook.

• Why not add your online giving page link to your email to make it easy for colleagues, friends and family to donate to your brilliant efforts?

• If you’re using a traditional sponsorship form make sure to keep it on you at all times so you never miss an opportunity.

• Find out if your employer does a matched giving scheme as this is a great way to boost your sponsor money.

Online Donations

JustGiving is the main online giving website we work with. Your friends and family can log on to your personal page and donate at any time, it’s quick and easy. Believe it or not, it’s been proven that the bigger the first donation on your fundraising page, the more you will raise! So think about who to ask first for a donation and then follow with everyone else!

Team work

Ask your friends, family and colleagues to gain sponsorship on your behalf.

Information

Have as much information on arthritis and Arthritis Care’s work as possible so that if people want to know what they are donating to/for you can have the answers ready – let your passion show. If you need more information visit our website: www.arthritiscare.org.uk or call 020 7380 6553.

Corporate Sponsorship

If you have links to local businesses they can be a great source of sponsorship or raffle prizes.

Time

Start your fundraising early! And keep going once you have completed your event.

Fundraising ideas

• Auction off your skills for the day – host a cooking master class, teach a musical instrument or language class.

• If you are a gym/exercise group member get your fellow athletes involved and host a dedicated sponsored Arthritis Care sports day.

• Use your vocal chords and musical talent and spend a day busking in your local area, make sure you have a sign explaining what you are doing. Don’t forget you may need to get permission so check with your local authority before hitting the streets.

• Help with heavy shopping and offer a bag pack and carry at your local supermarket.

• Host a coffee morning at your local church or community centre – everyone loves cake!

• Treat yourself and your friends to a flutter – host a bingo night.

• Hold a music competition or concert in your local pub – charge for tickets and refreshments (rope your friends in to help make food and drink for the event). We can help with media.
At work

• Have a laugh in the office and hold a fancy dress or dress down day with colleagues
• Relax on a Friday night and host a quiz or Karaoke night after work
• Be the office tea maker or lunch runner for the day and charge colleagues for your invaluable services
• Cake Sale/Tea Trolley – get baking and sell your produce around the office – get your friends and colleagues involved too and see who sells out first
• Team games – have a fun day at work and host team games
• Hold a ‘bring & buy’ sale with your colleagues – charge them for the things you no longer want
• Strong will power? Get sponsored to give something up for a month – alcohol, coffee, smoking, chocolate…

At home

• Invite your friends round and host a dinner party and charge for the wonderful banquet
• Get some exercise whilst charging your neighbours to walk their dogs once a week.
• On a sunny weekend get outside in your neighbourhood and do a car wash
• De-clutter your house and ask your friends and families to do the same, host a car boot sale and sell unwanted items on eBay.

Taking on a challenge

• Get a few friends together and do one of our challenge events – you can do it in the UK or at some amazing spots in the world such like Brazil and Madagascar. Check our website for a list of opportunities.

We’ve also got places in running and cycling events across the UK including the world renowned London marathon! Take a look at our website for more information.

• If you’re feeling adventurous why not do a bungee jump or skydive? There are venues all around the country. Do visit our website for more information.
Keeping it legal

It’s important to keep your event safe and legal, here are some of our tips!

Health
Please make sure you’re in good health to take part in any sporting event; we don’t want you to get any injuries! If you have a health condition or are in any doubt, then please contact your doctor to make sure you are OK to do your fundraising event.

Raffle/lotteries
can be great ways to raise money however there are legal regulations that need to be followed. So if you’re planning to do a raffle or lottery please make sure you check the information at: www.gamblingcommission.gov.uk.

Public collections
are a great way to boost any fundraising efforts. Here are some things you need to know if you’re planning one:

- In the street or on public property you will need to be registered with the local authority who will issue a licence for the collection so please contact your local authority before carrying out any collections.
- For private premises, please make sure you get permission from the landlord.
- We can provide you with an ‘authority to fundraise’ letter to confirm you are fundraising for us if needed.
- Under 16s are not permitted to collect money through public collections so please note this when you are recruiting volunteers for your collection.

Food and drink
Make sure to take good care when handling any food, you can find all the information on safe food handling at www.food.gov.uk. And check if you need any licences especially for selling alcohol.

Insurance
Please note Arthritis Care cannot accept any responsibility and does not have any insurance that covers any fundraising events or activities so please consider if any is needed.

Money
Please make sure there are always two people present when counting any money raised!
Using Social Media

Social media is a great way to promote your fundraising for free. By using Facebook, Twitter and Instagram (amongst others), you are spreading the word about Arthritis Care - helping us to reach more people.

- Keep it brief – Posts and tweets should be short and capture attention
- Get people involved – ask them to donate to your cause, share/retweet your post or view your video.
- Do it often - Look at your timeline (around a training routine or fundraising activity) and think about how you can plan tweets/posts around it.
- Think of new angles – You will have different reasons why you are supporting Arthritis Care and people will be interested to find out more. Don’t shy away from letting people know.
- Upload photos/videos – A picture (or short video) can say more than words so why not take selfies or videos of your training routine or promoting your fundraising?
- Think about your event itself – Can you update before, during and after the event?
- Have fun!

And finally…

We are on Facebook and Twitter. Please follow us on http://www.facebook.com/ArthritisCareUK and @arthritiscare and share our posts – we rely on word of mouth.

If you need any advice, get in touch!
Please contact 020 7380 6559 or fundraising@arthritiscare.org.uk
Thank you so much for all your fundraising! Once you have finished fundraising and have collected your sponsorship please complete this form and send to:

**Arthritis Care**  
Floor 4, Linen Court  
10 East Road  
London  
N1 6AD

If you have been using a sponsorship form please send that in along with your payment so we can claim Gift Aid.

Any money collected through JustGiving or Virgin Money Giving comes directly to Arthritis Care.

Please don’t send any cash through the post, you can bank any cash and send us a cheque made payable to ‘Arthritis Care’ or pay through your fundraising page. Alternately you can send us a bank transfer:

**Arthritis Care**  
Account number: 95323244  
Sort code: 60-50-03  
Reference: Your name and ACEC

Matched giving: please let us know if you are planning to get matched giving from your employer by emailing their name and the amount to: fundraising@arthritiscare.org.uk

☐ Please tick this box if you would like an email acknowledgment only

Your support makes our vital work possible and we’d like to keep in touch with you to tell you more. If you would prefer not to hear from Arthritis Care please just let us know. By email: supporterservices@arthritiscare.org.uk or calling: 020 7380 6545.
Sponsorship form

Event name

Event date

Name

Address

Postcode

PLEASE COMPLETE IN BLOCK CAPITALS and return completed form and money to:
Fundraising and Events Team, Arthritis Care, Floor 4, Linen Court, 10 East Road, London N1 6AD

Arthritis Care is the UK’s largest organisation working with and for all people with arthritis. Support and information on all arthritis conditions is available through the free and confidential helpline, on the website and in a wide-range of tailored publications, together with practical help through a range of self-management courses. This vital work depends on voluntary donations; through sponsorship, you too can help. Thank you for your support.

If I have ticked the box headed “Gift Aid? √”, I confirm that I am a UK Income or Capital Gains taxpayer. I have read this statement and want the charity or Community Amateur Sports Club (CASC) named above to reclaim tax on the donation detailed below, given on the date shown.
I understand that I must pay an amount of Income Tax and/or Capital Gains Tax in the tax year at least equal to the amount of tax that all the charities and CASCs I donate to, will reclaim on my gifts for that tax year. I understand that other taxes such as VAT and Council Tax do not qualify.
I understand the charity will reclaim 25p of tax on every £1 that I have given.

Full name of sponsor

House number/ name (home address, not work)

Postcode

Gift Aid

Amount

Tick when collected

MR DAVID A. SAMPLE 27 N1 6AD √ £10.00

Sub total

Thank you for your support

www.arthritiscare.org.uk

Arthritis Care is a registered charity in England and Wales (206563) and in Scotland (SC038693)
A company limited by Guarantee Registered in England No. 529321. Registered Office: Floor 4, Linen Court, 10 East Road, London, N1 6AD
PLEASE COMPLETE IN BLOCK CAPITALS and return completed form and money to:

Make your gift go even further at no extra cost

<table>
<thead>
<tr>
<th>Full name of sponsor</th>
<th>House number/ name (home address, not work)</th>
<th>Postcode</th>
<th>Gift Aid</th>
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Sub total (this side)

Sub total (other side)

Total

Thank you for your support

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A company limited by Guarantee Registered in England No. 529321. Registered Office: Floor 4, Linen Court, 10 East Road, London, N1 6AD
We help make living with arthritis less painful.

Ten million people live with arthritis in the UK and the number is set to soar to 17 million by 2030. Arthritis is the leading cause of disability and a condition that causes great pain; making many people house-bound and forcing others to give up work early. Arthritis Care is the leading UK support charity for people with arthritis, their carers and families.

Our aim is to help people get their lives back; increasing their independence, improving their health and wellbeing, helping them cope with their pain and reducing their isolation. Arthritis Care relies on donations to deliver its vital services.

**Improving quality of life**
through peer to peer support and volunteer led workshops to help people manage their pain and other symptoms.

**Our dedicated helpline**
team are on hand to give support 10am – 4pm weekdays on Freephone: 0808 800 4050

**High quality information**
is available free online or by post please call: 020 7380 6545

**Improving services**
for people with arthritis by campaigning at a local, regional and national level.
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UK & England office

Arthritis Care
Floor 4
Linen Court
10 East Road
London N1 6AD
Phone: 020 7380 6553
Email: Events@arthritiscare.org.uk

Northern Ireland

Arthritis Care
The McCune Building
1 Shore Road
Belfast
BT15 3PG
Phone: 028 9078 2940
Email: NIreland@arthritiscare.org.uk

Scotland

Arthritis Care
Unit 25A
Annie'sland Business Park
Glasgow
G13 1EU
Phone: 0141 954 7776
Email: Scotland@arthritiscare.org.uk

Wales

Arthritis Care
One Caspian Point
Pierhead Street
Cardiff Bay
CF10 4DQ
Phone: 02920 444 155
Email: Wales@arthritiscare.org.uk

www.facebook.com/ArthritisCareUK
@arthritiscare

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