



BE A FUNDRAISING HERO

Together, we #FightEB



Making a difference

£250 could provide an EB carer with new essential equipment.

£168 could pay for one hour of vital research into treatments for EB.

£100 could help an EB sufferer travel to an appointment.

£25 could pay for one hour of enhanced EB nursing.

£11 could help someone with EB through healthcare and support for a week.

£10 could buy a soft cushion for use at a nursery.



Thank you for being a Fundraising Hero

We are delighted that you have chosen to support DEBRA - we help those directly affected by Epidermolysis Bullosa (EB), a potentially fatal skin condition that causes constant pain due to unstoppable internal and external blistering. We receive no government funding so your support is vital.

In this pack you'll find lots of great ideas and tips on how to maximise your fundraising.

Your fundraising will make a real difference to the lives of those with EB, both today, by supporting the EB Community, and in the future through our pioneering research projects.

All the best with your fundraising, we wish you every success and will be with you every step of the way.

Together we #FightEB, and together we will beat EB.

Your fundraising team

The road to success

Decide

Choose carefully how you would like to raise your money – a challenge, a coffee morning, a gala – there are plenty of options!

Target

Decide on your fundraising target. Think about your network and what is a realistic goal.

Tell

Spread your story! Your network will be more than happy to sponsor you or attend your event once they know why you are fundraising for DEBRA.

Plan

The key to fundraising success is to have a great plan in place, especially if you are organising an event. Try to think about what might need doing, and then have a family member or friend to check it over - they may think of something you haven't!

Share

Once the event is finished, tell everyone including the local press! Send your photos to attendees, sponsors and us, so we can share your story with other Fundraising Heroes.

Thank

Thanking all of your supporters and donors is crucial - their support is what makes your fundraising successful.

Top Tip

Remember to ask your supporters to Gift Aid their donation if they are a taxpayer – DEBRA receives an extra 25p for every £1 donated!



Get going with giving

Online

Virgin Money Giving (uk.virginmoneygiving.com) and JustGiving (www.justgiving.com) provide easy to use, well trusted platforms for sponsors to donate to your event. If you're struggling to set one up, take a look at the handy FAQs pages on the sites. Make sure to share your online giving page to all of your family, friends and colleagues for a great start to fundraising!

Text

JustGiving offer the ability to create a unique text code for your fundraising page – a quick and easy way for your family, friends and colleagues to donate on the move.

Offline

Raising money the old fashioned way? No problem at all! Sponsorship and gift aid forms can be found in the fundraising resources section on our website (www.debra.org.uk/resources), or get in touch with the team for money boxes and collection tins/buckets!



Fundraising ideas

Bake Sale

Hold a bake sale at your home, school, work or in your community! Ask your family and friends to help bake – everyone loves cake!

Pub Quiz

Get in touch with your local to see if you can hold a quiz – most will be delighted to support in return for a full venue! Charge a couple of pounds entry per team and see how quickly it adds up!

Butterfly Ball

Organise a gala ball in honour of all EB sufferers. Charge a small entry fee and have a raffle and auction.

Race Night

What better way to enjoy the races than in aid of DEBRA! There are lots of companies who will provide a DVD for the evening. For extra fundraising, why not get sponsorship for each horse?!

Butterfly Day

Arrange a butterfly hunt – great for teaching the next generation all about EB.

Wear Purple Day

Get family, friends and colleagues involved by dressing in purple and asking everyone to put £1 in the pot. Contact fundraising@debra.org.uk to get your #FightEB t-shirt.

Organised run/challenge

Take on a run, cycle, abseil or muddy event in return for sponsorship! DEBRA has places in a number of events, visit www.debra.org.uk/challenges, or for your area go to www.debra.org.uk/community!

EB Awareness Week

Dedicate a whole week at your school, work or club to raising awareness and fundraising. Why not include a 'Wear Purple Day'? Or tie it into the official EB Awareness Week (25 - 31 October)?

Curry Night

Book the local curry house and charge a little extra on the ticket price for your fundraising. Great for raising awareness too!

Crafts Sale

If you have a special talent, share it with the world! Charge a small fee for everything you produce – one person raised £1,200 by selling Christmas Wreaths!

Sausage Sizzle

Contact your nearest DIY store and see if they will let you have a Sausage Sizzle there one weekend. Think about the number of conversations you could have with shoppers about DEBRA and EB!



Katie held an EB awareness week at the salon where she works, raising over £500!



Fundraising heroes

Georgia Brown

After losing her daughter, Millie, to Junctional EB aged just 17 months, Georgia has taken on the London Marathon, RideLondon-Surrey 100 and has told her story at our Butterfly Ball and Making a Difference events. Georgia's story is one of sheer courage and strength.

"Millie lit up our lives for 17 months. Every single second she was here was a precious gift that will be in our hearts forever. In some of the darkest times, the power of a shining light cannot be underestimated - DEBRA were a light for me and my family. Every event I do is in my little lady's memory. I hope the money used can be a light to other families affected by this cruel disease."



The Pearson Family

Over a period of 10 years, the Pearson Family – Veronica, Michael, Joseph and Daisy, who has EB Simplex – have raised an incredible £50,000 in their Norfolk community through Tree Festivals, Car Boot Sales, Jazz Evenings and more! The Pearson's story is a remarkable one of local, regular fundraising.

"We receive many donations of items to sell on our stalls. There are not many weeks that pass without us holding a stall for DEBRA. We had never heard of EB or DEBRA before having Daisy, but now we have certainly raised the awareness of EB in the local community. Over the years we have been helped by the Rotary Clubs, Masonic Lodges, schools and businesses. We have clever ladies and grandmas who knit and sew the most wonderful crafts for us to sell - the local community have been brilliant in support of our fundraising."



Maximising your total

Get in early

The earlier you can set up your online giving page or start selling tickets the better! The closer you are to your target before event day, the more you can focus on the actual day ahead. This will result in better training or a better evening!

Match funding

Lots of companies will match fund your sponsorship efforts up to a certain amount - why not find out if yours will? If they can't, involve someone in your event who is able to!

Sponsorship

Seek sponsorship for your event from local businesses (although please let us know who first!) - offer them naming rights, an advert in the programme or say you'll wear their t shirt before a race.

Timing

Pay day is the optimum time to ask for sponsorship or to sell tickets - supporters may even be more generous!



Frequently asked questions

Q. Am I bound to any fundraising terms and conditions?

A. Yes, these can be found on our website and are nothing to be scared of!

Q. Can you provide me with a letter of authority to prove I am raising money for DEBRA?

A. Most definitely - please just let one of the team know you need this when telling us about your wonderful plans!

Q. Will you provide me with all the fundraising materials I need?

A. Of course! If it's a run or challenge we have running vests and cycling jerseys, if it's a bake sale we have banners and t shirts, if it's a gala dinner we have balloons....

Q. Do I need permission to fundraise for DEBRA?

A. Yes, please do contact the fundraising team (fundraising@debra.org.uk or **01344 771 961**) so we can talk through the details of your event.

Q. Can I claim Gift Aid on donations?

A. Any U.K. tax payer is eligible to Gift Aid their donation, but there are some circumstances when Gift Aid can't be applied (e.g. in return for an item). Contact us if you have any questions.

Q. How can I get my story in the local press?

A. Send an email or call your local paper. Explain why you are fundraising for DEBRA and make your story as personal as possible.

Q. Am I able to sell raffle tickets before an event?

A. No, raffle tickets must be sold in the location of the event, during the event. If you would like to sell prior to the day, you would need a raffle licence which can be obtained from the Gambling Commission (www.gamblingcommission.gov.uk).

Q. Do you have any downloadable posters and templates that I can use?

A. Visit www.debra.org.uk/resources and download to your heart's content!

Q. How do I keep my fundraiser legal?

A. Think about insurance cover and any licences you may need. Remember, safety first (www.hse.gov.uk). If you have any doubts or questions, please get in contact with the team.

Sending in your funds

Bank Details

HSBC

Account number: 41132547

Sort code: 40-18-46

Sending in cheques?

Please make these payable to DEBRA and post to: DEBRA House, 13 Wellington Business Park, Crowthorne, Berkshire, RG45 6LS.

PLEASE LET US KNOW WHEN SENDING YOUR FUNDRAISING IN SO WE KNOW IT'S FROM YOU!





/DEBRACHarity



@CharityDEBRA



charitydebra

DEBRA is a charity registered in England and Wales (1084958) and Scotland (SC039654). Company limited by guarantee registered in England and Wales (4118259).

DEBRA House, 13 Wellington Business Park, Dukes Ride, Crowthorne, Berkshire RG45 6LS

Tel: 01344 771961 Email: fundraising@debra.org.uk Website: www.debra.org.uk