

Three of the best: our favourite tried and tested ideas

Naked without you

Use a 'naked' shop mannequin to grab people's attention and boost donations. Use signs carrying messages such as '*Naked without your donations*' or '*please dress me*' to protect their modesty!

NAKED WITHOUT YOUR DONATIONS

Stake your claim

Police stations, sports centres, schools and shopping centres will all have a steady supply of unclaimed goods to dispose of. Why not offer to collect it in aid of DEBRA?

Rags to riches

With the emphasis on high-quality donations, it can be easy to forget that 'rags' can also be valuable. Old bedding, threadbare towels and unsaleable clothes can all be sold on to raise money for DEBRA. It's better for the environment too; every little helps!

Did you know that for every £1 raised through stock donated by a UK taxpayer, DEBRA can claim an extra 25p from HMRC? But we can't do it without the donor's permission!

Please ask all your taxpaying donors to complete and sign one of our official Gift Aid declarations, which should be returned to the shop with their donations (you'll also need to label the donation bags with the Gift Aider's name). In 2012, DEBRA's shops claimed over £670,000 in Gift Aid; you can help us claim even more!

DEBRA's shops help fund research into effective treatments for EB.


for people whose skin doesn't work we do



Help keep our shops in stock.

Together, we'll make EB history.

'We don't know what the future holds but there is always hope.'

'Isla has EB. Most of the skin on her body has blistered at some time. She has a small area of skin across her back which has remained intact but that's about all. She does her best to keep up with her friends and hobbles along despite the pain and the fact that it means her feet and legs will blister.'



'We don't know what the future holds but there is always hope. We will continue to fundraise for DEBRA and keep positive for Isla.'

Rachael, Isla's mum

Thank you!

DEBRA is proud of its reputation for selling high-quality goods at reasonable prices. By encouraging stock donations in aid of DEBRA, you'll play a vital role in keeping our shop shelves bursting with high-quality donated treasures and our customers coming back for more! You could help us by:

Organising a one-off local 'donation station' in your community, where people can drop off bags of donated goods.

Holding a small event in aid of DEBRA. Clothes swaps (guests can take home one item for every two they donate, with the remainder donated to DEBRA) are great fun and an easy way to generate new stock for our shelves. Or why not hold a coffee morning or party and ask your friends and family to bring along donations on the day?

EB is a painful genetic condition that causes the skin to blister and fall off at the slightest knock or rub.

DEBRA is the only national charity that supports people and families affected by EB.

**Donation Stations:
As easy as 1, 2, 3!**

1) First things first...

Decide when and where you will hold your event. Businesses, schools, places of worship and community buildings are all good options. Make sure you'll have enough room to store your donations as they arrive and remember to obtain written permission from the venue.

Contact your local shop to let them know what you are doing and when you hope to drop off the donations. If you will need any help with this, be sure to ask well in advance!



2) Be prepared...

Order your FREE materials - including posters, flyers, collection bags, balloons and Gift Aid forms - by calling DEBRA on 01698 424 210.

Promote your event. Posters, flyers, social media and local events listings are all cheap but effective ways to drum up local interest. If the event is private, for example in an office, ask if you can display posters on the staff noticeboard or make use of their internal news system.

3) On the day...

Arrive at the venue in good time to set up.

Have fun and remember that a smile goes a long way! Be welcoming to everyone, whether or not they are making a donation.

Pack up in good time and try to leave the venue clean and tidy. Ensure that all donations are safely delivered to the shop.

Enjoy that warm fuzzy feeling of a job well done!

DEBRA's vision is of a world free from EB. £100 from stock sold in our shops could pay for four hours of research into effective treatments, and ultimately a cure, for this painful condition.