TOGETHER WE’LL CURE BRAIN TUMOURS FASTER!

Your guide to fundraising for The Brain Tumour Charity
Hello!

I’m Andy, and in 2017 I was diagnosed with a meningioma brain tumour. I’ve been volunteering for and working closely with The Brain Tumour Charity for a few years now, and I see every day how big a difference the funds raised by people like you make to the lives of those affected by brain tumours.

So before you dive into this fantastic guide, which has everything you need to make your fundraising a success, I want to say a huge THANK YOU on behalf of The Charity and the community. You truly are doing something amazing!

Brain tumours are the biggest cancer killer of children and adults under 40, and they strike fast. To beat them, we need to move faster. You’re helping us accelerate cutting-edge research, raise crucial awareness and support thousands of people affected by this disease.

In short, however much you raise, your efforts are going to change lives. So thank you again, and good luck with your fundraising!

Andy Tudor
Involvement Champion (2021-2023) at The Brain Tumour Charity

Every £10 you raise could cover the cost of a DNA preservation tube for use on one of our clinical trials.
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GET STUCK IN – YOUR 5 STEPS TO SUCCESS!

1. WHAT
What are you going to do to raise money? We have loads of ideas to spark your imagination (see page 7), or maybe you’ll come up with something uniquely you!

2. WHERE
If your fundraising requires a venue, and perhaps also a route if you’re holding a walk, it’s a good idea to sort that out first.

3. WHEN
Once you know what you’re doing and where, it’s time to get a date in the diary! Giving people plenty of notice means more participants, spectators – and more money raised!

4. WHO
Get the word out to friends, family and colleagues! Once you have an online fundraising page, share the link far and wide – and watch the donations come rolling in! More tips on page 8.

5. WHY
Lastly, but certainly not least, let people know why you’ve decided to fundraise. Sharing your story and The Charity’s mission will help inspire people to donate to the cause.
My father-in-law was diagnosed with a brain tumour in the summer and he and my mother-in-law are very grateful to The Charity for the support given so far.

I’ve always enjoyed cycling, so came up with the challenge to cycle for 12 hours around one of the London parks and see how far I could go! Having friends and family there, and doing some laps with me, was amazing.

I knew little about brain tumours until they personally affected my family, and I think this is the case with lots of people. So this is why I wanted to help raise awareness - not to mention every penny of the £15,494 raised, from 142 supporters, goes towards helping people fight this disease and hopefully changes their lives for the better!
My mum lost her life to a GBM at the age of 53 after just a 10-month battle. The Charity was there for us in our hour(s) of need, providing information and guidance when we needed it the most.

I am not a runner or an adrenaline seeker so having the option to raise money through baking was right up my street and the perfect way to give a little back. In September we raised over £500 with the support of our local community, friends and family!

If I could give a few top tips, they would be: don’t be afraid to ask for support, ask around at your local supermarkets/bakeries if they’d support you, send your invites early, and, if you can, hold your bake somewhere in the community to give you a bigger audience to sell to!
FOUR SEASONS OF FUNDRAISING

SPRING
As the weather warms, why not get out in nature for a fundraising golf day, walk or run, or a cycling event? Or perhaps a coffee morning is more up your alley?

SUMMER
We’re sure you don’t need an excuse for a BBQ, nor is there a better time of year for a head shave! And if you’re feeling daring, take in the sights with a sponsored skydive!

AUTUMN
School’s back, so why not take advantage with a sports day or talent show? It’s also a great opportunity to get your oven mitts on for a school bake sale.

WINTER
Colder days and darker evenings? Cosy up with a gaming fundraiser! Or, with Christmas around the corner, gather your loved ones for a Christmas quiz or raffle.

For dozens of ideas, visit the Fundraising Ideas Generator on our website! We also have some eye-catching Fundraising Resources for you to use, from sweepstakes to themed event posters.

“"The target at the start may be daunting but it is unbelievable how many people come together to support you. A fundraising event can get you over your target in one night!"

KEVIN WILKIE
Fundraiser
HOW YOUR FUNDS ARE ACCELERATING CHANGE

£1,000 could fund the RNA sequencing for an entire year on one of our paediatric brain tumour research projects.

£300 could fund a whole day of brain-tumour-beating research by our funded expert researchers.

£100 could pay for 10 crucial information packs for people newly diagnosed with a brain tumour.

£30 could fund a Brainy Bag and teddy bear for a child affected by a brain tumour.

Money raised by fundraisers allowed us to INVEST £2.8M into the Tessa Jowell BRIAN MATRIX trial, a first-of-its-kind study that will enable doctors to treat brain tumours with drugs that are more targeted than ever before.
USEFUL LINKS

We want your fundraising to be as easy, enjoyable and effective as possible, so we’ve compiled some useful links and resources to help you on your way!

TELL US WHAT YOU’RE DOING

Whether you’re planning your own event or taking part in an organised event or challenge, let us know and we’ll support you at every step.

We’d also love to know your motivations for fundraising for us and the story behind why you’ve chosen to get involved. You can share your story with us on our website!

CONNECT WITH YOUR LOCAL COMMUNITY FUNDRAISER

Our friendly Community Fundraising Team are here to support and encourage you at every stage of your fundraising journey. They can give you inspiration and tips, answer your questions and help make sure you have everything you need to make your event a success!

Find your local Community Fundraiser.

KIT YOURSELF OUT

Look bold and brilliant as you fundraise in our Charity branded gear! Our online shop has everything you need.

If you’re holding your own event, it’s important to make sure your event is as well as loads of fun! So there are a few things you need to know. Visit this page to get up to speed on our fundraising terms and conditions.
**MAXIMISE YOUR MONEY**

Don’t forget to ask your employer about matched funding! This is when an organisation matches the amount an employee donates or fundraises for their chosen charities up to a set level.

For even more on how to make your fundraising a success and raise as much as possible to help beat brain tumours, check out the fundraising tips on our website!

“A lot of fundraising comes through just before or just after the run itself, so don’t worry if you’ve more to collect yet! Share your photos and medal pictures from the day and watch the funds come in.

GAVIN CREECH
Fundraising online is a great way to get the word out and get that cash rolling in. We recommend [JustGiving](https://www.justgiving.com). This [video](https://www.youtube.com/watch?v=dQw4w9WgXcQ) takes you through the process of setting up a page, step by step! Then, you can share the link on posters, add it to your email signature, and, of course, share it far and wide on social media!

If you’d prefer to ask people in person to sponsor you, you can also raise money offline. Just [download a sponsorship form](https://www.brain-tumour-charity.org.uk/downloads).

**Get in the press**

Download our [media guide](https://www.brain-tumour-charity.org.uk/downloads) for advice on how to get your story into your local paper, more guidance on social media and press release templates.
Our Social Media
Top Tips

1. Keep Sharing

Sharing your link regularly is key. Why not shout about your fundraising milestones, post training selfies, share your personal story, or post regular vlog (video blog) updates?

We have plenty of social media assets for you to download and use, here!

2. Hashtags Ahoy!

Don’t forget to tag us @thebraintumourcharity (or @braintumourorg on X) so we can share what you’re doing! You can also use hashtags like #braintumour and #fundraising to reach people who might not otherwise see your posts.

3. Press Record

Videos are a great way to connect with your audience. Reels (short videos on your public feed) can help you share your story and why the cause is important. You can also livestream directly onto your fundraising page!

4. Get Connected

Are you doing something physically active to raise funds? Try connecting your page with your Fitbit or Strava account, so potential donators can keep track of your awesome progress!
GETTING YOUR MONEY TO US

Congratulations – you’ve done it! We’re thrilled that you chose to fundraise for us and are so grateful for all your efforts. Here’s how to get those hard-earned funds to The Brain Tumour Charity...

ONLINE
You can pay in your fundraising using our online form.

PHONE
Please call our fundraising team on 01252 749043 to make a donation or payment over the phone using a debit or credit card.

CHEQUE
Simply send us a cheque made payable to The Brain Tumour Charity to: Fleet 27, Rye Close, Fleet, Hampshire GU51 2UH.

BANK TRANSFER
You can transfer your donation directly into our bank account. Please contact our Supporter Care Team on 01252 237792 or email donations@thebraintumourcharity.org and they will be able to provide you with our bank account details.
Don’t forget to encourage your sponsors to Gift Aid their donation if they’re a UK taxpayer – we can claim an extra 25p for every £1 donated.

Maximise your donation with this giftaid declaration form.

If you’ve chosen to fundraise through JustGiving you don’t need to do anything else. All money donated comes directly to the Charity.

If your event RAISES £500, this could fund the cost of storing a tissue sample and genomic data in a biobank for a patient on one of our clinical trials!

WHY DO WE GIVE A MINIMUM FUNDRAISING TARGET?

Some of our events have a minimum fundraising target. This is the minimum you should raise in order for us to cover costs of event places and ensure your hard-earned funds go towards defeating brain tumours. Please note this target is a pledge, not an ultimatum – while we do ask you to make every effort to reach it, if you’re not able to raise the full amount, we would never stop you taking part in the event, or any future events!

If you’re not sure whether an event has a minimum fundraising target, just contact the Events Team at events@thebraintumourcharity.org or 01252 237867.
We adhere to the Fundraising Regulator’s Code of Fundraising Practice and follow all best practice guidelines. We also operate a complaints handling procedure if you are ever unhappy with any of our services.

Registered office: 27 Rye Close, Hampshire, Fleet GU51 2UH

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