

How will you fundraise for us?

Your fundraising guide

The National
Brain Appeal
Funding advances
in neurology and
neurosurgery

NEURO
MUSCULAR
BRAIN INJURY
STROKE EPILEPSY
BRAINTUMOUR
DEMENTIA PRION
PARKINSONS
MIGRAINE
SPINAL
MULTIPLE
SCLEROSIS



201	351	575
202	352	576
203	353	577
204	354	578
205	355	579
	356	

Welcome to Team Brain Appeal!



One in six of us is, or will be, affected by a neurological disorder. That's 14.7million mums, dads, brothers, sisters, friends and colleagues in the UK alone. It's the challenge of our times.

Want to find out more about our work and our current appeals?
visit nationalbrainappeal.org

The National Brain Appeal raises funds to advance treatment and research at The National Hospital for Neurology & Neurosurgery and the UCL Queen Square Institute of Neurology – together known as 'Queen Square'.

We want to improve the outcome and quality of life for everyone affected by a neurological condition.

We do this by funding pioneering research, providing access to the best technology for expert diagnosis and treatment, and training for tomorrow's clinicians.

The charity was established in 1984 and thanks to our supporters more than £45million has been raised helping Queen Square to lead the way in providing better care and outcomes for patients.

The National Brain Appeal has funded many ground-breaking projects including the UK's first dedicated Brain Tumour Unit; The Centre for Neuromuscular Diseases; and The Dementia Research Centre.

None of this would be possible without incredible people like you willing to take on fundraising challenges and events – so thank you!

Best wishes

Theresa Dauncey

Chief Executive
The National Brain Appeal



Fran Mauri and Chloe Stirling complete the Boston Rowing Marathon

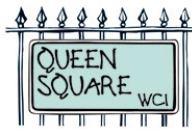


#TeamBrainAppeal take on the London Santa Run



Sharon Hunt braves the shave

Our six funding areas



Queen Square

New facilities and staff-led projects at The National Hospital and the UCL Queen Square Institute of Neurology



Neurodegeneration

Supporting projects which help people with conditions where there is progressive degeneration



Neurosurgery

Providing state-of-the-art equipment and facilities for the UK's largest neurosurgery unit



Neurology

Funding initiatives to improve diagnosis and treatment and provide facilities for those with ongoing neurological conditions



Technology & Innovation

Supporting projects which translate ground-breaking ideas into better results for patients



Education & Staff Development

Investing to provide the best opportunities and attract the best people in the field

Want to fundraise for a specific project within our six funding areas?

Please get in touch. It is easier for us to ensure your funds go to the right place if you let us know before you begin fundraising. Email fundraising@nationalbrainappeal.org or give us a call on 020 3448 4724

“

We completed the Inca Trail over three days. It was hard work but we had a real adventure and raised vital funds for a great cause.

Ellen & Jack



What's inside your fundraising pack?

A big thank you for choosing to support The National Brain Appeal!

We hope your pack has everything you'll need to make your fundraising a huge success – from materials to handy hints to get you started.



Information leaflets

Let us know if you'd like more to give to friends, family or colleagues.



Poster template

So you can spread the word! You can make copies or download the PDF from our website.



Running vest/ sports t-shirt/ cycling jersey

If you are taking part in an active challenge we will also include a running vest/sports t-shirt/ cycling jersey. It's a great way to represent Team Brain Appeal at your event.



Supporter's sash/t-shirt

So you can stand out from the crowd!



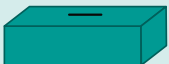
Sponsorship form

We may lead much of our lives online but a paper sponsorship form is still very effective! Need more copies? Download the PDF from our website.



#BrainBand

Because who doesn't need a head sweatband?!



Flat pack collection box

A great way to raise some extra cash. Why not keep it at home to collect those loose coins or ask your employer if you can keep it on your desk for a day (or a week or more). If you are keeping your box at your workplace make sure it's locked away overnight.

Any questions or need something different?

Please email fundraising@nationalbrainappeal.org or give us a call on 020 3448 4724. We are here to help and we love talking to our fundraisers!



“ I loved being part of Team Brain Appeal for the London Marathon. We had great camaraderie and fabulous support. What an experience!

Rachel

Take on a challenge!

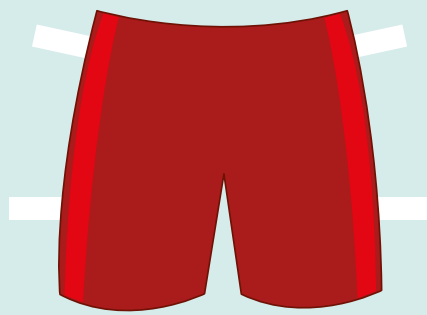


Whether you have one of our charity places or you've secured your own challenge place, the process is simple!

1

Tell us about it

When, where, what and why? The more you tell us, the more support we can offer you.



2

Maximise your fundraising

Set up a fundraising page such as JustGiving or Virgin Money Giving, as soon as possible and don't forget to shout about your efforts. Many employers support their employees and charities through Matched Giving so it's definitely worth checking if your fundraising might be eligible. There is usually a fixed maximum amount – but it can be as high as £1,500 – so check to see what your company policy is.

3

Wear it with pride

Wearing The National Brain Appeal running vest/sports t-shirt/cycling jersey is a great way for you to represent Team Brain Appeal. Not got yours yet? Let us know.

4

Ask for help

If you need help with fundraising, need more materials or would like some training advice don't be shy – please get in touch!

5

Share updates

Remember to let everyone know how you are getting on with your training, post progress photos and updates on your online fundraising page or write a short blog.

6

Send us your photos

We love to know how all of our fundraisers get on and photos are a great way to share your achievements and inspire others.

Looking for your first or a further challenge?
Visit nationalbrainappeal.org/get-involved/events-challenges call us to talk through the options on 020 3448 4724 or email fundraising@nationalbrainappeal.org



Popular challenges

Challenge events take place all year round, across the country. Here are some of our supporters' favourite challenges.

London Landmarks Half Marathon (March)

With themed cheer points, live entertainment, cultural landmarks and historical points of interest along the way, you will explore the capital on a route like no other. The race starts on Pall Mall, finishes by Downing Street and has fabulous views of London's most iconic landmarks including Big Ben, St Paul's Cathedral, Nelson's Column, the Gherkin, the Shard, the Tower of London and the London Eye.

Virgin Money London Marathon (April)

Our most popular running event so be quick to apply for a chance of securing a place! Applications open the day after the London Marathon and close after the ballot is announced in October.

Vitality London 10,000 (May)

This 10k route through the heart of London is a great way to soak up the city atmosphere and get up close to many famous sights including St Paul's Cathedral, Somerset House and Big Ben. This is a great event to do as a team and you could even finish up with a picnic at the end of the race in Green Park to celebrate your achievement. Gather together your friends, family or colleagues and make it a day to remember!

Prudential RideLondon (July/August)

An annual festival of cycling. This amazing 46 or 100 mile event kicks off at the Olympic stadium in Stratford, taking you out into the stunning countryside and back into London, passing iconic landmarks for a thrilling gala finish on the Mall.

Royal Parks Half Marathon (October)

Join more than 16,000 runners taking part in this 13.1 mile route through some of London's spectacular royal parks. You can find full details including how and when to apply on our website.

Skydiving (all year round)

You can skydive throughout the year at one of 20 different locations across the UK. Get ready to experience a rush like no other as you take in fantastic views. Email fundraising@nationalbrainappeal.org and we can guide you through the process.

Prefer a more unique challenge?

We can offer help and advice if you would like to organise your own challenge event. There are lots of useful tips to help you every step of the way on the next page.



Rupal Ghelani and team complete the London Landmarks Half Marathon



Rachael Minister challenges herself to a skydive



The Tough Brothers conquer Tough Mudder

Organising your own event

Organising your own fundraiser is straightforward when you use our five simple steps!

3

Tell everyone!

You've planned your event and now it's time to let everyone know what you're up to! Start by creating an online fundraising page and share it with your friends and family using social media and email. You can also use the poster template and leaflets included with your pack but if you'd like more help with promotion, get in touch.

1

Choose your event

It is always best to create an event around your interests or hobbies, whether you're a football fanatic, keen baker or cook. You can also base it around themes throughout the year such as Christmas, Halloween, Valentine's Day, etc. If you're struggling for ideas, read our top tips opposite or give us a call.

4

Pay in your money

When your event is over, it's time to empty your collection box and pay in sponsorship and donations you've raised. You can send us a cheque made payable to 'The National Brain Appeal', set up a bank transfer (call us for details on 020 3448 4724) or drop the money off in person at our office in Queen Square – we always love meeting our fundraisers! Please don't send cash in the post. More information is on page 15.

2

It's all in the planning

The key to a successful event is planning and preparation. Give yourself plenty of time and try to get as much as possible done in advance. We've put together some safety and legal tips to guide you. You can find these on page 13.

5

Thanks all round

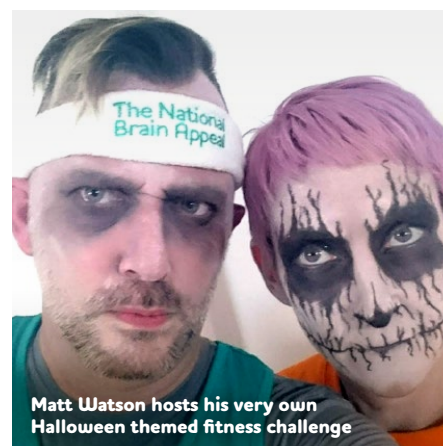
Thank you! The money you've raised will make a big difference to the one in six people in the UK who are affected by a neurological condition. Don't forget to thank your sponsors and supporters too!



Kinley take on the Ice Bucket Challenge



Our Gala Dinner Mission: Possible was a roaring success



Matt Watson hosts his very own Halloween themed fitness challenge

Fundraising ideas

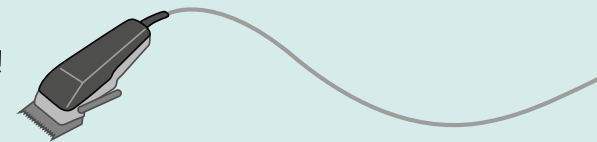
Our fundraisers never cease to amaze us with their creative ideas. Here's some food for thought!

Gaming

Have you got online gaming friends across the world? Why not organise a 24-hour gameathon!

Hair

This trend just keeps on growing! Whether you're growing a moustache, shaving your hair or dyeing it a crazy colour it's a great way to raise funds.



Bake sale

Get as many people baking as you can and sell your tasty treats at work, school or a community event.

Jumble Sale

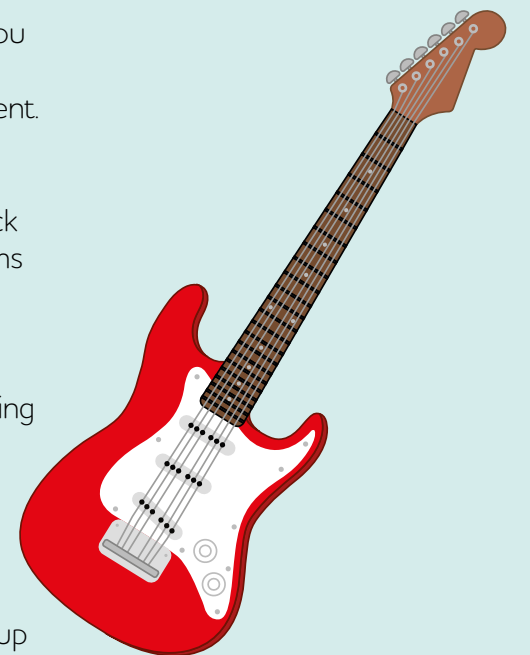
Clear out lofts, garages and back rooms to find some hidden gems for a jumble sale.

Music

Organise a concert or gig and bring your local community together.

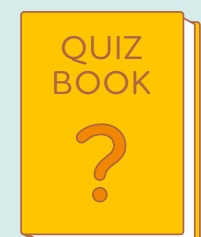
Occasion

Next birthday, anniversary or graduation why not ask for donations instead of gifts? Set up an online fundraising page or a Facebook Birthday Fundraiser page and ask your friends and family. We can give you a collection tin for donations at a party or event.



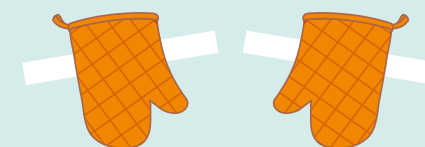
Quiz

Organise a quiz at your local pub, at home or make it an online event. Ask us for our Brains of Britain quiz pack.



Dinner Party

Brush up on your best dishes and host a dinner party. Ask your guests to donate to attend and add in another activity such as a quiz.



Maximise your online fundraising

How to set up a JustGiving page

1

Visit: justgiving.com/tnba and click 'Fundraise for us'

2

If you already have an account it will ask you to login. If you don't you will be prompted to create an account.

3

Select whether you're taking part in an event, celebrating an occasion, fundraising in memory of a loved one or doing your own thing.

4

If you can't see your type of event listed, select 'Add your own' at the bottom of the page and tell us a bit more about your plans.

5

Choose your web address – this is the link you'll be sharing with friends and family when asking them to donate.

6

Tick 'Yes' if you're running a bake sale, or selling tickets to an event, raffle or auction. For these types of activity, donations to your page won't be eligible for Gift Aid.

7

Click 'Create your page'.

Need help setting up your JustGiving or other online fundraising platform page?

Call us on 020 3448 4724 or email fundraising@nationalbrainappeal.org



Easy ways to boost donations

Tell your story

An engaging story can make all the difference. It's all about letting people know why you're fundraising for The National Brain Appeal and what it means to you.

Add photos

Fundraisers who add photos to their page tend to raise 14% more! Sharing your photos is one of the easiest ways of personalising your page. You can upload up to 10 photos and remember, a picture tells a thousand words! Updating your page with new photos from time to time helps to keep it looking fresh and makes your fundraising story more memorable.

Set a target

This is not only a great way of motivating yourself, but it also encourages your supporters. Letting them know that they are getting you ever closer to your goal may just help to persuade them to give that little bit more.

Don't forget to say thank you!

Remember to thank your donors for their support and send another thank you after your fundraising has finished to let them know how it went and how much was raised.

Shout about it!

Whether your event is large or small, publicity is the key to success.

Get as much publicity as you can – from local press to workplace posters. Doing this not only raises the profile of your event but also increases awareness of the work of The National Brain Appeal.

Social media

f Be sure to 'Like' us on Facebook by searching 'The National Brain Appeal'. When you write your updates, always include our page name by typing @TheNationalBrainAppeal – that way, we can interact with you and know the latest news on how your event is going. You'll also see all our latest news and if we feature you in our #FridayFundraiser slot!

t Follow us on Twitter by searching for @BrainAppeal and be sure to include this Twitter handle in your tweets.

@ Follow @brain_appeal on Instagram and be sure to tag us in your photos. Instagram can be great for sharing any teaser photos you take while training or setting up and during your event.

in Follow The National Brain Appeal on LinkedIn and share your fundraising efforts with your network, remembering to tag us!

JustGiving Don't forget to share your JustGiving or other online fundraising page on social media. It's a quick, simple and effective way to promote your fundraising to friends and family.

Press and PR

You can't beat a local or regional news story to generate interest in your fundraising activity. Email fundraising@nationalbrainappeal.org for a template press release. We'd love to see any press you get so please send us copies.

Celebrity endorsement

It goes without saying that celebrities and local VIPs will attract public and press interest in your event. Have a think about high-profile figures in your area and try to make contact – but remember they'll need plenty of advance notice.

“

We raised over £2,800 by holding a tea party in our offices. We even had a silent auction for a sausage roll!

Penny & Martina



FAQ

Some of the most common fundraising questions answered.

I have my own place in an event, can I still support The National Brain Appeal?

Absolutely! Make sure you email fundraising@nationalbrainappeal.org to let us know what you will be doing and when and we'll offer you fundraising support.

Will anyone from The National Brain Appeal be able to attend my event?

We have cheer points at some of our big running events. If you are signing up to take one of our charity places in an event, please do look out for information on this.

Unfortunately, as we are a very small team we are unable to attend all events but try to support our fundraisers as much as possible. If this is something that is really important to you for your fundraising, then please email fundraising@nationalbrainappeal.org or call 020 3448 4724 and we can let you know if a member of our team can attend.

Where can I get fundraising materials for my event?

From collection tins and balloons to t-shirts, we have loads of fundraising materials available for you to use. Email fundraising@nationalbrainappeal.org and let us know what you need.

Please get in touch as early as possible so that we can ensure you have what you need in time for your event.

Can I have a running vest/ cycling jersey/ sports t-shirt for my challenge/event?

Yes! Once you've set up a fundraising page or told us what event you will be doing, we will arrange delivery of sportswear and any other resources. As a fundraiser, you are entitled to one free item of sportswear. If you would like any more, you can buy them on our website.

Why do some events have a set fundraising target?

The National Brain Appeal purchases places for the most popular events so that we can guarantee entries even after general entries sell out. We need to ensure that anyone using these places raises enough to cover the cost and support our work. We ask applicants to agree to this before accepting a place, and support everyone to raise as much as possible.

What happens if I don't reach my minimum target for an event?

Minimum sponsorship amounts are put in place to ensure we offset our investment in the entry costs, allowing us to fund the needs of the hospital as quickly as we can.

In the worst case, the charity may lose money from that event place if the minimum amount is not raised and in some cases, we may withdraw your place in the event.

There is no legally binding contract if the minimum pledge is not met and you would not be required to make up the difference, however we cannot stress enough the importance of hitting your target!

How can I pay in my donations to The National Brain Appeal?

If you fundraise online through JustGiving or any other online platform, all your donations and Gift Aid will be automatically transferred to The National Brain Appeal. Please see page 15 for information about how to send offline donations to us.

Can The National Brain Appeal promote my fundraising event?

We cannot promote individual fundraising events but can offer advice on how to promote your event with your local newspaper or radio station or using social media. We try to thank as many of our fundraisers as we can in The National newspaper and via our social media channels including the #FridayFundraiser slot.

I have a question that's not answered here.

Please get in touch by emailing fundraising@nationalbrainappeal.org or speak to a member of the team on 020 3448 4724.

Legalities

Health and safety

You must consider health and safety when organising an event. You may want to consider writing a risk assessment to ensure that you have planned for the safety of participants. Participants under the age of 18 should be supervised throughout your event.

Food hygiene

You do not need a food hygiene certificate to provide food for a charity event but please make sure that you handle food safely and follow basic rules for preparing, storing, cooking, displaying and appropriately labelling food. For more information please go to food.gov.uk

First aid cover

Depending on the nature of your event and the amount of participants you may need First Aid cover.

Insurance

The National Brain Appeal cannot accept any liability for your event so please check whether you will need insurance – for example, Public Liability Insurance.

Raffle and lotteries

There are strict laws with raffles and lotteries; no cash prizes can be given, raffle ticket sales must be held during the event and results must be announced during the event or after it has finished. For more details visit the fundraising section of the gambling commission website gamblingcommission.gov.uk

Licences

You will need to check with your local authority whether you need a licence – for example, if you are selling alcohol, providing entertainment such as live music or showing a film. It is illegal to carry out house-to-house or public street collections without a licence.



“

I cycled 300 miles from London to Paris and raised £5,300 for The National Brain Appeal as a thank you to The National Hospital who treated my son.

Richard

Other ways you can help

There are many ways you can support us.

Corporate support

Whatever the size of your company, if you choose to partner with The National Brain Appeal, we will work with you to deliver engaging fundraising and PR opportunities that will feed into your team-building and social responsibility programmes.

If your company doesn't have a Charity of the Year scheme, there are still plenty of ways to get involved and support our work by making a donation, taking part in our challenge events, volunteering, donating gifts-in-kind (what charity doesn't need raffle and auction prizes!) or by organising your own team fundraising event.

To find out more about how your company could get involved and for more information on how to nominate us as Charity of The Year, please email fundraising@nationalbrainappeal.org

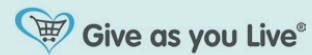
Volunteer for us

As a volunteer you will be giving something back to a cause you care passionately about, as well as gaining valuable skills to boost your CV, confidence and sense of achievement.

If you're interested in becoming a volunteer, please call the office on 020 3448 4724 or email us and we'll send you our volunteer pack and details of how to get started. We look forward to hearing from you.

Shop online

We've joined forces with three online shopping sites:



Give As You Live is a shopping and price comparison website and every single time you spend, you'll generate a free donation for us! Buy from top retailers such as eBay, M&S, Tesco, Asos and more than 4,000 other leading online stores, and a percentage of every purchase is donated to us, without costing you a penny extra. Just go to the website Give As You Live and choose The National Brain Appeal as your charity.



Every time you use Savoo, you can donate to us by either using their Savoo Search page (we get 1p donation for every search you make), or by using their voucher codes and deals to save money online.



You can now raise money for us while you shop on Amazon too! Go via its Smile page to register and choose us as your charity to support. By shopping using this link each time you visit, you generate a free donation for us. It's that simple!



Remember us in your Will

Legacy gifts are crucial to the fundraising that we do – without them, much of our work just wouldn't be possible. Leaving a Legacy gift is an important decision, but it doesn't have to be complicated. We have information, support and advice available to make the process as easy as possible and you can download a copy of our Will pack at nationalbrainappeal.org/get-involved/leave-a-legacy/

For more information, please call us on 020 3448 4724 or email info@nationalbrainappeal.org

Celebrate a life

We know how important it is to celebrate the lives of our loved ones. Many people get in touch with us to make an "In memory" donation. If you would like to remember a loved one, you could set up an online fundraising page (see our website for more information: nationalbrainappeal.org/get-involved/celebrate-a-life).

We have donation envelopes which we can post to you if you would like to have a collection at a funeral – just email fundraising@nationalbrainappeal.org or call 020 3448 4724.

Thank you

When you chose to support The National Brain Appeal, you became part of our vision to improve the outcome and quality of life for every individual with a neurological condition.

giftaid it

Make the money go further with Gift Aid

Gift Aid is a simple way for you to boost your sponsorship. Basically this scheme allows us to claim the tax back on every personal donation made with no added cost to the donor.

Currently we can claim 25p in every £1 back. The donor has to be a UK tax payer and we must have their consent and full home address details – which can be provided using either the Gift Aid Declaration Form (enclosed)

or the Sponsorship Form (we do not need both).

Please note that Gift Aid cannot be claimed if you are selling tickets for an event or holding an auction or raffle. For more information, please visit gov.uk/donating-to-charity/gift-aid

How to pay in money raised

If you have collected cash donations, please pay these into your own bank account and write us a cheque for the same amount or call us to pay it in by credit or debit card.

Please do not post cash.

When sending in cheques please include your name, event and contact details. If you are sending a large number of cheques we recommend that you send them by registered post.

All cheques should be made payable to 'The National Brain Appeal' and forwarded to us as soon as you receive them, with any relevant Gift Aid declaration forms, to the address, above right.

Contact us

The National Brain Appeal
Third Floor, Ormond House
26-27 Boswell Street
London WC1N 3JZ

T 020 3448 4724

fundraising@nationalbrainappeal.org
nationalbrainappeal.org

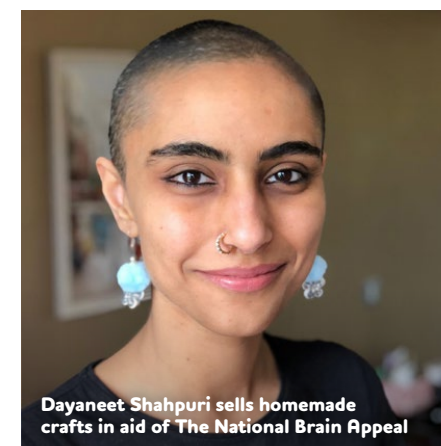
@BrainAppeal

TheNationalBrainAppeal

brain_appeal

The National Brain Appeal

The National Brain Appeal is the working name of
The National Hospital Development Foundation.
Registered Charity No. 290173



Dayaneet Shahpuri sells homemade crafts in aid of The National Brain Appeal



Abbie Lane challenges herself to a Tandem Paraglide



Liz Sherwood and team complete the Three Peaks Challenge

