UNIVERSITY OF SHEFFIELD
FUNDRAISING GUIDE
Introduction

Thank you for deciding to support our University by fundraising for us! We very much appreciate the vital support of the many alumni, staff, students and friends who raise funds for the University in so many ways, and for so many projects.

This guide will give you ideas and information to help you plan and run your event successfully and have some fun along the way. We are here to offer help if you need it, and hope that you will share your success stories with us – we are constantly inspired by our fundraisers’ ingenuity and commitment.

In the following pages you will find:

- Areas you can support
- Key information to help you plan and run your event
- Some top tips to maximise your fundraising
- What to do after your event

We are here to support you on your fundraising journey
What can I support?

Many of our fundraisers wish to support one of the following areas – but this is not an exhaustive list, so do contact us if you would like to discuss supporting a different area, or if you would simply prefer to let us allocate your funds raised to an area of greatest need.

Research projects

Examples of research projects supported in recent years:

- SITraN (Sheffield Institute for Translational Neuroscience) – research into neurodegenerative diseases including Motor Neurone Disease (MND), Parkinson’s Disease and Alzheimer’s Disease
- Cancer research, including breast cancer and bladder cancer
- Hearing research
- Gestational Trophoblastic Disease research including Molar Pregnancy

Support for students – Scholarships

Students are under ever-increasing financial pressure, particularly since the withdrawal of maintenance grants for those from the lowest-income families. We are enormously grateful for the generosity of some of our supporters who choose to fundraise to contribute towards scholarships awarded to able students in the most financial need.

In addition, some supporters choose to raise funds for named scholarships in memory of a family member or friend.

Support for students – Clubs and Societies

Are you a member or former member of one of the hundreds of students clubs and societies at Sheffield? Your club will benefit enormously from any support you can give. Members of the University Rowing Club, for example, have raised over £1,500 in less than a year through a number of special events including a 48-hour ‘rowathon’ and ‘12 days of Christmas’ events in December.

For further information contact David Meadows, d.meadows@shef.ac.uk or Tel 0114 222 1073
How we can help you

We’re here to help you create the greatest impact from your fundraising event so we hope the following information will answer your questions. If not, do contact us at d.meadows@sheffield.ac.uk or on 0114 222 1073.

Which online fundraising website should you choose?

You will find the easiest and most secure way to fundraise will be through one of the following websites. We have a profile on each of them so just search for The University of Sheffield as the charity you want to support. Make the most of your fundraising page in the build-up to your event by including regular updates about your training and other preparations. Create a story that your supporters will want to keep going back to, which will make your event a real talking point and get more and more people interested – and donating!

Just Giving - is still the best known and most user-friendly. Your supporters may well already have donated through Just Giving and so will be familiar with how it works and will trust that their donation will be secure. Setting up a page is very user-friendly and there are lots of fundraising ideas and a fundraising toolkit available. Just Giving also allows you to set up Just Giving text giving. Just Giving takes a fee of 5% and a small transaction fee from donations when they are passed to the University.

Virgin Money Giving - if you have decided to split your funds raised between the University of Sheffield and another charity, then Virgin Money Giving will allow you to do this. Fundraising tips and ideas and a fundraising toolkit are also available. Virgin Money Giving takes a fee of 2% and a small transaction fee from donations when they are passed to the University.

BT MyDonate - This new site is currently less well known but is gaining ground fast. Only a small transaction fee is deducted from donations.

For further information contact David Meadows, d.meadows@shef.ac.uk or Tel 0114 222 1073
Check if your employer will match your fundraising

It’s worth asking if your employer will be prepared to match fund your donations.

Public collections

If you want to fundraise by holding a public collection we can help by:

- Providing you with a letter you will need to send to your local authority confirming that your collection is for the University of Sheffield, that we authorise your collection and that our Exempt Charity Number is X1089
- Providing you with fundraising buckets and labels detailing your event and the area you are supporting

Cheque donations

If you will be collecting cheque donations, please use the sponsorship form below and return it to us with your cheque payable to The University of Sheffield, to:

Development, Alumni Relations and Events, 40 Victoria Street, Sheffield S10 2TN.

Alternatively, call 0114 222 5598 to make a payment by credit or debit card. Remember to tell us what project you are raising money for.

Cash donations

If you collect cash donations please count them and send a cheque for the correct amount, together with a note of your name and fundraising event, to us at the address above. Alternatively, cash donations can be hand delivered to us here in Sheffield, or for larger collections we may be able to arrange collecting them from you.

Gift Aid

Through the government’s Gift Aid scheme, UK taxpayers can make their donations worth 25% more at no additional cost to themselves or to you. Our sponsorship form below allows the University to claim Gift Aid, and the fundraising websites all provide a Gift Aid option.
Fundraising materials and publicity

Do make sure you let everyone know about your event and why you are supporting the University.

We may be able to help you produce fundraising posters, flyers, etc (but please give us plenty of notice) prior to your event.

If you are designing your own fundraising materials do contact us so we can send you our logo.

Please ensure you include the University of Sheffield’s Exempt Charity Number: X1089 on all fundraising materials - this is a legal requirement. You must not refer to the University as a ‘Registered’ charity but an ‘Exempt’ charity.

Our Top Fundraising Tips

1. Educate your supporters! Make sure they realise that the University of Sheffield is a charity and that donations make a massive impact for our students, and the teaching, learning and research that happen here.

2. Tell your supporters as much as you can about the area of the University you are raising funds for – we can help you with this.

3. Bring a personal element to your story – is there a special reason you have chosen to fundraise for the University and what does your event mean to you? Be upfront about any challenge involved – people will respond to the efforts you are putting in and any hardships you’ll be facing.

4. Let your supporters know what impact their gift will have – give examples for a gift of, say £10, £50 and £100. Again, we can help with this.

5. Keep updating your fundraising page so your supporters know it’s worth visiting it regularly to follow your progress. A few well-chosen photos of you in your muddy trainers/cycling gear/spattered apron etc will be worth lots of words!

6. Set yourself a target on your fundraising page – be ambitious but realistic, and don’t forget, if you hit your target early you can always increase it and make that a talking point – you can congratulate your supporters on helping you raising so much.

7. Say thank you! Make sure you give each and every one of your supporters an individual thank you for their donation.

For further information contact David Meadows, d.meadows@shef.ac.uk or Tel 0114 222 1073
Please tell us about yourself

We’re delighted you’re thinking of fundraising for the University and would love to be able to keep in touch with you. Please complete the details below and email this page to us at d.meadows@shef.ac.uk so that we can keep up to date records.

Your contact details

Name ___________________________________________________________

Address (inc postcode) __________________________________________________________________________

___________________________________________________________________________________________

Telephone __________________________

E-mail __________________________________________

Your fundraising event

Date of Event _____________________________________________________

Event details _____________________________________________________

___________________________________________________________________________________________

Area of the University to be supported

___________________________________________________________________________________________

Data Protection: Under the terms of the Data Protection Act (1998), The University of Sheffield will use the information provided by you for the University of Sheffield’s education, social, administrative and fundraising purposes only. Your personal information will be removed from the contact list within one month of receiving a written request from you. We will not pass your details on to any third parties.

By returning this form you are indicating your consent to receive messages, invitations and information from us. If you do not wish to receive such messages please tick the relevant boxes to opt out of that communication channel.

Please do not contact me by: ☐ Postal mail ☐ Email ☐ Telephone

For further information contact David Meadows, d.meadows@shef.ac.uk or Tel 0114 222 1073
After your event …

You did it! Your event was a huge success – now for the important bit …

- We said it above but we’ll say it again – say a big **THANK YOU** to each and every one of your supporters. They will have received your automated thank you if you have a fundraising page, but an individual thank you text, email or other message will be much appreciated.

- Post an **UPDATE** and **PHOTOS** as soon as you can after your event – people will be wanting to know how you got on and may spread your story. Don’t hold back on saying how tough it was – people will want to reward you for your efforts!

- Contact us to let us know how you got on – we love being able to include fundraising stories on our website. If you are happy for us to publicise your event this can really help raise awareness, encourage others to fundraise for us, and lead to further donations to your page.

- Send any cheque donations to us at the University of Sheffield, Development, Alumni Relations and Events, 40 Victoria Street, Sheffield, S10 2TN.

- Add the amounts of any cash and cheque donations to your fundraising page as offline donations so that these will be included in your total.

**Thank you for fundraising for the University of Sheffield**
SPONSORSHIP AND
GIFT AID DECLARATION FORM

Exempt Charity – X1089

Participant Name ____________________________________________

Home Address (needed for Gift Aid) _______________________________________________________

Event _______________________________________________________

Date _______________________________________________________

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.

REMEMBER – You need FULL NAME and HOME ADDRESS for the University to claim an extra 25p on every £1

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**TOTAL Donations received** £

**TOTAL Donations with Gift Aid** £

Please return all completed forms with donations to Development, Alumni Relations and Events, 40 Victoria Street, Sheffield, S10 2TN