Fundraising Guide
Introduction

Thank you for deciding to fundraise to support the **Sheffield Scanner**! 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, and the **Sheffield Scanner** is no exception.

This guide will give you some 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:

- 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*
The Sheffield Scanner

The Sheffield Scanner campaign aims to provide an MRI-PET facility in Sheffield, the first such facility in Yorkshire. MRI-PET is the most powerful imaging technology currently available and this facility will transform our research by increasing our understanding of the causes, effects and development of many kinds of disease.

An MRI-PET scanner combines images from Magnetic Resonance Imaging (MRI) and Positron Emission Tomography (PET) to provide a superior diagnostic picture in a single scan. Capturing anatomy and metabolic activity together enables us to see what is happening inside a diseased organ with unprecedented detail and whether it is responding to treatment. The MRI-PET scanner will be invaluable for many diseases, including:

- Alzheimer’s disease
- Cancer
- Epilepsy
- Diabetes
- Heart and lung diseases
- Infectious diseases
- Motor Neuron Disease (MND/ALS)
- Multiple Sclerosis
- Parkinson’s disease
- Stroke

The MRI-PET Facility will be located at the Royal Hallamshire Hospital on the central University campus, ideal for both direct clinical use and for research programmes across priority disease areas.

MRI-PET is the future of imaging research. The ability to perform this type of imaging is crucial for cutting edge medical research and will provide us with a real opportunity to bring about treatments for patients more rapidly.

More information about the MRI-PET can be found here [www.sheffield.ac.uk/sheffieldscanner](http://www.sheffield.ac.uk/sheffieldscanner)
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!

Please note that if you intend to participate in the Big Walk 2017, you will be asked to create a Just Giving page.

Just Giving - is still the best known and most user-friendly. Your supporters may well 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. You can also set up Just Giving text giving. Just Giving takes a fee of 5% and a small transaction fee from donations when they are paid 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. (NB if you are a member of staff at the University, rest assured that your employer is matching your fundraising for the Sheffield Scanner!)

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 branded for the Sheffield Scanner

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:

Sheffield Scanner Campaign, 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 at the DARE office, 40 Victoria Street, 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 Sheffield Scanner.

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 the correct 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 all donations towards the **Sheffield Scanner** will have an impact on the medical research and treatment for patients in Sheffield that the Scanner will provide.

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 **Sheffield Scanner** 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.
Please tell us about yourself

We’re delighted you’re thinking of fundraising for the Sheffield Scanner 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@sheffield.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 ____________________________________________________

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.

Contact Preferences: You can change the way we contact you in the future by completing our Contact Preferences form at www.sheffield.ac.uk/alumni/preferences or by contacting us in one of the following ways:

via phone - 0114 222 5597
via email - alumni@sheffield.ac.uk
in writing - DARE, University of Sheffield, 40 Victoria Street, Sheffield, S10 2TN

The Ride Across Britain cycling team who cycled 969 miles in 9 days raising funds for Hearing Research

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 will be updating our website with stories about Sheffield Scanner fundraising events. 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

The final entries for the Alumni Office Bake-Off competition fundraising for refugee academics and students

For further information contact David Meadows, d.meadows@shef.ac.uk or Tel 0114 222 1073
Please support me in raising funds for the Sheffield Scanner.

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 if I pay less Income Tax / or Capital Gains tax in the current tax year than the amount of Gift Aid claimed on all of my donations it is my responsibility to pay any difference. 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

<table>
<thead>
<tr>
<th>Full Name</th>
<th>Home address (Only needed if you are Gift Aiding your donation), Please don’t put your work address here</th>
<th>Post Code</th>
<th>Amount £</th>
<th>Date Paid</th>
<th>Gift Aid √</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**TOTAL Donations received** £

**TOTAL Donations with Gift Aid** £
<table>
<thead>
<tr>
<th>Full Name</th>
<th>Home address (NOT your work address) – This is essential for Gift Aid</th>
<th>Post Code</th>
<th>Amount £</th>
<th>Date Paid</th>
<th>Gift Aid?</th>
</tr>
</thead>
</table>

**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