THE BIG WALK 2017

Fundraising Guide
Introduction

Thank you for deciding to take part in the Big Walk 2017 and 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 with your fundraising for the Big Walk 2017 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 fundraise and/or plan and run an event of your own
- Some top tips to maximise your fundraising
- What to do after your event

*We are here to support you on your fundraising journey*
The Big Walk 2017 is supporting 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)

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 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.

Please note that if you would like to participate in the Big Walk 2017, you are asked to create a Just Giving page. Click here for instructions on how to do this.

JustGiving is still the best known and most user-friendly of the online donation websites and we have used it for several years now. Your supporters may well have donated through Just Giving before and so will be familiar with how it works and will trust that their donation will be secure. See our instructions for setting up your Big Walk page. The JustGiving website also includes lots of fundraising ideas and a fundraising toolkit. 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.

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 the 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 Big Walk 2017 and the Sheffield Scanner

You will be asked to sign for the buckets, agree to adhere to some common-sense rules over their use and take responsibility for their return to us at the DARE office at 40 Victoria Street.
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 you are raising funds for the Sheffield Scanner.

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.

You can log these offline donations on your Just Giving page. When you click edit your page, you can manually change the offline donations amount. By adding your offline donations to Just Giving you have a very public place to shout about your current target.

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 JustGiving provides 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(s).

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.

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

3. 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!

4. 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.

5. Say thank you! Make sure you give each and every one of your supporters an individual thank you for their donation.
Some past Big Walk fundraising successes to inspire you

In both 2015 and 2016 the Library team worked together to hold a very successful Big Walk-themed quiz evening, complete with raffle and specially designed question rounds. My favourite was the Walkers crisps round (other brands are available, but the pun wouldn’t have worked!), where quiz entrants had to blind-taste and identify 10 different flavours – brilliant!

Two of our Big Walkers in 2016 organised a fundraising party – see their poster [here](#).

The same walkers, Ana and Claudia, organised a great game – simple, wacky, and successful – have a look [here](#). It was a great talking point at a conference Ana and Claudia attended in the Octagon and many of their colleagues from beyond Sheffield took part. Not only did it raise hundreds of pounds but also raised awareness of the cause.

DARE bake-off organisation guide – our colleague Heather not only organised our DARE bake-off competition in 2016, but also put together a comprehensive guide for you to use when organising your own bake-off challenge. *(NB We will be updating this guide soon to include Big Walk 2017 branding!)*

Soo’s Big Hair challenge – As part of her fundraising for the Pennine Way Big Walk in 2015, Soo Vinnicombe pledged to cut 1” of her hair for every £100 raised – up to a maximum of 15”! She then posted the results in an update on her Just Giving page.

Please tell us about your fundraising event

We’re delighted you’re thinking of fundraising for the Sheffield Scanner and would love to hear about your fundraising plans or events. **Do please email us with dates and details** so that we can share good ideas with other supporters. And if something has...
After your event or the Big Walk 2017

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**

**Big Walk 2017 and the ****Sheffield Scanner**!**

*The final entries for the Alumni Office Bake-Off competition fundraising for refugee academics and students*
**SPONSORSHIP AND GIFT AID DECLARATION FORM**

- **Name:** ___________________________  **Address:** (needed for Gift Aid) ___________________________

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**

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**TOTAL Donations received** £

**TOTAL Donations with Gift Aid** £
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**TOTAL Donations received**

£

**TOTAL Donations with Gift Aid**

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