

#ShineALightOnCoeliac

Thank you for signing up and helping to **#ShineALightOnCoeliac** this May, with your support we can raise £100,000 to help find the estimated 500,000 people suffering with unexplained symptoms and help them to get on the road to recovery.



Choose your way to shine

£100,000 is our fundraising target, so get creative and see how you can incorporate '100' into your activity. Make it as hard or as easy as you like. And whatever you do, shine as brightly as you can – here are some of our ideas:

- ✧ Do 100 press ups each day of Awareness Week
- ✧ Score 100 netball, football or basketball goals
- ✧ Climb 100 flights of stairs
- ✧ Bake and decorate 100 sparkly gluten free biscuits
- ✧ Create and share 100 sparkling selfies with friends using #ShineALightOnCoeliac
- ✧ Organise a 100m egg and spoon race with family
- ✧ Create a piece of artwork using 100 beads, sequins or buttons

Whatever your challenge is, make it dazzling by dressing in head to toe Coeliac UK orange or in costume. Why not use neon face paints or wear a bright tutu?

Whether you take on a physical challenge or bake and draw to reach our £100,000 target, you'll help us make gluten free life better.

Top 3 challenge tips

If you're taking on a demanding physical challenge, it's important to stay safe and look after your body:

- 1 Be mindful of your safety:** make sure you're prepared, take it steady, and keep someone informed of your plans if you're doing an activity alone.
- 2 Make a plan:** being prepared will help with training and ensure everything goes as smoothly as possible on the day.
- 3 Have fun!** Shining a light is about being bright and enjoying yourself.

For more advice and tips on your challenge, go to coeliac.org.uk/challenges or contact the Fundraising team.





Steps to fundraising success

- 1 Choose an activity you love as a fundraiser** – this is all about being as bright as you can be and having fun!
- 2 Set yourself a target** – whether it's £50 or £500, a target helps you stay motivated
- 3 Update your fundraising page** with your story and progress.
- 4 Make the most of social media** – share your page and story (using #ShineALightOnCoeliac)
- 5 Use the items in this pack to stand out!**
- 6** If you're taking on a demanding physical challenge, follow our top tips overleaf to stay safe and well
- 7 Gift Aid it** – a simple, no cost way to increase the value of a donation. Your event sponsors can choose to gift aid their donations to you by filling in the enclosed sponsorship form.
- 8 Tell us what you're planning!** The more we know, the better we can support you. And if you allow us to share your story with our community, you can help inspire others to join in.

Reaching our £100,000 target will help provide the essential resources which keep our community safe and well:

£10 helps us get more people diagnosed quickly by running our 'Is it coeliac disease?' symptom checker for a day

£26 keeps one more healthcare professional up to date with training and important research

£54 keeps our essential website information free of charge for one day

£100 keeps our Helpline running for an hour

Why not get all your family, friends or your kids involved as a fun activity?



Remember we are here to help! The Fundraising team has resources to share if you need guidance on training or recovery, so feel free to get in touch if you need more information.

Get in touch

Contact the Fundraising team:

Tel: 0333 332 2033

Email: fundraising@coeliac.org.uk

Need more resources?

Order another pack at coeliac.org.uk/shinealight, visit the shop (coeliac.org.uk/shop) or call the Fundraising team (0333 332 2033)



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Registered office Coeliac UK,
3rd Floor Apollo Centre,
Desborough Road, High
Wycombe, Bucks HP11 2Q W.
Tel: 01494 437278
Fax: 01494 474349

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www.coeliac.org.uk