

FUNDRAISING PACK

coeliacuk
live well gluten free

Helping to make a difference



HOW YOU CAN HELP THOSE WHOSE LIVES ARE LIMITED BY GLUTEN

Coeliac UK is an independent charity and we rely on the support of people like you, through donations and fundraising, to help us improve the lives of those in the community whose lives are limited by gluten, whether through coeliac disease or other gluten related disorders.

By choosing to fundraise for Coeliac UK, you are supporting our fight for better recognition and support for those whose lives have been impacted by gluten.

We currently support over 60,000 members to manage their health and dietary needs, helping them to improve their lives through our expert knowledge and comprehensive resources on the gluten free diet. We continue to be the largest, independent charity for this community in need and also the largest funder of crucial research into coeliac disease. Our work with healthcare professionals, food professionals and policy makers has driven significant improvements in standards of healthcare, and the quality and

availability of gluten free food nationwide. One day we hope no one's life will be limited by gluten. In the meantime, we need to continue to increase diagnosis rates, improve access to gluten free food and search for answers into coeliac disease. Your support will help us create a better way of life for our gluten free community.

From hosting a gluten free bake sale at work to recycling your old ink cartridges, there are many ways in which you can make a difference. Whether you're inspired by some of the activities in this pack or come up with your own idea, we provide all our fundraisers with the tools and support they need to have a successful and enjoyable fundraising experience.

More information about fundraising can be found on our website www.coeliac.org.uk/get-involved.

If you have any questions or want to let us know about your fundraising activity, please contact our Fundraising team at fundraising@coeliac.org.uk or call us on **01494 796724**.

GET INSPIRED

If you want to give some of your time and do something brilliant for Coeliac UK then here is the place to start. There are many ways you can fundraise for us and there will be something to suit you. Be inspired by just a few of our amazing fundraisers or come up with your own unique idea!

Hold a gluten free coffee morning

"Several years ago our son was diagnosed with coeliac disease, which was something we knew nothing about so had to learn very quickly how to manage it. Coeliac UK are busy working hard at raising the profile of the disease and things have improved over the years but we find there is still a great lack of understanding and we wanted to help. **The gluten free coffee morning we held was a great excuse to get people together for a couple of hours.** We all had a laugh trying out silly fundraising games to raise money, everyone tried new gluten free food experiences, we met new people, raised money and raised awareness, all in all a really worthwhile and fun event" **Susan**



TOP TIP

The most important starting point is to set yourself a target, whether it's £25 or £250

Turn your hobby in to a fundraiser

"When I found out I had coeliac disease, it was really difficult to adjust to my new diet and many times I really did feel sorry for myself asking the question "Why me? Why can't I just be the same as all my friends?" That's when I came up with the idea of using the one thing that I love, swimming, to raise much needed awareness and money for Coeliac UK. I swam the equivalent of the English Channel, 2,061 lengths in total, and **I really enjoyed doing my challenge knowing that I could be helping other children come to terms with being a little 'different' but definitely in a good way.** **Sammy (aged 11)**



If you're organising an event involving food, make sure it's gluten free. If in doubt, contact our **Helpline** on **0333 332 2033**



SUPPORT US

As well as holding a fundraising event, there are many other ways you can support Coeliac UK.



Whether it is ink cartridges, jewellery, stamps or even your car, recycling is a fantastic way to raise money for Coeliac UK. We work with three recycling companies, Recycle 4 Charity, Recycling For Good Causes and Charity Car and have raised over £65,000 since 2008 from your unwanted items.

More information about our recycling programmes can be found at www.coeliac.org.uk/recycle or email fundraising@coeliac.org.uk.

Play the Coeliac UK weekly lottery

You can take part in our Weekly Lottery for only £1 per entry. Simply visit lottery.coeliac.org.uk to enter. Every entry supports our work and you could win up to £10,000 every week! And you could promote this too – ask us for extra entry leaflets. Keep an eye out for our regular raffles too. Visit www.coeliac.org.uk/raffle.



Did you know that you can support Coeliac UK every time you shop online at over 3,000 retailers - without spending a penny extra? 'Give as you Live' works with top retailers including Amazon, John Lewis and Expedia to turn a percentage of every penny you spend online into a donation us. Visit www.giveasyoulive.com to get started.

Gift Aid



Gift Aid is a simple, no cost way for you to increase your gift. If you pay tax in the UK, we can claim 25p on every £1 you donate, for example, if you donate £100 and gift aid it, it's actually worth £125 to us. To gift aid your donations you will need to fill in a gift aid form. Your event sponsors can choose to gift aid their donations to you by filling in the enclosed sponsorship form.

Leaving a gift in your Will

When writing their will, many of our supporters choose to include a gift to Coeliac UK, so that they can safeguard the future for people with coeliac disease when they are gone. We have an information pack to help - please ask us for a copy - and a special pin of thanks for anyone choosing to pledge a gift in this way.

www.coeliac.org.uk/legacy

Payroll giving

Payroll Giving is a flexible scheme which allows anyone who pays UK income tax to give regularly and on a tax free basis to a charity of their choice. Payroll Giving donations are deducted before tax so each £1.00 you give will only cost you 80p, and if you're a higher rate tax payer it will only cost you 60p.

www.coeliac.org.uk/payroll-giving



One off donations

Making a one off donation is a simple and easy way to fundraise for Coeliac UK. This can be done by calling the Fundraising team on 01494 796724 and donating over the phone or by clicking on the 'donate' button on our website. You can also use our JustTextGiving service, which is free and has no set up costs, no network charges and every penny donated comes directly to us with the amount being taken from your bill. Donations of up to £10 can be made by texting **GLFR33** followed by the amount to **70070**.



It is really simple to create an account and nominate Coeliac UK as the chosen charity. At no cost to yourself, you can generate donations, whether buying books, clothes, groceries, tickets and even holidays.

Keith, 'Give as you Live' user

FUNDRAISING MATERIALS

Decided on a fundraising idea? We'll make sure you get all the support you need to make your event a runaway success.

Cardboard collection boxes

Our branded collection boxes are a great way to keep all the donations at your fundraising event in one place. You could even order an extra box and place it in your office for your colleagues to donate any loose change!

Please note that Coeliac UK is not licensed to carry out street or house to house collections. However, you can use your collection box to fundraise on private property with permission (at your place of work or school, for example) and also in shops and pubs with permission from the owner or manager. If you own or run a business and would like a public facing collection tin please contact us directly.

T shirts and running vests

Show the world who you are supporting by wearing one of our t shirts for your fundraising event. Available in adult and children's sizes and free of charge for our committed fundraisers. Everyone participating in one of our Challenge Events will receive a running vest or t shirt.

Banners

Organising an event such as an information stand or a family fun day? We can provide you with some of our banners to really get the message across about who you are supporting.

We also have balloons, posters, information leaflets and other support materials to help you along with your fundraising. Have a look on our online shop if you need to order some additional materials or contact the Fundraising team on 01494 796724 or email fundraising@coeliac.org.uk.



ONLINE FUNDRAISING

“Rather than receiving traditional retirement gifts, I saw this as the perfect opportunity to raise some funds by asking for donations to Coeliac UK so my colleague set up an online fundraising page to collect these in addition to what I was raising offline. I know the £450 raised will be invested in benefitting all existing sufferers and those that are yet to be diagnosed.”

Trevor, Retirement donation

Donating money online

Online fundraising websites make it easier than ever to give to Coeliac UK



uk.virginmoneygiving.com



www.justgiving.co.uk/coeliacuk



TOP TIP

On average, 20% of donations are received **after** the event so remember to send your page to everyone again once you have completed your activity. Add a photo from the day and update your sponsors with how well it went.

Whether you are completing a challenge, celebrating a special occasion or want to do a collection for a loved one, why not set up a free online fundraising page?

Personalise your online page with a photo and write about the event you are doing and why as this will help you to raise more money. Email your page to friends and family so they can sponsor you quickly using their credit or debit card; you can even share it via your social media pages. Donations are transferred directly to Coeliac UK, leaving you with more time to communicate with your supporters.

TELL US YOUR STORY



I would thoroughly recommend anyone who is considering doing something to raise money to go with their dreams, as the reward on the day is amazing, and the generosity of the 200 people who attended our tractor run was stunning. Plus by theming the event to something you feel comfortable with makes the day more enjoyable. Fantastic day!

Caroline, Tractor Run

TOP TIP

Keep your sponsors updated on the money you have raised to date or how your preparations are going. Don't forget to thank them all after the event too.

AFTER YOUR EVENT

Once your fundraising is complete, please send your donations to us within six weeks of your event.

Sharing your fundraising experience is an important way to help our members and inspire others to fundraise in the future. So whatever you've done, we would like to hear from you! Send a photo and a summary of your event to the Fundraising team and who knows, you may find yourself featured on our website or in our Crossed Grain magazine.



By Post

Send your cheque made payable to 'Coeliac UK' and mark it for the attention of the Fundraising team.



By Phone

Pay by debit or credit card by calling the Fundraising team.



At the Bank

To pay directly into our account, please contact the Fundraising team

TOP TIP

Whatever you raise, you will make a huge difference to the work we do so relax, smile and enjoy!

Coeliac UK is the charity for people who need to live without gluten. We provide independent, trustworthy advice and support, strive for better gluten free food in more places, and fund crucial research to manage the impacts of gluten and find answers to coeliac disease. And we do it all so that one day, no one's life will be limited by gluten.



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and in Scotland (SC039804) and a company limited
by guarantee in England and Wales (3068044).

www.coeliac.org.uk