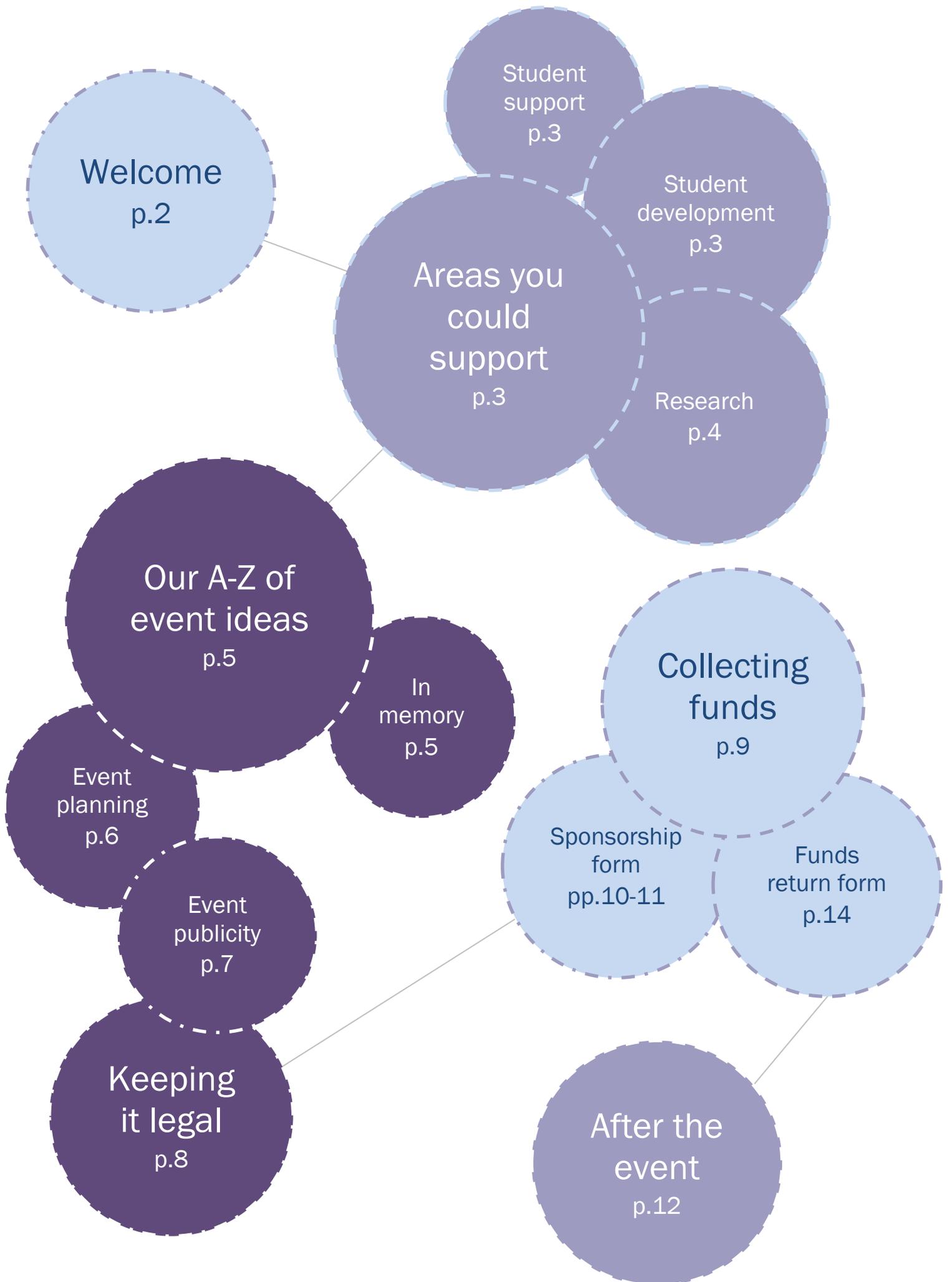


Cardiff University Fundraising Guide



FundRaising
Standards Board



Welcome

Dear Supporter,

Thank you for choosing to support Cardiff University by requesting our fundraising pack – we are delighted that you want to help!

Cardiff University greatly appreciates all the hard work that our students, alumni, staff and friends carry out on our behalf; as we really do rely upon the generosity of our supporters to help us to continue our work and make a positive difference to people's lives.

You can choose to fundraise for specific areas of our **research**, to support talented students through our **scholarships**, or alternatively you can support the Vice Chancellor's fund which supports **students**, **researchers** and **special projects** across the University.

We hope that the following information will be useful. Whether you are looking for ideas, or ready to get started with your fundraising, we are here to support you and look forward to hearing all about your success.

Once again, thanks again for supporting Cardiff University, your assistance really does make a difference.

Sarah

Sarah Price
Acting Director, Development and Alumni Relations

Thank you for supporting Cardiff University

Areas you can support include:

Student support

For many individuals, financial constraints can make access to education seem impossible. However, thanks to the generous support of our donors, we are able to open doors to learning and give assistance to those people, who without it, would probably have never been given the opportunity to advance themselves through study.

Thanks to the generosity of our supporters, we have been able to provide scholarships and bursaries to students from the UK and abroad. Donors can choose to fund a student from a specific course or residing in a specific country, or can offer support to anyone in need.

Your help is invaluable in offering education to those who would otherwise be denied it.

Everything you see here represents another vital step towards an education that can transform someone's life.

- **£25** can help pay for an essential course book.
- **£50** can help us convert printed materials into an audio format for students who find it hard to read text.
- **£100** can help towards the cost of a PC for a disabled student to make it easier to study at home.

Student development

Going to university is not all about getting a degree; it's also about learning new skills and making life-long friendships.

A huge part of that is helped by the Students' Union, with over 60 sports clubs and 120 student societies.

Perhaps you were a member of a club or society when you were a student at Cardiff and would like to continue to support them?

You can choose to raise money to support a particular club or society or you may want to make a general donation to support sport, music, drama, community and welfare activities.

Research

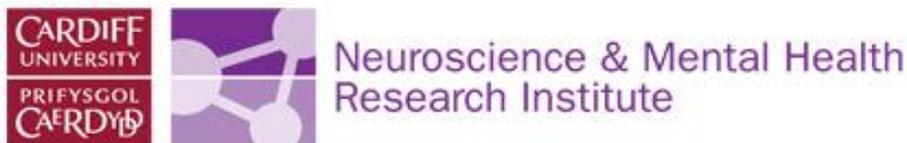
Our research is internationally respected and spans everything from cancer to ecology. From the furthest reaches of space to the deepest depth of the earth, Cardiff is delivering profound new insights into our world.

In recent years, with the support from our alumni and friends, Cardiff University has established **three world-leading research institutes** which are addressing global scientific challenges in cancer, sustainability and mental health.



The European Cancer Stem Cell Research Institute is improving our understanding of the role of cancer stem cells in a range of cancers. The ultimate aim of the institute is to develop new cancer therapies which will make a real difference to the lives of patients across the globe

www.cardiff.ac.uk/research/cancerstemcell



The Neuroscience and Mental Health Research Institute is developing a deeper understanding of major psychiatric and neurodegenerative disorders including autism, schizophrenia, bipolar disease, Alzheimer's, Huntingdon's, and Parkinson's disease.

www.cardiff.ac.uk/research/neuroscience



The Sustainable Places Research Institute is focussed on finding solutions to the enormous environmental and social challenges facing humanity worldwide and providing innovative solutions for a more sustainable future.

www.cardiff.ac.uk/research/sustainableplaces

Everything you see here represents another vital step towards solving some of the most pressing issues facing the world today

Fundraising event ideas

Whatever your skills, talents or abilities and whatever your time restrictions may be, you can make a difference in so many enjoyable, memorable and worthwhile ways.

Whether you are fundraising with work colleagues, family or friends, knowing where to start can often be the most difficult thing to decide.

However, there are plenty of great ideas to choose from. Take a look at our A-Z of fundraising ideas or dream up a few of your own. And remember whatever you decide to do – ENJOY it and make it FUN!

A	G
Aerobics marathon	Garden party
Auction	Golf match
B	Gala ball
Bring & Buy sale	H
Barbecue	Homemade goods
Book sale	Halloween party
Bike ride	I
C	Indoor competitions
Cake sale	J
Car-boot sale	Jumble sale
Coffee morning	Jive or Jazz night
Carol singing	K
Clean cars	Kart race
Craft fair	Karaoke night
D	Kite-flying competition
Dinner dance	L
Darts marathon	Ladies/Lads only night
Dress down day	Line dancing
Disco	M
Duck race	Murder mystery evening
E	Magic show
Easter Egg hunt	Marathon
Exhibition	
F	
Fashion show	
Fancy dress party	
Football tournament	

N
Name the baby
New Year's Eve party

O
Orienteer challenge
Odd jobs

P
Parachute jump
Pool night
Plant sale

Q
Quiz night
Quit smoking

R
Raffle
Race night

S
Swimathon
Sing-along
Shave off your hair/beard
Sponsored silence

T
Tombola
Treasure hunt
Three peaks challenge

U
Unwanted gifts sale
U do a dare day

V
Vintage wine tasting
Variety show

W
Who's that baby?
Welly chuck
Walkathon
Wine and cheese party

X
Xbox videogame tournament
Xmas party

Y
Yoga marathon
Yo-yo competition

Z
Zumbathon

In memory...

Organising a sponsored event to raise money in memory of a friend or family member is a tangible and lasting way of remembering and celebrating the life of someone close.

Should you wish, we can write to a person you nominate, usually a family member or friend of the deceased, to advise that an In Memory gift has been made to Cardiff University.

Planning your event

Plan in advance

Once you have decided on your fundraising event, it would be a good idea to put together an action plan.

Work out how long it will take you to organise the event, who you can contact to help you and how much it will raise in comparison to the amount of effort and time involved.

Work out a budget

Costs can include anything from postage and printing to catering and equipment hire.

To save money, try to get individuals or local businesses to donate the items you need.

Estimate the total income that you think your event will generate, and if the profit justifies the time and effort then go for it!

Make a list

Make sure you have thought of everything. Write down a list of all the things that you need to organise and tick them off as you go along.

They should include:

- (1) What is the event?
- (2) When and where will you hold the event?
- (3) Who and how many people will it appeal to?
- (4) Is the planned date suitable or does it clash with any national or local events taking place in your area?
- (5) How much are you hoping to raise?
- (6) How much will it cost me to run?
- (7) How will you publicise your event?
- (8) Is the venue confirmed?
- (9) Is the venue suitable for all weather conditions?
- (10) How much support do you need?
- (11) Will you receive money before, during or after the event?
- (12) How will you collect the money?

Please note that while we greatly appreciate your support, we would like to remind you that the Cardiff University is unable to provide you with start-up funds for your event. We also cannot accept liability for any loss, damage or injury that is incurred as a result of any fundraising activity that you undertake.

Publicity

Tell everyone about it! It's a great idea to create posters and flyers to promote your fundraising activity.

However, it is important that you use Cardiff University's identity the right way. You must display our full name (Cardiff University) and our registered charity number (1136855) on all event publicity. **This is a legal requirement under the Charity Act 1992 and it's a criminal offence not to include it.**

If you are planning to produce any printed information, please contact us for our logo and send us a final copy of your material for approval before you print.

Use **Facebook**, **LinkedIn** and **Twitter** to advertise your event. It's another great way to spread the word and is free!

Your local radio, newspapers and even TV station may well be interested in your fundraising event. Getting media attention will not only help generate publicity about your event, but also help to raise awareness about Cardiff University and the positive difference that our work makes to the lives of so many people.

Tips on writing a press release

Press releases are a great way to get publicity for your fundraising event, when writing a press release we recommend you briefly describe your fundraising event and include the following:

- Information on what you are doing
- Who is involved
- When and where the event is taking place
- Why you are raising money

Be sure to include your contact details and the contact details of Cardiff University (including a name, contact number and email address).

Call the newspaper radio or TV station you are writing the press release for, to get a named individual to invite along to the event.

Once you have sent the press release, follow up with a telephone call to check they have received it; this will also give you an opportunity to confirm whether or not they will be attending.

Hopefully somebody from your chosen media stream will attend your event on the day, however if they don't remember to take lots of photographs which you can then send to them afterwards.

Contact the Alumni Relations and Development Office with details of your event. Whenever possible we will publicise the event on our website and in our communications to our audience of approximately 113,000. We'd also love to hear how your event went, so don't forget to take photos and send them to the Development and Alumni Relations Office.

Keeping it legal

Many aspects of fundraising are regulated by law, so you need to consider legal issues before undertaking your event. To ensure that your fundraising event is legal, you may want to check the points below which outline the procedures you will need to adhere too. If you are planning on holding an event, please contact us so we can advise if there are any legal requirements.

Collections

Any person(s) under the age of 16 must be accompanied by an adult when collecting from the public. In order to carry out a collection on the street, door to door or in any public place you must first obtain a licence from your local council. As public collections are a popular way to fundraise it is a good idea to get permission well in advance.

Raffles & Lotteries

Entertainment: Please contact your local authority to check whether your event requires a Public Entertainment Licence.

Private lottery: when raffle tickets are sold to people in the same location, advertising may only be carried on the premises where the tickets are being sold. Tickets must be the same price, state the price and the name and address of the promoter.

Small lottery: when a raffle takes place at an existing event. Tickets must be the same price with the price clearly stated. There can be no cash prizes.

Public lottery: a public lottery which is open to the members of public must be registered with the local authority.

You can find more details at www.gamblingcommission.gov.uk.

Health and Safety

While we greatly appreciate your support, we would like to remind you that Cardiff University cannot accept liability for any loss, damage or injury as a result of any fundraising activity that you undertake.

Before your event it is good practice to undertake a risk assessment for health and safety hazards.

- Check what kind of public liability insurance the owner or operator of your venue has and that it covers the owner's liability risks.
- Ensure that there is wheelchair access.
- Confirm that first aid provisions and emergency evacuations are in place.

Food and drink

Alcohol: If you are planning to sell alcohol at a public event you will first need to check that the venue that you planning to use is licensed. Contact your local authority for more information regarding temporary licences.

Food safety laws: you need to follow certain hygiene procedures, like washing hands frequently, keeping your hair covered and all surfaces clean. You can find full details of current hygiene procedures at www.food.gov.uk.

Collecting funds

There are several ways that you can collect funds for sponsored events.

Online sponsorship with BT MyDonate

BT's MyDonate is a secure and easy-to-use fundraising website that enables anyone to fundraise for a charity of their choice.

Setting up a page is very simple. Just go to www.btplc.com/mydonate and click register in the top right corner, then, fill out the personal registration form. It is very easy to follow with simple instructions; just register, click on 'Start Fundraising', 'Create my challenge', and add information about the fundraising activity you want to do.

Important: In Step 2 enter 'Cardiff University' and press search and then in step 3 select 'Cardiff University' from the list. By Step 6 you will need to enter a title your fundraising page, tell everyone about yourself and what you are planning to do. This is what your sponsors see, so put your persuasive skills to the test and be as compelling as possible! You can personalise your page with your own colours, photos and message.

All you need to do then is tell your friends and family about it so that they can donate online and leave you messages of support. Their donations will be sent straight to us here at Cardiff University and we will be able to collect Gift Aid for every eligible donation.

*NB: If you want to support a particular project, simply contact **Amanda Yeoman** at donate@cf.ac.uk stating your name, website address and the project you have chosen. Alternatively, you can telephone Amanda on +44(0) 29 2087 6413.*

Once your page is set up, you can track your progress and see messages from your friends and family.

Sponsorship Forms

Donations can also be collected using a Cardiff University Sponsorship form, enclosed with this pack.

It is important to return the form with the donations, so that the University can claim Gift Aid on any eligible donations.

The form should be returned with the 'Funds Return Form' to the Development and Alumni Relations Division, Cardiff University, 5th Floor, Deri House, 2-4 Park Grove, Cardiff, CF10 3BN.

Matched Funding

Remember to check to see if your employer has a matched giving scheme – they may match the amount of money you raise.

Cardiff University Sponsorship Form

Name of Participant: _____

Address of Participant: _____

Event: _____

Date: _____

In aid of: _____

Note - as a sponsor we will not contact you unless you give us permission to do so.

Details of Sponsors						
Full Name (first name and last name)	Home Address (Not your work address) This is essential for Gift Aid	Postcode	Amount £	Date Paid	Gift Aid? (√)	I am happy to be contacted
Total Donations Received			£			



If you 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.

Cardiff University is a registered charity. No 1136855

After your event

Tell us how it went

Thank everyone who helped and let them know how much money was raised – we would love to hear from you too!

Don't forget to send us some photos of you completing the fundraising challenge.

Transfer your sponsorship money to Cardiff University

BT MyDonate

If you are using MyDonate then donations made through their website will be paid directly to us.

Cheque

If relevant, return your sponsorship form with a cheque made payable to 'Cardiff University' to the address below

Amanda Yeoman
Development and Alumni Relations
Cardiff University
5th Floor Deri House
2-4 Park Grove
Cardiff, UK
CF10 3BN

Credit or Debit Card

Call 029 2087 6473 and pay over the phone with a credit or debit card.

Send us your forms

We will need your sponsorship form(s) and the Funds Returns Form (see next page).

Publicity

If you would be happy for us to publicise your completed event, please let us know as we would like to promote your efforts on our website and other publicity materials.

Funds Return Form

On behalf of everyone at Cardiff University, we would like to thank you for your support. Your commitment to fundraising for the University is very much appreciated.

Once you have finished your fundraising event, please complete this form in full and return to Cardiff University. Cheques / postal orders should be made payable to Cardiff University.

Your contact details

Name _____

Address _____

 _____ Postcode: _____

Landline _____

Mobile _____

Email _____

Organisation _____
 (if applicable)

Your fundraising event

Name _____

Date / / (format: 01/01/2013)

Description _____

How much did
 you raise? _____

Signed _____

If you would like the monies you have raised to be allocated to a specific project please indicate your preference below:

<input type="checkbox"/>	Scholarships and Bursaries	<input type="checkbox"/>	European Cancer Stem Cell Research Institute
<input type="checkbox"/>	Libraries and Campus Facilities	<input type="checkbox"/>	Neuroscience and Mental Health Research Institute
<input type="checkbox"/>	Students' Union	<input type="checkbox"/>	Sustainable Places Research Institute
<input type="checkbox"/>	Other (please specify):		

Please return any Sponsorship Form(s) with the Funds Return Form(s) to:

Amanda Yeoman, Development and Alumni Relations Division, Cardiff University, 5th Floor, Deri House
 2-4 Park Grove, Cardiff, CF10 3PA.

Last but not least...

Thank you!

Thank you for taking the first steps to support Cardiff University.

For over 125 years, Cardiff has tackled the biggest issues in society and is known for its excellence, achievements and progress.

Your gift, no matter what size, signals strong confidence in Cardiff University students and staff, and their ability to make a difference.



Interested and want to chat?

Please give us a call to chat through any thoughts you have.

We can be contacted on 029 2087 6473 or you can email us at donate@cf.ac.uk to get started.

Development and Alumni Relations Division
Cardiff University
5th Floor, Deri House
2-4 Park Grove
Cardiff
CF10 3PA

Email: donate@cardiff.ac.uk

Website: www.cardiff.ac.uk/support

Telephone: 029 2087 6473