



Raymond Mitchell of Inverurie
(Medical Research Volunteer Fundraiser)

Sandy Barclay of Kintore
(Medical Research Volunteer Fundraiser)

FUNDRAISING FOR THE UNIVERSITY OF ABERDEEN
YOUR JOURNEY



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UNIVERSITY
OF ABERDEEN
DEVELOPMENT TRUST

A MESSAGE FROM KATHRYN...



"Like you, I contacted the University because I wanted to make a difference to something that's important to me. My father had oesophageal cancer and fundraising for cancer research at the University was a nice way to honour my father's memory, and help fight this indiscriminate disease.

"Fundraising for the Development Trust has been a lot of fun. The team are really helpful and provide useful advice and information. It is great being part of a strong community of volunteers and nice to know that your funds will be supporting a local charity.

"Welcome aboard and I hope you enjoy your fundraising experience as much as I do."

- Kathryn Ross of Ellon (Medical Research Volunteer Fundraiser)

WHAT WILL YOU CHOOSE TO SUPPORT?

Thanks for fundraising in aid of the University of Aberdeen Development Trust. When Kathryn contacted the University she knew that she wanted to support medical research. You may already know which area you would like to fundraise for too. If not, then here are a few examples of what others have supported:

- **Medical Research** into areas including cardiovascular disease, cancer, dementia, multiple sclerosis, osteoporosis, diabetes, kidney infections and infertility.
- **Scholarships** providing talented individuals with access to a quality education.
- **Innovative research into topical issues** like food security, human nutrition and obesity, and energy (both hydro-carbon and renewable).
- The **preservation of the University's beautiful and historic campus** including the libraries, museums and botanic garden.
- **An enhanced student experience** with student initiatives that provide a well-rounded degree programme.



Whether you have chosen to raise money for University initiatives like **GASTROCAN**, **Saving Sight in Grampian**, **scholarships** or the development of **Cruickshank Botanic Garden**, your support counts and will make a real difference!



Barbara Mair, Irene Black & Fiona Morrison at Run Balmoral 2013

"I highly recommend becoming a volunteer fundraiser for the University of Aberdeen Development Trust. The buzz I got from fundraising was like nothing I've ever felt before. I got a real sense of achievement and it is fantastic knowing the money I raised will help others and really make a difference to something that matters to me, my family and friends."

- Irene Black of Turriff
(Medical Research Volunteer Fundraiser)

LET'S START FUNDRAISING

Now that you have chosen the area that you would like to support, your next task is to decide how you will raise money. There are many different ways to do this from sponsored runs and bake sales to quiz nights and treasure hunts. Our advice would be to keep your fundraising as simple as possible. This will make it easier to organise and to explain to your supporters.

Here are a few other useful hints and tips to get you started:

Set a fundraising goal - this will not only encourage people to help you achieve it but will also give you something to work towards.

Go online - we are registered with BT My Donate (www.btplc.com/mydonate - 0% fee), Virgin Money Giving (www.virginmoneygiving.co.uk - 2% fee) and Just Giving (www.justgiving.co.uk - 5% fee). They are all free for you to use but some will take a small fee from the money you raise. Just search for the University of Aberdeen Development Trust when asked to choose your charity to support.



Start social networking - a great way to share your fundraising page with a wide network of friends, family and colleagues.

Nominate us as your company's chosen charity - if your company raises money for charity annually, then why not nominate us as their chosen charity.

Ask about matched giving - many companies offer to match the fundraising efforts of their employees for the charity. Speak to your HR department to find out if your company has a matched giving scheme.

Don't forget the traditional methods - people like to donate in different ways so remember to download a sponsorship form from our website at www.abdn.ac.uk/giving.

Remember Gift Aid - a simple way to increase the money you raise. If your sponsor is a UK taxpayer then they may be eligible for Gift Aid. This will add an additional 25p onto every £1 they donate at no extra cost to you or them. For more information please see the sponsorship form.

Equip yourself with the right materials - we can provide you with various fundraising materials including sponsorship forms, stickers, collection buckets, posters, banners and our electronic logo. Please get in touch to discuss your requirements, reserve materials and arrange collection.

Say thank you, then say thank you again - the golden rule of fundraising is remembering to say thank you. Thank your supporters, update them on how you get on, and thank them once again. They may feel inspired and want to follow in your footsteps.

For more useful hints and tips, why not get in touch. We would love to hear what your plans are and may be able to offer you a few suggestions based on our experience and what past fundraisers have done.



giftaid it

"My sister and I started fundraising to support research into fibromyalgia at the University. We raised over £400 and were delighted when Louise's employer then selected our charity to support that year. The final total was nearly £3,500."

*- Emma Leiper of Aberdeen
(University of Aberdeen employee & Medical Research
Volunteer Fundraiser)*



**Emma Leiper & Louise Hiltunen
Baker Hughes 10k**

STAYING SAFE AND LEGAL

Yes, you can ask for Gift Aid but remember the rules!

Gift Aid is a simple way to increase the money you raise. If your sponsor is a UK taxpayer then the University of Aberdeen Development Trust may be able to claim back 25p of tax on every one pound they donate. It won't cost them anything extra but will add on 25% to their gift.

Remember to return your sponsorship forms to the University of Aberdeen Development Trust when you send in the money you have raised. We will need this to reclaim the Gift Aid.

- ☺ My sponsor has read the Gift Aid Declaration on the reverse of the sponsorship form
- ☺ My sponsor has provided their full name and address
- ☺ My sponsor has ticked that they are eligible for Gift Aid on the sponsorship form

A raffle is a fantastic way to increase the amount of money you raise at an event

Small raffles held as part of a larger event can really boost your fundraising total. If you want to hold a raffle we would recommend contacting your local authority to ensure you are following the proper procedures. Raffles on their own have strict regulations but are less complicated if:

- ☺ They are being held as part of a larger event
- ☺ Tickets are only sold on the night
- ☺ You announce the winners at the event
- ☺ There are no cash prizes

"Last year I held an event to raise money for research into Alzheimer's Disease at the University of Aberdeen. The raffle raised a fantastic £6,080 thanks to the generosity of family and friends."

- Charlie Bain of Bridge of Don & Managing Director of C Euro Communications (Medical Research Volunteer Fundraiser)



Patricia Paterson of Apache North Sea Ltd, Peter Stephen former Lord Provost, Charlie Bain & Professor Matteo Zanda

Have you considered licences and insurance?

The University of Aberdeen Development Trust cannot provide you with a licence or insurance when you are fundraising in aid of us. If you are collecting money in a public place or door-to-door then you will require a licence from your local authority. Contact details for your local authority can be found at www.directgov.uk. We also strongly recommend checking that you have adequate insurance in place where appropriate such as public liability insurance.

We are happy for you to use our logo and charity number in the right way

Your fundraising is in aid of the University of Aberdeen Development Trust which means you will be benefitting us as opposed to acting on our behalf or representing us. Please include the following text on all of your printed materials:

"Our event is in aid of the University of Aberdeen Development Trust and all proceeds from our fundraising will go to this Trust, registered charity number SC002938."

If you would like to use our logo and charity number, please make sure you use this text too.

MAKING YOUR DONATION

Sending in the money you have raised couldn't be easier and we recommend that you aim to do this within one month of completing your fundraising activities.

Please complete the donation form below and return it to University of Aberdeen Development Trust, FREEPOST AB567, Aberdeen, AB24 3FX.

Your details:

Title: _____ First Name(s): _____

Surname: _____

Address: _____

Postcode: _____ Telephone Number: _____

Email address: _____

- I would like my donation to be anonymous
- I am a graduate of the University of Aberdeen
- My company has a charitable matched giving scheme

The University of Aberdeen Development Trust complies with the Data Protection Act (1998) in the storage and retrieval of personal information. If you provide us with personal information, it will be stored securely and not made available to other organisations.

Your gift:

I would like my gift to support: _____

Amount: £ _____ Card No:

- | | |
|--|--|
| <input type="checkbox"/> I have enclosed a cheque made payable to the University of Aberdeen Development Trust | Start Date (mm/yy): <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> |
| <input type="checkbox"/> I wish to give by Visa/Mastercard/Switch/Maestro | Expiry Date (mm/yy): <input type="text"/> <input type="text"/> <input type="text"/> <input type="text"/> |
| <input type="checkbox"/> I wish to give by CAF cheque | Security Code: <input type="text"/> <input type="text"/> <input type="text"/> |
| <input type="checkbox"/> I have deposited the money into your bank account | Issue No: <input type="text"/> (Switch & Maestro Only) |
| <input type="checkbox"/> I have completed an electronic funds transfer | |

Signature: _____ Date: _____

Our bank account details:

University of Aberdeen Development Trust

Bank of Scotland, Queen's Cross Branch, 39 Albyn Place, AB10 1PY

Account no: 00842264

Sort code: 80-05-14

IBAN: GB30 BOFS 8005 1400 8422 64

THANK YOU FOR YOUR DONATION

I would like more information about:

- Leaving a legacy Making a regular donation Forthcoming University events

Please note that your details may be used for fundraising purposes. If you would prefer not to receive fundraising communications, please put a tick in the box.



“ There were days when I thought it would never happen but the Aberdeen Fertility Centre really helped me through a difficult time. ”

LISA'S STORY - THE GIFT OF LIFE

Lisa longed for a family. When she and her husband started trying for a baby she assumed it would just happen. When she realised this was not going to be the case, she sought help from the Aberdeen Fertility Centre - a joint collaboration between the NHS and the University of Aberdeen. Lisa was delighted with the support and comfort she received throughout a very emotional time in her life.

Five years ago Lisa walked through the doors of the Aberdeen Fertility Clinic desperately hoping to become a mother. After her first and second attempt at Intrauterine Insemination (IUI) she began to feel defeated. Every time the treatment failed Lisa and her husband really struggled.

Lisa was 31 when she finally fell pregnant. She'd spent two and a half years on an emotional rollercoaster desperate for the one thing that comes naturally for so many couples. The Aberdeen Fertility Centre was Lisa's last chance and thankfully they brought her joy.

The Centre were there for Lisa and her husband. The staff gave them hope, encouragement and much needed support. Ultimately, they gave them the family they had been longing for. Lisa and her husband now have three sons, two of which were conceived through IUI and the youngest naturally. Lisa said:

“The team were amazing and were there to dry my tears on many occasions. We were very fortunate to conceive two sons with the Clinic's help and very surprised when our third son came along naturally. With our family now complete, I really want to say thanks for everything they have done including giving us the most precious gift, a beautiful family. This year I took part in the London Marathon to raise funds in aid of the Centre. I hope this money will help other people that find themselves in the same heartbreaking situation.”

Every year the Aberdeen Fertility Clinic helps 600 couples like Lisa and her husband. Fantastic support from Lisa and other members of the public enables the Centre to achieve so much more. If you would like to find out more about the Centre, please visit www.aberdeenfertility.org.uk.



HAVE FUN AND GOOD LUCK!

“Thank you. We really value your support and recognise that we couldn’t achieve nearly as much without you. Your contribution will make a real difference to the lives of others and we look forward to updating you on the impact of your gift.

“ Please make sure you enjoy your fundraising journey and remember to send us lots of pictures!”

Dr Russell Petty - Consultant Medical Oncologist at NHS Grampian & Clinical Senior Lecturer at the University of Aberdeen

(Dr Petty established GASTROCAN and leads University and NHS Grampian research into the causes and treatment of gastro-oesophageal cancer)

CONTACT DETAILS

If you have any questions or would like to request a copy of our Donor Charter outlining our promise to you, please contact Cara Baird, Development Officer.

University of Aberdeen Development Trust
University Office
King's College
Aberdeen
AB24 3FX

T +44(0)1224 273278
F +44(0)1224 272271
E c.baird@abdn.ac.uk
W www.abdn.ac.uk/giving

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