

Looking Forward
Giving Back



Your Guide to Fundraising for Medical Research

AT THE UNIVERSITY OF ABERDEEN

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Welcome and Thank You!

WELCOME TO THE UNIVERSITY OF ABERDEEN FUNDRAISING COMMUNITY. WE'RE THRILLED THAT YOU'RE JOINING US AND WOULD LIKE TO SAY A BIG 'THANK YOU' FOR YOUR SUPPORT.

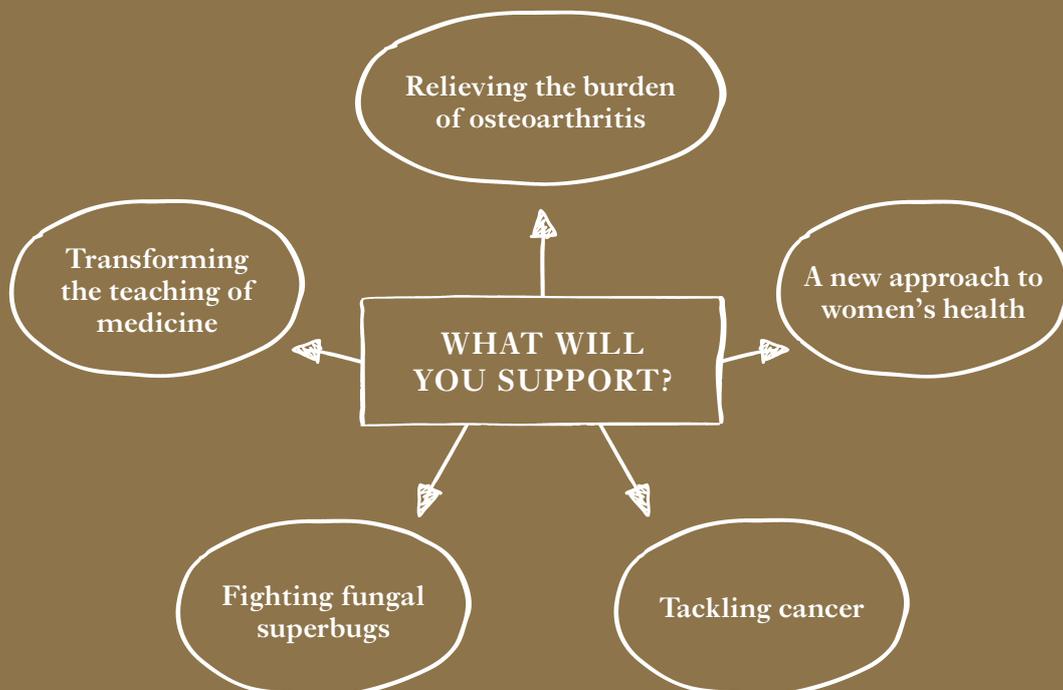
Here you will find all the information you need to get started, as well as tips for maximising your efforts and instructions for making your donation.

Which area of medical research will you support?

You may already have an idea of the area you would like to fundraise for, however, if you are still not sure, below is a list of the areas your fundraising efforts could support.

Medical Research at the University of Aberdeen

The University of Aberdeen has a proud history of innovation in medicine, medical sciences and nutrition, from the foundation of the UK's first medical school in 1497 to two Nobel prizes during the 20th century. Today, as the University builds for its future, medicine remains at the heart of our ambitious plans. We are developing a suite of exciting medical programmes designed to tackle some of the world's most pressing problems as we continue at the forefront of medical research. Below are five innovative programmes that will further strengthen Aberdeen's legacy of pioneering medical research.



However, we are also conducting research into many other conditions including dementia, cystic fibrosis and cardiovascular disease, so if you don't see the area you are looking for, we would be delighted to hear from you.

To get in touch, please email lynne.black@abdn.ac.uk or call +44 (0)1224 272087.

Fundraising ideas, hints & tips

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 ADVENTURE CHALLENGES TO BAKE SALES, 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. If you do want to organise something more involved, make sure you have help from family and friends.

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

- > Set a fundraising goal.
- > Set up an online giving page – you have lots of choices here although it can easily be done through the Development Trust's Just Giving page at www.justgiving.com/uadt.
- > Make the most of social media to spread the word.
- > Nominate us as your company's chosen charity.
- > Ask about matched giving at work – your employer may be able to match the donations that you raise.
- > Remember Gift Aid (see overleaf).
- > Equip yourself with the right materials. We can provide you with various fundraising materials, which may include sponsorship forms, 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.

For more useful hints and tips, why not get in touch? We would love to hear your plans and may be able to offer you a few suggestions based on our experience and that of our wonderful team of community fundraisers.

Please contact us at lynne.black@abdn.ac.uk or on +44 (0) 1224 272087.



Fundraising stories

Karen fundraises to support dementia research at the University.

After a long battle with dementia my father sadly passed away in 2014. I have been overwhelmed by the effects of this illness, not only on the patient but on their families, friends and carers, and I wanted to do something to help.

I therefore decided to run a marathon, which had been a long-standing ambition. With my Dad as inspiration I committed to do the job and I am delighted to say that I completed the Loch Ness marathon.

The secret to my success was having a great training partner, as well as self-belief and a cause that I am passionate about. We were then inspired to carry on so switched trainers for high heels and organised a 'Robbie' tribute night.

With the support of our wonderful friends and family, we raised £1,200 in total for dementia research.



Karen (left) and Carol (right) after the Loch Ness marathon

My top tips

- 1. Get support from and involve your family and friends.*
- 2. Share your passion for the cause to help inspire people to donate.*
- 3. Set a realistic goal - once you achieve it you will feel amazing and it will inspire you to raise even more.*
- 4. Use an online fundraising page so your donations can be gift aided.*
- 5. Have fun and always remember why you are doing it.*



Irene presents one of many cheques to the University of Aberdeen Development Trust



Charlie Bain's Different Singing Memories Fundraiser 2018

Irene fundraises to support the University's gastro-oesophageal cancer research.

I lost my dear husband and best friend Roy in 2012 to oesophageal cancer. After Roy passed away I needed something to focus on and see me through some dark times.

I started to think about what I could do to give something back to those who helped Roy in his fight against this devastating disease. Roy took part in two clinical research trials during his treatment and was eager to take part saying "If it doesn't help me, it might help someone else."

Needless to say I wanted to carry out Roy's wishes and help others.

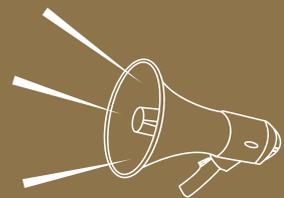
I heard about the University's research and, inspired by my niece, decided with some colleagues to sign up for the Run Balmoral 10K race in 2013 – and I didn't stop there! I've taken part every single year since.

Running isn't my only fundraising activity. I organise an event every year, beginning with my 60th birthday party in 2014, and recently a Deal or No Deal themed night. The most important part for me is for everyone to have fun and enjoy themselves – I know I have!

My fundraising total to date is over £14,000, all thanks to my friends and family who continue to support my fundraising and who I could not be more grateful for.

My top tips

- 1. When planning events try something different and family-friendly and enlist the help of family and friends.*
- 2. Get the word out as much as you can. Posters, Facebook and the local papers are great.*
- 3. Let supporters know how it went - publish the final total and, if you can, get a photograph of you presenting the cheque to the researchers as this is crucial to help you thank supporters.*
- 4. You can never say thank you enough.*



Researcher story

Professor Steven Heys, University of Aberdeen breast cancer researcher and NHS breast cancer surgeon.

I lead a team of researchers investigating the causes of breast cancer and developing personalised treatment options.

Whilst the chances of beating breast cancer are increasing year on year with a current 8 in 10 chance of being healthy and well 5 years after diagnosis, my team continue to search for more answers.

Volunteer fundraising has been crucial to our research. We have many dedicated supporters whose fantastic fundraising efforts have enabled my team to conduct studies and clinical trials that would have otherwise not been possible. We have also been able to explore how best to support patients and their families after diagnosis.

On behalf of myself, my team and all the patients who have benefitted from the research that is being carried out, thank you!



Professor Heys with a group of his supporters

Legal information and Gift Aid

Gift Aid is a simple way to increase the sum of money you raise at no extra expense to your supporters.

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 your sponsor anything extra but will add 25% to their gift.

They need to be able to agree to the following declaration
"I confirm that I am a UK Income or Capital Gains taxpayer. I have read this statement and want the University of Aberdeen Development Trust to reclaim tax on this donation. 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."

All you need to do is make sure that each of your sponsors has:

- > Read the Gift Aid Declaration on the sponsorship form
- > Provided their full name and address
- > If applicable, 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

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.

On your materials, you must state that 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. We can provide you with the logo in various formats.



Volunteer fundraiser and guest at Charlie's Big Thank You Awareness Event 2016



How to make your donation

Online

To make your gift online, visit www.abdn.ac.uk/giving

If you have any specific requests regarding the purpose of the donation, please choose from the drop down menu or note them in the comments box.

By cheque

To make your gift by cheque, please be sure to write the cheque out to 'University of Aberdeen Development Trust' and send it along with a note stating what your donation is supporting to:

The University of Aberdeen Development Trust
Powis Gate, College Bounds
Aberdeen
AB24 3UG, Scotland

Don't forget to send in your paper sponsorship forms so we can claim Gift Aid on your sponsors' donations and add an extra 25p to every £1 donated eligible for Gift Aid!

One of the easiest ways to raise money is by creating a Just Giving page here www.justgiving.com/uadt.

To find out much more about what's happening with the University of Aberdeen Development Trust and our supporters, visit our Facebook page at www.facebook.com/UoADevTrust.

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