

Fundraising for the British Skin Foundation





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Thank you...

for choosing to support the
British Skin Foundation (BSF).

Sixty percent of people in the UK currently have a skin condition or have previously had a skin condition. There are at least 100,000 new cases of skin cancer reported every year in the UK. 20% of all children have eczema. 70% of British people with skin conditions or scars say it affects their confidence.

These shocking statistics highlight why we are on a mission to fund research into all types of skin diseases, including skin cancer. We want to help find cures and treatments to improve the quality of life for those people with skin conditions and their families.

Our work wouldn't be possible without people like you supporting our science and

helping to fund more research. We won't stop until our researchers have found cures and treatments for common skin diseases like eczema, psoriasis and acne, through to potential killers like malignant melanoma.

In this pack you'll find lots of ideas, tips and advice to kick start your fundraising and make it a huge success.

If you need any fundraising materials, you can simply place an order through our online shop.

We are on hand to support you with your fundraising, so if you have any questions or simply need a bit of motivation, get in touch on **020 7391 6088** or email **events@britishskinfoundation.org.uk**

**For more information about
the British Skin Foundation see**

www.britishskinfoundation.org.uk

   @BSFcharity





How your fundraising will make a difference

The British Skin Foundation receives no statutory funding and relies completely on generous donations from people like you

£20

can buy one sample of artificial human skin.

£50

can pay for an electronic laboratory book and data storage software for a researcher for a year.

£75

can pay for a research session on cutting-edge microscopes to understand in ultrafine detail how skin cells behave in health and disease.

£150

can pay for the analysis of five thousand proteins produced by skin cells to understand their response to possible future treatments.

£200

could fund 50 RNA extractions to reveal differences in gene expression.

£300

could buy an antibody for detection of biomolecules associated with disease.

£500

could pay for the analysis of 15,000 proteins produced by skin cells to understand the response of the cells to possible future treatments.

£1,000

could buy human skin discs for a research project.

£2,000

could buy diseased human skin sheets with atopic dermatitis or psoriasis.



Where to start?

If you have an idea you'd like to make a reality, we can help. Below are some tips for putting your plans into action.

1

Decide what you want to do

Choose an activity that will interest you and your networks. You will need to feel excited about your event as well your target audience.

2

Budget

Put a budget in place. Work out how much it will cost to run the event and set yourself a fundraising target. Keep these figures in mind throughout the organising of your event.

3

Date & location

Check calendars and diaries to help you decide the best date for your event. Make sure there are no similar events taking place at the same time and avoid major sporting fixtures and public holidays to give yourself the best chance for maximum attendance.

4

Venue

Think about where you will hold your event. Consider how much space you'll need and the facilities you require. If you are looking to hire somewhere, mention you are fundraising for the BSF and you may be offered a reduced rate. If you require written confirmation of your fundraising from us please get in touch.

5

The fundraising

You need to decide how you will raise money. Will people have to pay to enter? Will you sell items? Will you hold a raffle or auction? Will you play games that people have to pay to take part in?

6

Volunteers

Recruit friends/family/colleagues to help you organise and promote the event. Don't forget you'll also need helpers for the event itself.

More over the page... 



Where to start? 2

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Spread the word

Making people aware of your event is key to making it a success, so get shouting about it! Download and print posters, invites and 'About the BSF' leaflets from our website and put them up in your workplace, local shops, cafés, pubs, libraries, gyms, etc. Ask your friends and colleagues for help doing this.

If you are on social media share your event information, updates, pictures, in fact, anything appropriate to promoting your activity. We would love to see what you are doing and hear about your progress, so follow us on Facebook, Twitter, and Instagram **@BSFcharity** and tag us into your posts using the hashtag **#GoTeamBSF**.

8

Get in touch

We will support you as best we can and we're on hand to provide you with useful tips and advice, should you need them. We love hearing about what our superstar fundraisers have been up to so please send us any update and photos you would be happy for us to share on social media to **events@britishskinfoundation.org.uk**.

9

Order your materials

If you need any BSF promotional materials (posters, collection boxes, balloons etc) for your event you can order them for free quickly and easily from our shop, just cover postage.

10

Have fun!

Whatever you decide to do for us, make sure you have a great time.



Ideas

If you are not quite sure what activity to do here are some ideas that BSF supporters have taken part in organised...



- Bake sales ● Quiz night ● Fashion show
- Open garden event ● Concert ● Pamper evening
- Golf challenge ● Dress down day ● Skydive ● Swear Jar
- Dinner party ● Poker night ● Afternoon tea
- Head shave ● Theme party ● Movie marathon
- Zumbathon ● Gala dinner ● Comedy night
- Non-uniform day ● Car wash ● Pack packing
- Office workout ● Jumble sale ● Facebook Birthday fundraiser
- Sponsored wax ● Club night ● Giving talks/presentations
- Raffle ● Guess the number of sweets ● Curry night
- Baking boxes ● Virtual challenges ● Instagram fundraiser



Virtual Events

Virtual events offer flexibility and freedom to carry out your activity when, where and how you want. You can set your own challenge from running 10k on a particular day that's convenient, or climbing the height of Mount Everest using the stairs in your house, or cycling the distance to the moon and back on your local cycle paths.

Virtual events don't need to be physical challenges, pretty much anything goes, you just need a wifi connection and to decide which platform is best to host your event, Zoom, Google Hangouts and Skype are just a few. Here are some ideas to help inspire you...

Virtual Quiz

Become a quiz master for an evening. Devise a few rounds of questions, and encourage your friends to take part in return for a donation. You could add in some specialist questions which gain participants extra points.

Gaming tournament

If you are a big video game fan then you could put your skills to the test. Organise a tournament with your friends, the losers donate to the BSF.

Coffee morning

Call your family, friends or colleagues, grab yourself a cup of tea or coffee, a lovely sweet treat and have a lovely catch up. Or, if people live locally you could make your own 'coffee morning bags' and drop them off to people in return for a donation.

Dinner party

Gather your friends, prepare food and drink, and dine virtually. Each person could donate what they would have paid in a restaurant, or just the tip.

Crafting

If you've got a creative hobby why not put it to good use by making and selling your items? You could even take special requests for an extra donation to the BSF.

More over the page...



Virtual Events 2

Cocktail masterclass

If you have a knack for making cocktails, organise a cocktail masterclass to demonstrate exactly how the perfect beverage should be made. Ask for a donation in return for your secrets.

Fitness class

Whether you are a huge HIIT fan or you are quite the yoga expert, consider holding your own exercise class. Participants could pay a small fee to take part.

Presentation/talk

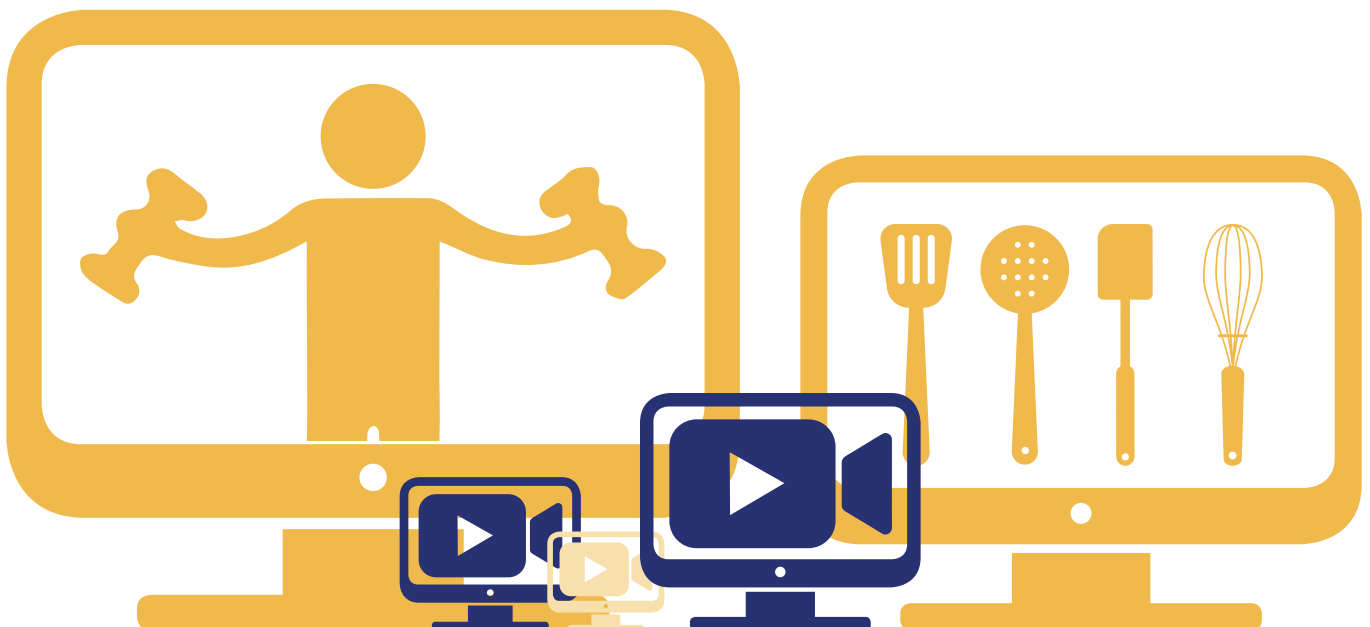
If you have a particular skill or area of expertise consider sharing your knowledge and insights with others for a fee.

Cooking show

Are you a keen cook? Show off your culinary skills by hosting a virtual cooking class. Participants could even do a cook-along with you so everyone taking part has a tasty dish to eat at the end of it.

Online auction or sale

Do you have lots of unwanted items lying around the house? If so, consider selling them on sites such as eBay or Shpock and donate the funds to the BSF.



Fundraise for us at work

Bake sale

Make some tasty treats and ask for a donation in return. If you are feeling more creative organise a BSF Big Bake Off competition.

Dress up or dress down day

Dress up in something seasonal i.e. a Christmas jumper or wear your own clothes in exchange for a donation.

Sports tournament

Encourage departments to compete against each other in a sports tournament. Football, rugby, rounders, whatever will get the most people involved.

Swear/jargon jar

Oh so simple to put in place! Whenever someone swears or uses jargon e.g. "think outside the box" the perpetrator donates to the jar!

Pub/office quiz

Organise a quiz either in your local pub or even within your workplace. You could even set a theme to the quiz.

Sweepstakes

Sporting events, Strictly Come Dancing, I'm A Celebrity, when a colleague's baby will be due, anything goes. The prize pot could be split between the winner and BSF.

Take on a challenge - obstacle, run, trekking or cycling

Forming a team to take on a challenge on behalf of the BSF is a fantastic way for your employees to form greater working relationships, develop communication skills and build upon leadership qualities. Take a look on our website for further information or get in touch.

Office Olympics

Wastepaper basketball, speed typing, office chair race are just a few events you could add to your office Olympics.

Match funding

Some companies will kindly agree to match the donations their employees raise, meaning you will raise double the amount! Ask your HR department if they are able to do this.

Charity of the year

By partnering with the British Skin Foundation we can provide your staff with exciting fundraising opportunities, which will help your organisation make a meaningful impact on the lives of skin disease sufferers across the UK.



Fundraise for us in the community



Coffee morning / afternoon tea

Organise a coffee morning or afternoon tea. It could be a lovely and intimate affair in your house/garden or you could hold it in a church hall and invite people living in your local community.

Wine & cheese evening

If you're a cheese and wine connoisseur consider hosting an evening celebrating the two. You could ask your local supermarket if they would be willing to help supply products.

Run a stall - summer fete or winter fayre

If you enjoy crafting, you're an artist, or you make products, consider setting up a stall in your local area and donating a percentage of products to the BSF.

Games night

Chess, bridge or Call of Duty, whatever type of games you prefer, invite people to play against you. You could even arrange a full tournament.

Bag packing

Ask your local supermarket if you can offer a bag packing service to their customers in return for a donation.

Concert

If you play in a band, orchestra or you are part of a choir you could hold a concert/band night and charge people to attend.

Film evening

Arrange a screening of one film or a whole trilogy for a movie marathon. You could also sell boxes of popcorn, sweets and drinks to generate extra funds.

Car wash

Get your buckets and sponges at the ready and offer people to wash their cars for a charge.

Street party

Street parties are a great way of bringing communities together. Ask a few of your neighbours if they would be willing to help organise a street party, play games, drink, get to know your neighbours and raise money for the BSF all at the same time.

Fashion show

If you own a clothing company, you enjoy making clothes and/or accessories or you study fashion show off your creations by hosting a fashion show. You could have stands selling items after the actual show or raffle/auction off designs.



Fundraise for us at school



Sponsored silence

This is certainly not an easy thing for children to do which means it could generate large amounts of sponsorship!

Read-a-thon

Read-a-thons are great school fundraisers, as they promote literacy and a love of reading in children. Children raise a certain amount per book they read within a period of time.

Talent show

Encourage your pupils to show off their skills by organising a talent show. Pupils could pay a small amount to enter and the overall winner(s) could win a prize. You could charge people to watch the show.

Cake sale

Pupils could make simple cupcakes, cookies, cornflake cakes and sell them to their friends, teachers and parents. Just make sure all possible allergies are listed.

Non uniform day

Allow pupils to dress in their own clothes for the day in exchange for a donation to the BSF.

Sports tournament - football, dodgeball, rounders, tennis

A tournament could be organised between year groups, house teams, or even other schools. Participants could pay a small entry fee and/or parents could be charged to spectate.

Disco

If your school organises end of term school discos, could you make it a BSF fundraiser? Ask pupils to pay a small amount to attend and set up a little shop so pupils can purchase sweets and snacks during the event.

Art attack

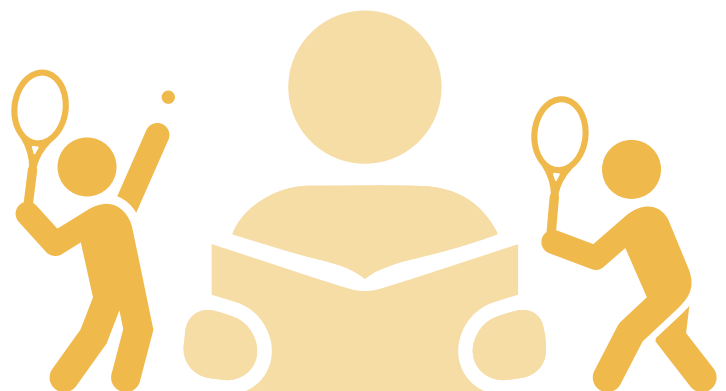
Get your pupils to take part in an art competition based on a fun theme.

Sports day

Does your school have an annual sports day? Ask parents to make a small donation to spectate, sell refreshments and you could even have events specifically for adults to take part in, which they need to pay to enter. A prize from a local company could be the incentive to take part, in addition to taking the sports day crown.

Sponsored walk

To encourage your pupils to get out in the great outdoors you could plan a fun walk for them to take part on a particular day or you could set a target amount of steps to be achieved within a period of time.



Fundraise for us at university



University has talent!

Encourage other students to show off their talents by organising a 'Britain's Got Talent' style competition. Ask participants and spectators to pay an entry fee. Maybe the winner(s) could be offered a paid slot to perform at your Christmas or Summer Ball?

Music festival

Do you know lots of talented musicians? You could put together an evening of music or even a whole day. You don't have to just invite your fellow students, you could open it up to the wider community too!

Head shave

Amazingly simple, get sponsored to shave your luscious locks off! If you are feeling particularly brave you could also have various body parts waxed!

Treasure/scavenger hunt

Set up a treasure/scavenger hunt around campus and ask individuals or teams for an entry fee. You could offer extra hints in return for a donation.

Jailbreak

The idea is to get as far away from campus as possible but with no money! Students pay to take part and there's a prize for those who get the furthest. Remember to highlight safety to all participants.

Seasonal party

Whether it's Valentine's, Easter, Christmas or the end of exams there is always an excuse for a party! Ask guests to pay an entry fee and then party the night away. You could also have themed activities for guests to get involved with too.

University Challenge

Let teams battle it out to be crowned most brainy. You could ask teams to pay an entry fee and spectators a fee to watch the battle commence.

Book sale

Organise a book sale so your books that are gathering dust can be used by other students. Good for the environment, other students, and BSF!

Clothes swap

Do you have a brimming wardrobe but nothing to wear!? If so, a clothes swapping event could be perfect for you. Gather clothes and accessories you no longer want, ask your friends to do the same, organise items to create your own little boutique if you desire! Ask attendees for a donation to your clothing event and get swapping! You could ask for donations for sought after designer pieces.

Karaoke night

Organise your own karaoke night or piggyback on an existing event. Ask people for an entry fee and then let them sing until their hearts are content.



Sponsorship

Sponsorship is a great way to raise funds for the BSF and will encourage friends, family, colleagues, acquaintances to get involved and support you in your personal challenge.

Online Sponsorship

Set up a bespoke fundraising page online. Setting up an online page means people can easily and securely sponsor you at a time convenient for them. You can track how much money your page is raising and keep your supporters updated on your progress, all in one place.

Your page will have a unique URL, which you can share with friends, family, colleagues, patients and anyone else you wish, on social media, on email signatures, posters etc.

You can set up your fundraising page on our website www.britishskinfoundation.org.uk/Appeal or alternatively through Just Giving www.justgiving.com/skinfoundation or Virgin Money Giving www.virginmoneygiving.com

The funds generated through online fundraising pages come straight into our bank account, so you don't need to worry about collecting money personally and sending it to us.

Your page should be as personal as possible i.e. information about the challenge and why you are supporting the BSF. The best pages have photos, videos and regular updates. Studies have shown that the more personal a fundraiser makes their page, the more sponsorship they generate. So feel free to get as creative as you wish with your page.

Offline sponsorship

If you have friends and family who are not online or do not feel comfortable making payments online, or you are attending an event where it is best to ask people face-to-face to support you, then a hard copy sponsor form would be best for you.

Simply download and print off a form from our website or get in touch and we will pop one in the post for you.

For details on how to get the money you raise offline to us please see page 18.

On & offline sponsorship

If you wish, you can raise funds through an online fundraising page and a physical sponsor form. If you create a page through our website and would like offline funds added to your page (so increasing the total displayed) please get in touch so we can do this for you.



Promoting your activity



Making people aware of your event or challenge is key to making it a success. If you are on social media post event information, updates, photos, and videos. You can also ask people to like and share your posts to spread the word further.

We love to see what our superstar supporters are doing and updates on your progress, so follow us on our social media channels and tag us into your posts using the hashtag **#GoTeamBSF**.

 [Facebook.com/BSFcharity](https://www.facebook.com/BSFcharity)

 [Twitter.com/BSFcharity](https://twitter.com/BSFcharity)

 [Instagram.com/BSFcharity](https://www.instagram.com/BSFcharity)

Social media is not the only way to let people know about your fundraising activity...

Word of mouth: talk to people face-to-face, inform them of what you are doing and why. Encourage friends and family to also spread the word.

Posters: display them in your workplace/ gym/community centre/library etc. You can make your own or download customisable posters from our website. Remember to also include a 'About the BSF' leaflet so people have a greater understanding of the charity.

Email signature: if your workplace allows, you could add information about your event (or a link to your fundraising page) to your email signature.

Workplace intranet: if your workplace has an intranet system you could ask if some information could be placed upon it.

Handwritten invitations: add a personal touch by making and sending invitations. You can also download our customisable invitations.

Press release: if you would like us to try and drum up some support for you in your local area then we can create and send a press release to your local media. If you would like us to do this please send the below information to **press@britishskinfoundation.org.uk**.

- A high res photo of yourself ideally wearing your BSF top (if sending this via a smartphone please send 'actual size' or large)
- Your age
- Your location (village or town)
- A quote on why you are taking part in this event for BSF - just a sentence or two.
- Your online fundraising page link



Focus on visual content to attract more attention. Consider making a short Facebook Live video or Instagram Story to shout about your event.



The boring bits

When organising an event on behalf of the British Skin Foundation there are a few things you ought to think about to make sure everything runs smoothly.

Get insured!

You may need insurance, especially if your event involves physical activity and spectators. Make sure you are fully covered, as you'll be responsible for safety standards as well as the suitability of the event. Although we really appreciate your support, the BSF cannot accept liability for any fundraising activities or events you undertake on our behalf, so make sure any necessary insurance is taken out prior to the event.

First aid

The amount of cover you will need will depend upon the amount of people attending your event. If you are unsure, check with your local council or St John Ambulance.

Food

Generally, the Food Hygiene and Labelling Regulations don't apply to food that isn't prepared as part of a business. So, if you are planning a cake sale don't panic! However, it's a good idea to list ingredients put in foods to prevent people from suffering from allergic reactions. If food and drink is being prepared on a larger scale then it is best to contact your local council for information on food and hygiene regulations.

Get permission...

If you're holding a street collection you'll need a permit, which you can get from your local council. Make sure you apply for your permit at least one calendar month before you intend to hold your collection and let us know too. We will send you an official letter in case police or council officials wish to inspect them. You'll need a 'house-to-house' permit from your local authorities if you're doing a house to house collection as well.

Organising a raffle?

Any kind of draw where participants pay money to have an equal chance of winning a prize is actually defined as a lottery. A lottery/ raffle/lucky dip does not require a license if the draw takes place and is announced during the event. However, for this type of activity (known as a 'small lottery') you must never spend more than £250 on prizes and you are not allowed to offer cash as a prize.



The boring bits 2

Alcohol

If you would like to serve alcohol at your event and the venue you are holding it in does not have a valid up- to-date license, then you will need to apply for a temporary license by contacting your local authority. Always ensure you stick to the law on age restrictions when serving alcohol.

Risk Assessment

Prior to an event it is always a good idea to identify any possible hazards, the level of risk involved and then solve the issue, or have measures in place should an incident occur.

Things to consider

When hosting an event it is not just the guests you need to be concerned about. Other factors to think about are; the environment, residents and local businesses.



This is not an exhaustive list of all the rules and regulations for safely holding an event. For more information please head over to the Fundraising Regulator:

www.fundraisingregulator.org.uk



Getting your funds to us

You've worked hard to raise funds for us, which we hope you had a great time doing. Now you just need to pay in your hard-earned cash to us.

Donate online

Visit www.britishskinfoundation.org.uk/donate/donate/5/credit-card please remember to add a note about your event so we can thank you properly.



Send a cheque

Please make your cheque payable to British Skin Foundation and send it to:
British Skin Foundation
4 Fitzroy Square
London
W1T 5HQ

Payment over the phone
Make your payment via debit or credit card over the phone by calling **020 7391 6341**

Gift aid

Please encourage your eligible sponsors to make Gift Aid declarations (using their home address), this can be easily done on sponsor forms and online fundraising pages. We can then claim an extra 25p for every £1 donated, which can make a huge difference!

giftaid it



Getting in touch

We are very grateful to every single person who takes the time and effort to raise funds for us. We love to see how all members of Team BSF are getting on, so please keep us updated and inform us how great your event was, along with any photos you would be willing to share.

Queries about fundraising:

events@britishskinfoundation.org.uk
020 7391 6088

Queries about making a payment:

admin@britishskinfoundation.org.uk
020 7391 6341

Please send cheques to:

British Skin Foundation
4 Fitzroy Square
London
W1T 5HQ

For more information about
the British Skin Foundation see
www.britishskinfoundation.org.uk

   @BSFcharity

