

Fundraising Guide



Ideas, advice, inspiration, hints & tips
for our **AMAZING** fundraisers

Thank You...

for fundraising in aid of Encephalitis International!

We are the only global nonprofit for the encephalitis community, rebuilding futures around the world by saving lives, accelerating awareness, and driving research.

From sponsored runs and swims to office quizzes and bake sales, whatever your challenge, the funds you raise will be helping someone whose life has been affected by this devastating brain condition.

Our life-changing support service is indebted to funding from our wonderful community of fundraisers like you - everyday people dedicated to making a difference. Thank you from all the Encephalitis International team and those who reach out to us for support.

We hope you find our fundraising guide helpful. We have a series of challenge events available on our website (www.encephalitis.info/global-challenge-events/) or if you've got your own ideas please do reach out: fundraising@encephalitis.info

Thank You

"My reason for supporting Encephalitis International is because of the advice it offered on how to come to terms with the aftereffects. My mantra has been that the medics saved my life and Encephalitis International restored my will to live."

Setting your target

£1,500 could fund a bursary place for the annual Encephalitis Conference. This would enable a medical professional to attend the Conference and gain insight into the latest developments relating to encephalitis, diagnosis, treatment, research and after-care for patients, supporting them and their colleagues to learn more about the condition.

£3,000 could fund the review of our Healthcare Professionals Guide to make sure healthcare professionals across the UK are informed about spotting signs of encephalitis and how they can help support those with encephalitis and their families:
www.encephalitis.info/generalpractitioners
Encephalitis: A Guide for General Practitioners.

£5,000 could help fund a targeted media campaign during World Encephalitis Day. In 2023, Encephalitis International launched targeted media campaigns in eight countries (Australia, Canada, Germany, India, Mexico, Philippines, the UK and the USA to raise awareness.

£10,000 could cover the costs associated with a seed funding project. This is funding for a pilot research project to try a new idea relating to a specific area of encephalitis, for example, trying to better understand a cause or treatment for encephalitis. This can then result in much more funding for a bigger project
www.encephalitis.info/Pages/Category/finished-grants/projects "Finished grants/projects."

Tell others how their donation can help

£25 pays for one support line call which helps families stay calm when their lives may feel like they are falling apart

£50 pays for award-winning and NHS-accredited information for GP Practices

£75 delivers a virtual gathering, bringing people together affected by encephalitis helping reduce isolation and boosting confidence through learning from each other.

Fundraising ideas

With your family and friends:

- Organise a coffee morning or bake sale.
- Host a quiz and charge teams to participate
- Set up a school raffle or event
- Hold a car wash in your community and see customers roll up!
- Have a garden party for your neighbours, charge an entry fee and provide refreshments!
- Auction off your skills or your time to the highest bidder
- Get together to sell your unwanted items at a car boot/yard sale
- Organise a pool, darts or dominoes competition.



With your colleagues:

- Have a dress down day each month at work
- Bring in your own lunch once a week and donate what you would have spent
- Ask colleagues to bring in a baby picture and guess who is who
- Bake away – hold a cake sale with donated and home-baked goods
- Get sponsored to give up a bad habit or something you love
- Hold a fitness challenge – row for 500 miles, register for a 5k run, beat your personal best
- Ask for match funding from your company in support of your efforts



Do your own thing

If you'd like to do your own thing that's fine too! We're happy to support most types of fundraising as long as it's safe and legal.

Our community of fundraisers consistently amaze us at the creativity and scope of their challenges, from Great Wall of China treks to skydives, gaming live streams to danceathons – it is fantastic to be a part of.

Whatever you have in mind we welcome hearing all about it!

We would really appreciate you letting us know your plans so we can get in touch to talk through anything you may need from us to make your fundraising a huge success!

Head to <https://www.encephalitis.info/do-your-own-fundraiser/> to get in touch today

Maximising your fundraising

Sponsorship forms

Take sponsorship forms to your event for those who would rather sponsor you in person than online.

Remember to ask supporters to tick the gift aid box so we can claim an extra 25% Gift Aid!

First donations

The first donation on a sponsorship form or online giving page often inspires others. If you can personally donate many others will do so in light of your commitment. Encourage, friends, family, and colleagues to donate - share it far and wide, before, during, and after the event.

You may support charities in other ways which we'd love to hear about!

Employer matched giving

Check with your employer to see if they have a matched giving scheme – some employers will support your fundraising by matching your total.



- If you would like a collection box for use on private property then please contact us on:
e: fundraising@encephalitis.info
t: +44 (0)1653 692583 as we need to keep a list of where they are sited and who is responsible.
- If you are planning a lottery including a raffle, tombola or sweepstake you should know that there are strict laws concerning what you can and can't do. Contact us on:
e: fundraising@encephalitis.info
t: +44 (0)1653 692583 for information and help.
- If you want to sell alcohol at your event you must check if the venue is licensed. If you need a temporary license, please contact your local authority for advice.
- Please make sure your venue is accessible to disabled guests or participants.
- Do tell us about your plans by registering here:
www.encephalitis.info/doyourownthing

Some useful websites:

For fundraising advice

www.institute-of-fundraising.org.uk

For advice on lotteries

www.gamblingcommission.gov.uk

For advice on food handling

www.food.gov.uk

For advice on risk assessments

www.hse.gov.uk

Spreading the word

Social media

Share on your social media and ask friends and followers to share and interact with you too. Post details of your online giving pages and share regular updates.

Local press

Local media are usually happy to support local fundraising activities. Contact us on e: comms@encephalitis.info t: +44 (0)1653 692583 for help or press release templates if you need them.

Email footer

Put a link to your online giving page or your email signature to boost awareness.

Work intranet

If you have a work intranet, ask if you can feature your fundraising on there so your colleagues know about your plans.

Word of mouth

Tell your friends, family and colleagues about what you are planning. You're doing an amazing thing so spread the word wherever possible.

Noticeboards

The noticeboards at local supermarkets and churches, local council offices, libraries and community centres are great places to put up posters advertising your event.

Set up an online donation page

Go to www.justgiving.com and follow the steps below to create your page:

1. Log into your account and click 'Start Fundraising'.
2. When asked 'Are you fundraising for a registered charity?', select 'Yes, continue'.
3. Search for Encephalitis International and click 'fundraise for us'.
4. Say what you are doing and if you can't see your event listed, select 'Add your own' at the bottom of the page and say a bit more about your activity.
6. Choose your web address – this is the link you'll be sharing with friends and family when asking them to donate.
7. Tick 'Yes' if you're selling tickets to an event, raffle or auction. Donations to your page won't be eligible for Gift Aid.
8. Click 'Create your page'.
9. That's it - you're now ready to start fundraising!
10. Share your donation page on your social media accounts.



Congratulations,
you've done it!



Whether you've raised £20 by holding a cake sale or £10,000 by roller-skating from Lands' End to John O'Groats, your donation will be spent wisely supporting people with encephalitis and their families.

How to send us your money

'If you have done your fundraiser via an online platform such as JustGiving then your money will be transferred to us automatically'. If you need to pay in monies you have collected, please see the options below:

To send us your donations, either

1. Send us a cheque or postal order by post to **Encephalitis International, 32 Castlegate, Malton, YO17 7DT**. Please write your name clearly on the back of each cheque.
2. Pay your money directly into our bank by completing a paying in slip with your details at the bank counter:
Bank: HSBC
Account Number: 41376853
Sort Code 40-31-08
3. Pay in by telephone using your credit or debit card. Call **+44(0)1653 692583**

Thank you - You are amazing!

We really appreciate everything you do to raise funds for people affected by encephalitis and will send you a thank you when we receive your donation.

Tell us your story

We love to hear about your fundraising so please get in touch and let us know how it's gone. If you've taken any pictures or videos remember to send them in as well and (with your permission) you could feature on our newsletter, website or other marketing materials. Simply email

comms@encephalitis.info.

Other ways to get involved

Make a donation or set up a regular gift

Make a Donation (donorfy.com)

Check out what our online shop has to offer **www.encephalitis.info/shop**

Volunteer with us

www.encephalitis.info/volunteer

We are always here to help

Contact us on

e: Fundraising@encephalitis.info

t: +44 (0)1653 692583

w: www.encephalitis.info



**Encephalitis
International**
The brain inflammation non-profit