It’s time to fundraise
Thank you so much for choosing to support us. Whether you’re new to fundraising or a seasoned pro, we’re so happy you have joined Team Allergy UK.

Allergies can have an impact on every area of your life – eating, clothing, travel, relationships, education, employment. The number of people affected by allergy in the UK is steadily growing and the need for reliable information and support is becoming more and more urgent.

Allergy UK provides advice and support to people living with allergic disease. We’re working to raise awareness of allergies and to make sure that everyone with allergy receives the best possible care and support.
What's inside

1. Who are Allergy UK
   What we do and how we help people living with allergy

2. Fundraising ideas
   Lots of ways you can raise money and help people with allergy

3. Keeping things safe and legal
   Important things to consider when planning your activities

4. Collecting donations
   How to collect online and cash donations for your fundraising

5. Paying in donations
   How to pay your donations to Allergy UK

Extra stuff

We've also included some extra resources to help with your fundraising event:
These include:
• Bunting template
• Sponsorship form
• Activity templates
• Press release template

How your money helps

£10
A £10 donation will provide a web chat conversation with one of our Helpline advisors

£35
£35 provides half an hour of vital Helpline support

£384
£384 funds a whole day of Helpline support
1 in 5 people in the UK live with one or more allergic disorders

Allergy UK is the leading UK national patient charity providing information, advice and support to both people affected by allergy and healthcare professionals.

Our Helpline is just one of the ways we support people living with allergy. Our Helpline advisors provide information and support to the millions of people across the UK living with allergic disease through calls, web chat or email.

Our website also provides people with free information, advice and the latest developments in the world of allergy.

allergyuk.org
"I just wanted to say a big thank you for all of your very supportive advice you gave me when I called the Helpline last week, and also for referring us so promptly to have an appointment with a paediatric dietitian (and for passing on thorough background details of our situation).

We had this call yesterday evening and found it extremely helpful. We’re now feeling much more knowledgeable about the food allergy situation with our baby son and really appreciate the help by Allergy UK (we had been left feeling very confused and anxious after being told by our GP there was no help with allergies where there is no anaphylaxis reaction). We have found Allergy UK Helpline to be a brilliant service, thank you again!"

It’s time for all of us to take allergy seriously
Let’s fundraise at work...

- Bad tie day
- Christmas jumper day
- Dress down day aka mufti day
- Win a duvet day (extra day off)
- Silly socks day
- Sweepstake

Ask colleagues for a donation to participate in events like these or simply arrange an office collection.

Set a personal challenge...

- Ask for donations instead of presents
- Shave off your hair or beard
- Give something up
- Be left-handed for the day (or right)
- Donate your penny pot
- Sponsored silence
- Wear underwear as over-wear for a day

Ask friends, family and colleagues to sponsor your personal challenge.

Arrange a sale, auction or swap shop...

- Book sale
- Car boot sale
- Make and sell a calendar with your own photography
- Free-from bake sale
- Jumble sale
- Nearly new sale
- Swap shop/jewellery swap
- Sell unwanted presents

Ask for a donation to enter and/or donate profits made from sales on the day.

Provide a service...

- Dog walk
- Car wash
- Auction your talents
- Knit-a-thon
- Makeovers and manicures
- Bag packing in a supermarket

Provide your service for a donation.
Arrange a community event...

- Afternoon tea
- Bingo
- Coffee morning
- Carol/choir concert
- Fun day
- Indoor market
- Music concert
- Open garden
- Pantomime
- Fashion show, with sponsored outfits
- Variety show

Ask for donations to attend your event and contact local businesses for sponsorship.

Get involved in a local fête or fun day...

- Easter egg hunt
- Cookery tasting
- Inflatables at a Fête
- Pancake race
- Puppet show
- Raffle
- Skittles
- Tombola and tug-of-war

Ask for donations to take part in your activity.

Get sporty and active...

- Aerobics class
- Abseiling
- Run a marathon
- Cricket match
- Darts tournament
- Egg and spoon race
- Football tournament
- Hula hoop competition
- Hiking/trek
- Indoor rowing
- Running
- Stationary cycle
- Swim-a-thon
- Skydive
- Ten-pin bowling

Ask friends, family and colleagues to sponsor your event/challenge.

Hold a games day/night...

- Blind date
- Guess the baby (photo) competition
- Name the…
- Poker evening
- Quiz night
- Treasure hunt
- University challenge

Ask for donations to attend your event or for taking part in each activity.
Ideas for our younger fundraisers

1. Creative competition
Unleash your artistic side for Allergy UK. The best drawing will receive a prize.

2. Bouncy castle celebration
Have a bouncy castle celebration and ask guests to pay a donation to Allergy UK.

3. Sports tournament
Choose your favourite sport, set up teams and see who wins.

4. Quiz
Fancy a quiz? Think up a list of questions, set up teams and start quizzing.

5. Battle of the bands
Into your music? Why not set up a battle of the bands competition at your school and pay a donation to Allergy UK to enter.

6. Rubix Cube Challenge
Think it’s easy? Pay 20p to have a go and challenge your friends to see who can do it the quickest.

7. Comedy Club
See yourself as the school clown? Set up a comedy club at your school, invite your schoolmates and have a laugh.

8. Bake sale
Cook up some tasty treats, sell them at school and send the profits to Allergy UK.

9. Allergy Hero day
Help people with allergies, by dressing as your hero for a day.

10. Birthday party
Have a birthday party for Allergy UK. Ask your guests to donate to Allergy UK.

11. Gaming
Take on your friends on whatever console or multi-player game suits you.

12. Quidditch event
Try something new and give Quidditch a go www.iqasport.com/

13. Sponsored silence
See how long you can stay silent at school and challenge your friends to beat your time spent silent.
Fundraising ideas for universities

1. **Varsity**
   Organise a bucket collection for half time in your varsity games.

2. **Fancy dress pub crawl**
   Pay a donation to enter and a percentage of the money could go to the best dressed.

3. **Guess the baby**
   Could you spot your lecturer as a baby? Pay to enter with a prize for the winner.

4. **Sumo wrestling**
   Hire out some sumo suits and set up a battle in the middle of campus.

5. **Balance a 20p on a lemon**
   Get a glass bowl and fill it with water. Put a lemon in it and see if you can balance your 20p on top. Any fallen 20p coins get donated.

6. **Come dine with me**
   Take it in turns to host a dinner party with mates and vote for the best chef. Ask people to donate the cost of the ingredients.

7. **Waxing**
   Liven up your week by watching your SU officers or tutors get waxed for charity.

8. **Charity calendars**
   Get creative with a camera and make a themed calendar to sell.

9. **Karaoke**
   Play your favourite tunes at the SU bar and sing along. Donate to enter.

10. **Sports tournament**
    Football, basketball, rugby... arrange a sports tournament and see who comes out on top.

11. **Jailbreak**
    Take part in a jailbreak and see how far away you can get from the start point. Donate to enter.

12. **Bubble football**
    Get some bubble suits and crash about in them on campus.

13. **Stand up comedy**
    Looking for some laughs or want to have a go at some stand-up? Set up a comedy night at the SU bar.
Keeping things safe and legal

We want you and everyone involved with your fundraising to stay safe and legal, so here are some important things to consider whilst you’re planning your activities.

1. **Food and drink**
   If you’re thinking of selling food or drinks (alcoholic and non-alcoholic) you may need a licence. Check with your local authority to see what laws apply to your event. Also, check the Food Standards Agency (www.food.gov.uk) for guidelines and rules on preparing, handling, cooking and storing food.

2. **Insurance and licences**
   If you’re organising your own fundraising event, it won’t be covered by Allergy UK’s insurance, so you may need to arrange your own. You may need public liability insurance but check first, in case your venue is already covered. Double check if your venue has a public entertainment licence or an alcohol licence. If you’re holding an event at home, make sure your insurance covers the event.

3. **Collections**
   If you are collecting in a public place, you’ll need to obtain a collector’s licence from your local authority. Please do not do door-to-door collections as this is illegal. If you’re collecting donations on private property, you’ll need to get permission from the owner.

4. **Healthy and safety**
   We cannot accept liability for any loss, damage or injury suffered by you or anyone else as a result of your fundraising activity. We strongly recommend carrying out a risk assessment so you can properly plan your event with the safety of yourself and others in mind. For more information, visit the Health and Safety Executive website (www.hse.gov.uk).

5. **Data protection**
   Only collect the information you need and keep it safe. Don’t share it with others and only keep it for as long as you need to.
Lotteries and raffles
Legally, lotteries and raffles are the same. There are three types that you need to be aware of, each with their own rules: Private lottery, Small lottery and Large lottery. Please check the specific laws carefully on the Gambling Commission website (www.gamblingcommission.gov.uk).

Allergy UK branding
If you’re creating your own promotional fundraising materials, please remember to include:
‘In support of Allergy UK. Charity No. 1094231. Registered in Scotland; Charity No: SC039257’.
If you’d like to use our logo, please get in touch and we can provide with a hi-res logo and guidelines. (we need to decide with comms if this is what we want to do, going forward)

Photos
If you’re planning to take photos of other people, make sure you get their written permission first.

If you’re under 18
You’ll need to get permission from a parent or guardian to fundraise for Allergy UK. Children cannot collect or deposit money.

If you have any questions, we’re here to help.
Email fundraising@allergyuk.org or call 01322 619898.
Collecting donations online

Online donation pages are an easy way to collect for your fundraising. Below are some tips and information to help maximise your donations.

Allergy UK is signed up with JustGiving, the largest site, with no fees, so we get your full donation.

Follow the instructions on their website to set up your page.

Keep it updated
Remember to update your online donation page often, so that people can follow your fundraising journey. Had a tough training session? Upload photos so that everyone can see your hard work.

Get on social
An easy way to let people know about your page is on social media. Post updates about your fundraising so that everyone can keep up-to-date and link to your page, so that people can easily donate.

Spread the word
Let people know about your fundraising by adding the link for your donation page into your work or personal email signature. This is a really quick way to get your page out there and alert new people to your fundraising.

Get up to 45% more donations for adding a donation target
Get up to 36% more donations for explaining why you’re fundraising
Get up to 23% more donations for using a good photo, rather than the available stock images
Collecting cash

If you choose to collect cash, please follow the below steps to safely and lawfully manage and deposit these donations.

1. Don’t leave unsecured cash unattended

2. Count cash in a secure place

3. Make sure that all cash you’ve collected is counted and recorded by two unrelated people, wherever possible

4. Make sure that cash donations are placed in a sealed container or collecting box. If you’re collecting in Scotland or Northern Ireland, or in a licensing authority which follows the model regulations in England and Wales for street collections, you must do this.

5. Make sure the promoter of the collection (for example, a charity’s fundraising manager) and one other responsible person or an official of a bank are present when you examine and open collecting boxes for licensed collections in a public place. If the licensing authority is following the model regulations in England and Wales for street collections, you must do this.

6. For collections on private land, if it’s not practical for you to open and count collecting boxes, you must have effective procedures and instructions for the person who owns or manages the site to count, record and bank or deliver the money in the boxes.

7. If you don’t bank cash immediately, you must put it in a safe or other secure place

8. Bank cash as soon as possible. To help with this, you must have a procedure for banking donations, including who does it and when.

9. You must check that the cash you have banked matches your income summaries, as soon as possible. If possible, someone who’s not involved in counting or cashing up the money must do this.

10. You must send the charitable institution (or institutions) the full amount taken from all collecting boxes without taking any expenses or fees, unless these have been agreed beforehand

11. If you’re a professional fundraiser or commercial participator, you (and people fundraising for you) must not take any money from cash you (or they) receive

12. You must meet any extra rules local authorities set about making deductions from collections

If you have any questions, we’re here to help.
Email fundraising@allergyuk.org or call 01322 619898.
Paying in your donations

Thank you so much for raising money for Allergy UK.
Here are the different ways you can pay in your money:

1. Through our website
   Visit www.allergyuk.org/donate scroll down and make a ‘one-off donation’

2. BACS
   If you’d like to pay in your donation by BACS, please email fundraising@allergyuk.org and we can provide you with the necessary details.

3. JustGiving and Virgin Money Giving
   If you’ve not set up your own JustGiving page, you could donate via the Allergy UK JustGiving page: https://www.justgiving.com/allergyuk
   Likewise, you could donate via the Allergy UK Virgin Money Giving page by searching for Allergy UK at: https://uk.virginmoneygiving.com/giving/

4. Over the phone
   Call our friendly Helpdesk on 01322 619898 to pay by debit or credit card.

5. Send a cheque
   Please make the cheque payable to ‘Allergy UK’ at:
   Allergy UK, Planwell House, LEFA Business Park, Edgington Way, Sidcup, DA14 5BH
I just wanted to say a big thank you to Allergy UK. Our consultation with the dietitian has been enormously helpful and we’re really grateful that you were able to offer this to us. I’ve just made a donation so others can also benefit in the future.

About 21 million people in the UK are living with allergic disease and your donations will help provide them with the vital support and information they need.

Thank you again for fundraising for Allergy UK.
It’s time for all of us to take allergy seriously

Thinking of fundraising for us? Get in touch

We’re here to help you with your fundraising plans:
Call: 01322 619898
Email: fundraising@allergyuk.org
Visit: www.allergyuk.org

Planwell House • Lefa Business Park • Edgington Way
Sidcup • Kent • DA14 5BH