



It's time
to fundraise



Welcome

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.

Your fundraising helps us reach the allergic community. Every pound makes a difference, and we can't thank you enough for raising awareness and giving up your valuable time.

This booklet is full of creative ideas, so why not grab a cup of tea, take a look, have fun choosing a new adventure and we look forward to hearing from you.



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

How your money helps

£30

Could help someone access support through our helpline

£60

Enables our dedicated and clinically trained staff to help someone in need of dietary and eczema support

£100

Could provide support with our youth engagement programme

£150

Could pay for an appointment with one of our dietitians who provide support to families, parents and/or carers of children 0-5 years with a suspected food allergy

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.

Our Translation Cards will ensure others are made aware of your allergy despite any language barriers whilst travelling abroad.

Our Dietitian Service provides specialist allergy advice to help inform and guide parents of children from 0-5 years old who are presenting with symptoms of food allergy.

For more information regarding the Allergy UK Dietitian Service and Translation Cards, please contact our Helpline on 01322 619898.

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).

At 73yrs of age, I felt the 10km was the right distance for me and was pleased to walk it in just over 2hrs given the cold, the rain and the wind.

I have been quite humbled by people's generosity - such a relevant charity these days with allergies on the rise. My own little grandson has a severe peanut allergy, and we are very aware of the care and vigilance needed to keep him safe and well.

It's time for all of us to take allergy seriously



Throw a party...

- Karaoke
- Come Dine With me
- Girls'/Boys' Night in
- Fancy Dress
- Pamper Party

Ask for a donation to enter and/or ask local businesses to sponsor your event.

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...

- Free From Afternoon Tea
- Raffle/tombola
- Music event
- Bingo
- Coffee Morning
- Fun Day
- Fashion Show

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



Own Ballot Place

If you are lucky enough to secure a place, we would love you to join Team Allergy UK!

We can offer a supporter journey and branded vest for your event.

Contact: fundraising@allergyuk.org.

Challenge Events

We have challenges to suit all ages and abilities across the country and throughout the year. Join #Team Allergy UK and become one of our Champions of Change.

Events Include:

- Allergy UK's Walk This Way 100km Walk over the month of October
- London Marathon
- London Landmarks Half Marathon
- Royal Parks Half Marathon
- London to Brighton Challenge
- 3 Peaks Challenge
- Jurassic Coast Challenge
- Halloween London Walk
- Thames Bridges Trek



Scan for more information on available events and how you can get involved.

Individual Giving Fundraiser

Feeling creative? Have your own unique way of raising awareness – birthday pledge, make your own jewellery, family park run, pyjama swim. We would love to hear about it and can provide a supporter journey, as well as fundraising tips.

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.

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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.

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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.

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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).

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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.

6

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).

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7

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 you with a hi-res logo and guidelines. Call 01322 619898 and press 2.

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8

Photos

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

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9

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.

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If you have any questions, we're here to help.

Email fundraising@allergyuk.org or call 01322 619898 and press 2.

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.



Set up your Team Allergy UK page here justgiving.com/AllergyUK



Get up to **23%** more donations for using a good photo, rather than the available stock images

You could raise **65%** more if you write a summary. A personal story is the best way to connect with supporters.

Every milestone matters! From your 1st donation to the last one. Use your page as a diary sharing updates. It will keep supporters interested in helping you achieve your target.

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.

Thank you message

Every donation, big or small, deserves a personal thank you. Taking a moment to acknowledge your supporters shows how much their generosity means to you, and to us. Whether it's a quick message, a handwritten note, or a shoutout on social media, a personalised thank you goes a long way in making your donors feel appreciated and part of your journey.

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 and press 2.

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

If you've not set up your own JustGiving page, you could donate via the Allergy UK JustGiving <https://www.justgiving.com/allergyuk>

4

Over the phone

Call our friendly fundraising team on 01322 619898 and press 2 to pay by debit or credit card.

5

Send a cheque

Please make the cheque payable to 'Allergy UK' at:

Allergy UK, London House Business Centre, Texcel Business Park, Thames Road, Crayford, DA1 4SL



We thank you all for your continued support and for working with us to ensure that the UK takes allergy seriously. Your efforts mean Allergy UK can continue to make a difference on behalf of all UK people living with allergy.

- Simone Miles, CEO

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, press 2

Email: fundraising@allergyuk.org

Visit: www.allergyuk.org



Allergy UK, London Business House, Texcel Business Park
Thames Road, Crayford, DA1 4SL.