



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.



# What's inside

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## Who are Allergy UK

What we do and how we help people living with allergy

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## Fundraising ideas

Lots of ways you can raise money and help people with allergy

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## Keeping things safe and legal

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## Collecting donations

How to collect online and cash donations for your fundraising

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## Paying in donations

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# 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](https://allergyuk.org)**



A yellow speech bubble icon with a tail pointing towards the text.

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!

A yellow speech bubble icon with a tail pointing towards the text.

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

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## Throw a party...

- Charity/masked ball
- European Song Contest party
- Eighties party
- Fancy dress party
- Garden party
- Halloween party
- Karaoke
- Open mic night
- Rollerblade/skate party
- Murder mystery evening
- Come dine with me
- Girls' night in

**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.**

# Let's fu

## 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.**



# ndraise

## 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.  
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**2 Bouncy castle celebration**  
Have a bouncy castle celebration and ask guests to pay a donation to Allergy UK.  
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**3 Sports tournament**  
Choose your favourite sport, set up teams and see who wins.  
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**4 Quiz**  
Fancy a quiz? Think up a list of questions, set up teams and start quizzing.  
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**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.  
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**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.  
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**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.  
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**9 Allergy Hero day**  
Help people with allergies, by dressing as your hero for a day.  
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**10 Birthday party**  
Have a birthday party for Allergy UK. Ask your guests to donate to Allergy UK.  
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**11 Gaming**  
Take on your friends on whatever console or multi-player game suits you.  
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**12 Quidditch event**  
Try something new and give Quidditch a go [www.iqasport.com/](http://www.iqasport.com/)  
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**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](http://www.food.gov.uk)) for guidelines and rules on preparing, handling, cooking and storing food.

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## 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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## 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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## 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](http://www.hse.gov.uk)).

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## 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.

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### 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](http://www.gamblingcommission.gov.uk)).

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### 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)

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### Photos

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

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### 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](mailto: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.



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

Get up to **36%** more donations for explaining why you're fundraising

## 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.

# 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](mailto: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](http://www.allergyuk.org/donate) scroll down and make a 'one-off donation'

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2

## BACS

If you'd like to pay in your donation by BACS, please email [fundraising@allergyuk.org](mailto:fundraising@allergyuk.org) and we can provide you with the necessary details.

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## 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/>

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## Over the phone

Call our friendly Helpdesk on 01322 619898 to pay by debit or credit card.

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## Send a cheque

Please make the cheque payable to 'British Allergy Foundation ' at:  
Allergy UK, London House Business Centre, Texcel Business Park, Thames Road,  
Crayford, DA1 4SL





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

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

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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](mailto:fundraising@allergyuk.org)

Visit: [www.allergyuk.org](http://www.allergyuk.org)



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