

**CROHN'S &  
COLITIS UK**

**FIGHTING  
INFLAMMATORY  
BOWEL DISEASE  
TOGETHER**

**FUNDRAISING  
GUIDE**

**IMPROVED  
LIVES TODAY!  
A WORLD FREE  
FROM CROHN'S  
AND COLITIS  
TOMORROW**

**WE**

**WALK  
IT**

**RUN  
IT**

**SWIM  
IT**

**CYCLE  
IT**

**JUMP  
IT**



## THANK YOU

### AMAZING! YOU ARE FUNDRAISING TOWARDS A WORLD FREE FROM CROHN'S AND COLITIS.

Right now more than 300,000 people in the UK have Crohn's Disease and Ulcerative Colitis and this is growing rapidly as one person is diagnosed every 30 minutes.

These are serious lifelong conditions which can cause an incredible amount of distress and suffering. Crohn's and Colitis UK leads the fight against Inflammatory Bowel Disease. By raising funds, you help drive pioneering research, improve care and provide better information and support for every person facing this life-changing diagnosis - ensuring nobody faces Crohn's or Colitis alone.

### THANK YOU FOR BEING A CROHN'S AND COLITIS UK FUNDRAISING HERO!

### TOGETHER, WE CHANGE LIVES.



- 84% Fundraised income
- 14% Membership (including donations)
- 2% Investments/other



- 23% Research and Personal Grants
- 9% Support and Information
- 15% Raising awareness
- 7% Groups and Volunteers
- 13% Campaigning and Public Affairs
- 26% Fundraising
- 7% Membership

“

I suffer from Crohn's Disease (diagnosed at age 13) and the charity provided information and support to my family when they needed it most.”

Hannah



**DID YOU KNOW?**  
**IN 2016 ALONE, 19 NHS TRUSTS CONTACTED CROHN'S AND COLITIS UK FOR ADVICE ABOUT IMPROVING THEIR IBD NURSE CARE**

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## GETTING STARTED

Once you have your fundraising idea, one of the best places to start getting donations is online through a Just Giving page. It's easy go to the Just Giving website [www.justgiving.com](http://www.justgiving.com) and follow the simple guide. Our friendly Supporter Care team is also here to help and offer some great fundraising tips.

If you've never fundraised before you'll be surprised at just how enthusiastic people can be to support you.

When you create your page, make sure you add in something about your story – why are **you** fundraising?

The next step is to share your page on social media! You will find comments from your family and friends really motivating.

Don't forget to thank your supporters and send regular updates; a personal message as you prepare for your event or training and sharing a bit more of your story is an amazing reminder of why you are fundraising.

## THANK YOU FOR BEING A FUNDRAISING HERO!

Supporter Care Team

✉ [fundraising@crohnsandcolitis.org.uk](mailto:fundraising@crohnsandcolitis.org.uk)

☎ 01727 734 485

🐦 @CrohnsColitisFR

“

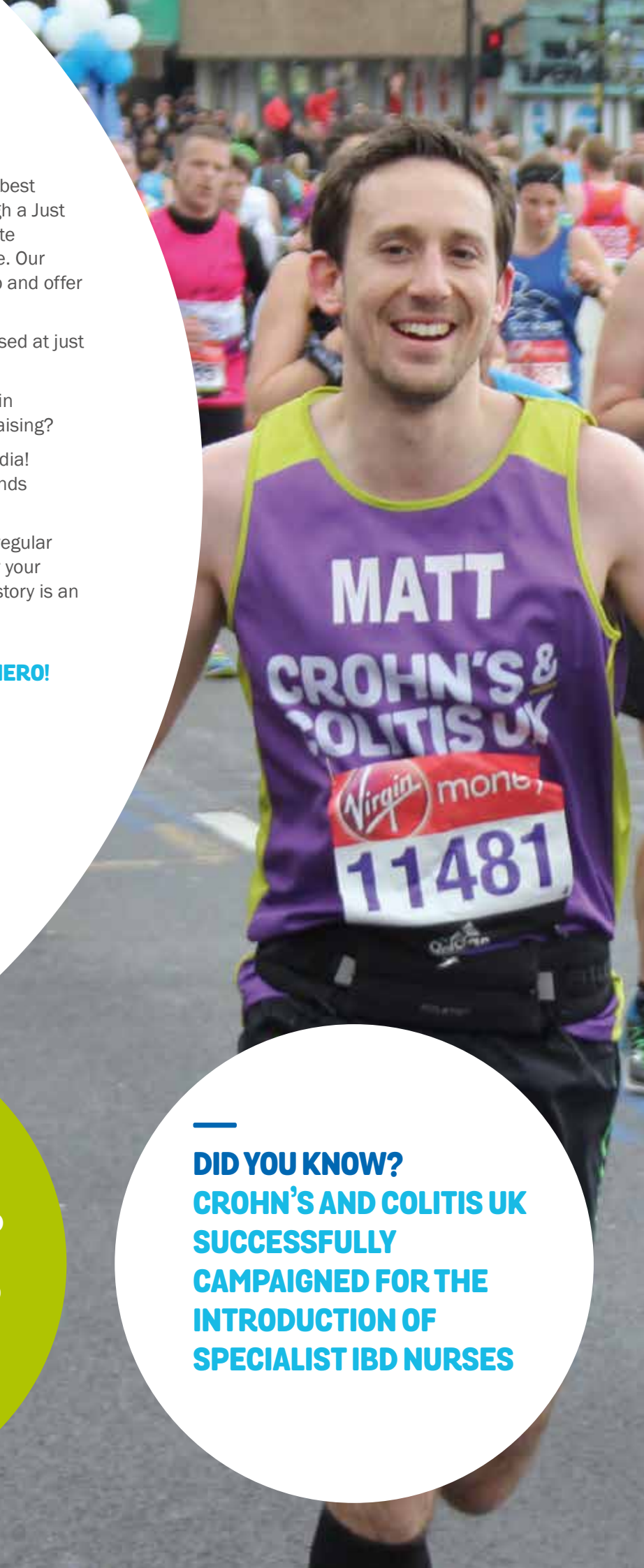
I can see day-to-day, first-hand the awful effects that IBD has on my amazing fiancée Samantha. It made me want to do something to help. ”

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Samuel, Fundraiser

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**DID YOU KNOW?  
CROHN'S AND COLITIS UK  
SUCCESSFULLY  
CAMPAIGNED FOR THE  
INTRODUCTION OF  
SPECIALIST IBD NURSES**



## BOOSTING YOUR FUNDRAISING

We would encourage you to set yourself the biggest target you think you can reach - you can always create an extra element of excitement by agreeing to do something fun if you reach your target.

Extra help from friends and family with your efforts, or even getting a team together to take part and all get sponsored for the big day, can also provide a huge boost.

We know from experience that the fundraisers who smash their targets often have extra events outside their main fundraising activity; a pamper evening, quiz night or bake sale are great ways to get others involved and kick off your fundraising ahead of the main event.

Remember lots of employers will be supportive and donate or offer matched giving – you just need to ask them.


On the day, make sure you share your Just Giving Page showing the action.


Get in touch with our friendly Supporter Care team for collection tins, balloons, banners and other Crohn's and Colitis UK branded goodies that add that extra touch of purple to your fundraising event.

### THANK YOU FOR BEING A FUNDRAISING HERO!

Supporter Care Team

 fundraising@crohnsandcolitis.org.uk

 01727 734 485

 @CrohnsColitisFR

**DON'T FORGET TO TWEET! WE ♥ HEARING YOUR STORIES AND SEEING PHOTOS OF YOUR FUNDRAISING!**

**DID YOU KNOW?  
FUNDED BY  
CROHN'S AND COLITIS UK,  
A RECENT CELL RESEARCH  
DISCOVERY WAS MADE,  
OPENING DOORS FOR  
POTENTIAL NEW  
TREATMENTS**



## WORKPLACE FUNDRAISING

Most employers realise the positive value of supporting both their employees and the right charitable cause as well as raising positive awareness for their business.

Companies can support Crohn's and Colitis UK in many ways – we have a dedicated corporate partnerships team who can help and support you to explore all the options.

If you are taking part in an event, employers will often match your giving, which means that they will double whatever you raise.

Many workplaces will have at least one charity of the year, often connected in a personal way – why not ask your employer how to nominate Crohn's and Colitis UK for their scheme.

We all need a bit of fun at work and a lot of employers will support you if you want to dress up for a Go Purple day or hold a bake sale in exchange for a donation. You can find loads of ideas and resources at [www.crohnsandcolitis.org.uk/fundraising-resources](http://www.crohnsandcolitis.org.uk/fundraising-resources)

If your employer is interested in exploring our corporate partnership opportunities, understanding how we support our charity of the year partners, or has any other questions please get in touch at the number or email below:

✉ [partnerships@crohnsandcolitis.org.uk](mailto:partnerships@crohnsandcolitis.org.uk)

☎ 01727 734 489

“

It's extremely important to me to help Crohn's and Colitis UK, to raise as much funding as possible to provide sufferers, like me, with support.”

—  
Mesha, Fundraiser

—  
**DID YOU KNOW?**  
**CAMPAIGNING SUPPORTED BY YOU HAS MEANT THAT SOME OF THE UK'S BIGGEST SUPERMARKETS HAVE NOW CHANGED THEIR ACCESSIBLE TOILET SIGNS TO BE MORE INCLUSIVE OF PEOPLE WITH INVISIBLE ILLNESSES**



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## SOCIAL EVENTS

Bringing family and friends together for a cause close to your heart is great fun as well as making a difference.

**OUR SUPPORTER CARE TEAM IS HERE TO MAKE SURE YOU HAVE EVERYTHING TO MAKE YOUR EVENT A SUCCESS SO PLEASE DO GET IN TOUCH.**

Remember whatever fundraising activity you organise you are responsible, so if it is in a public area, involves food or alcohol or a raffle then you may need a licence. We are on hand to give you information and support and help make sure everything you do takes into account any legal considerations.

The key is to get in touch with our team, allow plenty of planning time and ideally host your event somewhere where the venue can help.

Most of all, have a truly amazing time knowing you are raising vital funds to change the lives of those facing Crohn's Disease and Ulcerative Colitis.

[www.crohnsandcolitis.org.uk/get-involved](http://www.crohnsandcolitis.org.uk/get-involved)



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## PAYING IN YOUR SPONSORSHIP

Collecting online donations via **Just Giving** is really easy and comes to us as you raise it, Just Giving even collects the Gift Aid too!

If you have collected lots of small change then we suggest that you count it with another person and send us a cheque or card payment for the same amount, letting us know that it is from your fundraising. Don't forget that if you use a sponsor form to collect cash then donors can also Gift Aid their support.


Cheques can be posted to: Crohn's and Colitis UK, 45 Grosvenor Road, St Albans, Herts, AL1 3AW


Giving can be paid in online at:  
[www.crohnsandcolitis.org.uk/donate](http://www.crohnsandcolitis.org.uk/donate)

**EVERY PENNY YOU RAISE TAKES US ONE STEP CLOSER IN THE FIGHT AGAINST INFLAMMATORY BOWEL DISEASE – WE WON'T STOP FIGHTING UNTIL WE HAVE WON!**



 [fundraising@crohnsandcolitis.org.uk](mailto:fundraising@crohnsandcolitis.org.uk)

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 @CrohnsColitisFR

**DON'T FORGET TO TWEET! WE ❤️ HEARING YOUR STORIES AND SEEING PHOTOS OF YOUR FUNDRAISING!**

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**DID YOU KNOW?  
BECAUSE OF YOUR SUPPORT,  
RESEARCHERS AT THE UNIVERSITY  
OF CAMBRIDGE HAVE MADE  
NEW BREAKTHROUGHS IN  
UNDERSTANDING THE ROLE OF  
GENETICS IN CROHN'S DISEASE**