



# THE FUNDRAISING PACK

Top tips for kicking off your fundraising

Supporting young families affected by serious illness

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**[thelewismoodysfoundation.org](http://thelewismoodysfoundation.org)**



**Brain tumours are the biggest cancer killer of children and adults under 40**



**Over 20,000 children are living with critical illness**

**WE NEED YOUR HELP TO CHANGE THESE SHOCKING STATISTICS**

*"We held a rugby tournament among the neighbouring youth teams and we were amazed at the support from the local community."*  
Fundraiser

## Keep in touch



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@LewisMoodyFdn



info@  
thelewismoodysfoundation.org

# THANK YOU



Our mission is to support young families tackling serious illness. We do this by funding ground breaking research to improve the diagnosis and treatment of brain tumours, raising awareness of brain tumours in children and young people through the award-winning HeadSmart campaign, organising special days out and funding Family Days through our partners, The Brain Tumour Charity.

We have developed this guide to give you lots of ideas and tips to kick off your fundraising. Every penny you raise really will make a difference to families devastated by critical illness.

Thank you for choosing to fundraise for The Lewis Moody Foundation.

Good luck and have fun!

Annie &

Annie & Lewis

# THE INSPIRATION

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Joss Rowley Stark  
with Lewis Moody

The Lewis Moody Foundation was inspired by Joss Rowley Stark, a gifted young rugby player who fought cancer with immense courage and utter selflessness.

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Lewis first met Joss in April 2012 when he travelled up to Sheffield RFC to take a training session for Joss' team. The impact Joss made on Lewis was massive. Lewis stayed in contact with Joss and his family and the following April, Lewis took them to Twickenham to watch England Vs Italy. Joss watched the game and Lewis introduced him to all his rugby heroes after the match.

For Lewis, this was the norm. For Joss and his family, it was a day never to forget. Joss lost his brave battle with cancer two weeks later.

Inspired by Joss and the experience Lewis had with him and his family, Lewis and his wife Annie decided to start The Foundation in 2014 to help other families in their darkest moments and make a difference to those in the future.

*"Joss showed astonishing courage and determination, even when he was in terrible pain and enduring the most gruelling treatment."*

*"I learned from meeting Joss that when a child is seriously ill, anything that lifts a family out of their daily routine and allows them to spend time together doing something special can have a lasting impact."*

**Lewis**

Together, we are tackling illness and fulfilling dreams.



# KICKING THINGS OFF

## Getting Organised

### 1 The event

Decide what you want to do and think about who you know and what they would be interested in – a black tie gala dinner, a sevens tournament, a pub quiz, bucket collection, sponsored activity or cake bake?

### 2 The location

Where are you planning on holding your fantastic fundraising event? At your sporting or social club? Or could you host your event at home, at school, university, work, or at a local hotel or community centre?

### 3 The date

Think about which date will be best for highest attendance – will you have your event at the weekend or during the week? Make sure you consider other events and special dates such as national holidays or sporting fixtures which may clash with your event and give yourself enough time to plan and prepare.

### 4 The fundraising

How are you going to raise the most money? Will you hold a bucket collection at half-time? Will you hold a raffle or auction on the day? Will you be selling cakes, drinks and gifts? Will you charge for attendance? Can you get matched giving from work? Set yourself ambitious but achievable targets.

### 5 Spread the word

Make sure everyone knows about your event. Make an event flyer or poster and ask your local shops, restaurants, pubs, gyms, hotels and leisure centres to display it. Make sure you carry some with you and email them out where possible to save on printing costs.



## 6 The publicity

Contact your local newspaper, radio and TV station to tell them what you're doing and why. For more PR tips see page 11 of this pack.

## 7 The support

Get in touch with local restaurants, hotels and shops to see if they will donate any prizes for a raffle or auction. See if you can get your venue or catering for a discounted price (or even better, for free) as it's an event in aid of charity. Get your friends, family or work colleagues involved and divide the tasks between everyone – you'll be surprised at how many people are willing to help when it's for a good cause. You can contact the fundraising team for a letter of authority by emailing [info@thelewismoodyfoundation.org](mailto:info@thelewismoodyfoundation.org)

## 8 The online part

Make sure you use Facebook and Twitter to tell people about your event. Don't forget to set up your online sponsorship page (see page 10) and share this too! If you tell us about your event we will try to share it with our supporters on our Facebook and Twitter pages.

## 9 On the day

We can provide a range of The Lewis Moody Foundation merchandise for you to use at your event. If you're looking for collecting tins or buckets, t-shirts or leaflets, just email us and we will be delighted to help: [info@thelewismoodyfoundation.org](mailto:info@thelewismoodyfoundation.org)

## 10 Tell us about it and send in the cash

Once your event has finished, collect the money you have raised and send us a cheque for the proceeds along with any empty tins or buckets. We love hearing all about what you've been up to, so please send any news or pictures to [info@thelewismoodyfoundation.org](mailto:info@thelewismoodyfoundation.org) and we will try to feature as many as possible on our social media pages.

# THE IDEAS

Ashley Varley with  
Lewis Moody



Ashley Varley was so inspired by the story behind The Lewis Moody Foundation that he signed up to run six marathons in six days.

Here are some ideas that supporters have organised or taken part in:

Barbeque

Sevens tournament

Match day collection

Sponsored run

Raffle

Tug of war competition

Darts/Pool/Games night

Swimathon

Tea party

Bandana day

Dress down day

Garden party

Street party

Clothes swap

Concert

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## TOP TIP

Don't be afraid of asking. Once people know why you're fundraising for The Lewis Moody Foundation, you'll be surprised at how generous they can be.

Why not try an idea from the list on the left or choose to start with a simple fundraising idea, which can involve all of your family and friends, like these:

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## The quiz night

Grab your thinking caps and organise a quiz. Invite your friends and play quiz master in your living room, or have a chat with the landlord of your local pub to see if you could hold it there. A quiz also works well with work colleagues. Charge an entry fee and sell refreshments to raise funds.



## The sports competition

This can involve various disciplines, for example kicking a ball through posts, the longest pass, most accurate pass and fastest runner over 50m roped to a tyre. Ask attendees for a donation or entry fee and offer a small prize to each winner.

## The team challenge

Why not gather a team of friends and family or colleagues and enter a run or challenge as a group – training is always more enjoyable when you've got company. As a group you can inspire one another and set a team fundraising target.



## The BBQ challenge

Set up a BBQ at home or make it into a work social event and charge for the food. Ask local shops to donate the food and drink. You can also run a competition, e.g. the tastiest chicken, steak, sausage and pork recipes! Have fun and food whilst raising vital funds for our work.

Questions? Contact us: [info@thelewismoodysfoundation.org](mailto:info@thelewismoodysfoundation.org) | 01252 749990

# MORE EASY IDEAS

## Match day collection

Ask permission to hold a collection on match day, before and after the game. We can provide collection buckets, t-shirts and a film about The Lewis Moody Foundation to show at half time to encourage donations.

## Collection tins

Put them in your club, school, local shops, pubs, office and surgery reception areas, canteens and let people know that they are there!

## Sponsored leg wax or head shave

Get some men to take up the challenge and get their legs waxed for sponsorship money.

## Street party

Get permission to set up some stalls, put on buskers and street entertainers, and organise a street collection.

## Dress down day

Ask your colleagues to ditch their suits and jackets for jeans and t-shirts in exchange for a donation.

## Work team challenge

Set your team or department a challenge - a football, netball or rounders game or pit several teams against each other. Ask for a donation for team entry. Not sporty? Hold a quiz evening instead.

## Hold a raffle

Whatever you choose to do maximise the funds raised by charging an entry fee, selling food and holding a raffle or auction on the day.

## Matched giving

Ask your HR team if your company offers matched giving to employees who fundraise. This could double your fundraising total overnight!

*"Even if you only have the tiniest impulse to do something, do it and take on a challenge for The Foundation! You will push your boundaries and do some good for others. There really isn't a downside."*

**Ciara Davies, Race to the King, Ultra-Marathon runner**

## Seasonal fundraising

Organise an Easter egg hunt, pancake day party, Halloween disco, Christmas jumper day or carol singing service.

# HOW YOUR MONEY CAN MAKE A DIFFERENCE

We rely 100% on voluntary donations so every penny you raise really will make a difference.

**£25**

could make 10 families 'brain tumour aware' through the award-winning HeadSmart campaign so that diagnosis is quicker and lives may be saved.

**£1,250**

could fund a weeks research into tackling late diagnosis of brain tumours in adults at the University of Edinburgh.

**£500**

could make an entire school HeadSmart aware, ensuring that brain tumours in children are diagnosed as early as possible.

**£5,000**

could fund a Family Day to give families living with a brain tumour the chance to escape the daily routines of medicine and hospital visits.

*"The HeadSmart information crystallised everything. It gave me what I needed to go back to the GP and say: 'I'm really worried'."*

**Fay, mother of Luke who diagnosed her son using HeadSmart**

*"Although we have a great support network around us none of our friends and family can really understand. Today for the first time in a year I didn't feel on my own."*

**Liz, who has two young sons and whose husband Steve is living with a brain tumour**



A family day in Gloucestershire

# THE SPONSORSHIP

Sponsorship is a great way to raise funds and get family, friends and colleagues involved in what you are doing. You can do this online or offline, or a combination of both. Just make sure you let everyone know what you are doing and why. Sharing your personal story can really encourage people to get behind you. You'll be amazed at how supportive and generous people can be.

## The online part

Within a few minutes you can create a personal online fundraising page. Email the links and share on Facebook and Twitter with all of your friends, family and colleagues for immediate donations!

Just Giving is easy and safe to use and offers a great way to quickly and easily collect donations. Just make sure you click to say you are raising funds for The Lewis Moody Foundation (via Brain Tumour Charity (The).) JustGiving also offers the opportunity for your friends to donate via text. Visit:

**JustGiving™**

*justgiving.com*

Search for The Lewis Moody Foundation and then click on the orange 'fundraise for campaign' button.

## The offline part

If you've got friends and family who aren't online, or you're going to an event where you know you can ask people to sponsor you, you can also use a paper sponsorship form.

Download a sponsorship form from  
***thelewismoodysfoundation.org/fundraise***

Personalise it with your name and date of the activity. Alternatively call or email us and we will post the form to you.

See page 14 for details on how to return the money to us.

*giftaid it*

Don't forget to encourage your sponsors to Gift Aid their donation if they're a UK taxpayer. We can claim an extra 25p for every £1 donated.

# THE PROMOTION

Spread the word! Gaining publicity for your event or challenge will help you raise funds, whilst raising awareness of The Lewis Moody Foundation and the fantastic fundraising that you are doing.

We use Facebook and Twitter to keep everyone updated about our events, what our fundraisers are up to and provide updates on the work the money raised is helping to fund. Join The Foundation's online community and keep us posted about your activities and share your pictures.



[facebook.com/thelewismoodysfoundation](https://facebook.com/thelewismoodysfoundation)



[@LewisMoodyFdn](https://twitter.com/LewisMoodyFdn)

## The social side

- Use your Facebook profile to post regular updates about your progress and tell everyone how it went afterwards! You can also set up a community page or an event and invite people to 'like' your page or 'join' your event.
- Use your Twitter account to share what you're doing with contacts or local celebrities and encourage retweets!
- Take some video footage of your event / challenge and post it to YouTube – then share this on Facebook and Twitter.
- Post a link to your online sponsorship page regularly, reminding all your contacts why you're fundraising for The Lewis Moody Foundation. You can do this before, on the day and after your event – this will boost your fundraising.

## Your local paper

- Your local paper will be interested in your fundraising and why you're doing it (your personal story), so do get in touch with them. Your story has a greater chance of success if it's sent with a picture, so ask friends and family to take high quality pictures on the day - pre, post and during your event.

*"One of my students, David Langton Gilks, died of a brain tumour at just 16. He was a truly inspirational young man and I think it's important to keep his legacy alive by raising money to promote awareness of brain tumours."*

**Chantal Dean,**  
teacher and fundraiser

# THE LEGAL PART

It's important to make sure that your fundraising event is safe and legal as well as fun and successful! We don't want to make it daunting, so here are a few things you need to know.

## Your responsibilities

In law, you will be a trustee of funds raised and must ensure that all donations and sponsorship money from your event is paid to The Lewis Moody Foundation. You must inform potential donors if any of the funds you raise will not be paid to the charity.

If you do something that threatens or damages the name or reputation of The Lewis Moody Foundation we will ask you to stop fundraising.

## Food

If you are providing food, you need to follow the simple guidelines for preparing, handling and cooking food set out by the Food Standards Agency. Visit [food.gov.uk](http://food.gov.uk) for more details.

If you have asked a caterer to come to the event you must ensure they provide you with a copy of their food hygiene certificate and public liability insurance.

## Lotteries and raffles

The legislation surrounding lotteries and raffles can sometimes be confusing. Make sure you check the latest information and advice at [gamblingcommission.gov.uk](http://gamblingcommission.gov.uk)

If your raffle lasts longer than 24 hours you will need a lottery licence and printed tickets, which must have certain details on them. Please contact us for help with this.

## Health and safety

Ensure you have adequate first aid cover available for your event – take advice from a voluntary first aid organisation such as St. John Ambulance or the British Red Cross when deciding the type of cover you will need. Some things to consider:

- Location and type of event
- Size of audience
- Proximity of medical facilities
- Duration and timing of event

### Useful contacts:

**St. John Ambulance**  
27 St. John's Lane  
London  
EC1 4BU

**Tel: 0870 010 4950**

**British Red Cross**  
UK Office  
44 Moorfields  
London  
EC2Y 9AL

**Tel: 0844 412 2738**

Make sure you conduct a risk assessment to identify any risks at your event. A risk assessment does not have to be a complicated task. Remember – a hazard is anything that causes harm and the risk is the chance, high or low, that someone could be harmed by the hazards, together with an indication of how serious the harm could be.



# What's the risk?

## Insurance

If your event involves the public you will need public liability insurance. Your venue may already have the insurance you need – remember to check with them.

If you are using suppliers or contractors, you should obtain a copy of their risk assessment and public liability insurance.

## Licences

Some activities require a licence, including:

- Providing alcohol or live music
- Holding a collection
- Holding a raffle or lottery

Please check with your local authority to see if you do require a licence for your activity (this is not an exhaustive list).

## Publicity material

When you are writing about your event you need to say it is being held '**in aid of The Lewis Moody Foundation.**' Please contact us if you wish to use our logo on your own materials.

Please also include our charity number using these words:

**The Lewis Moody Foundation is administered by The Brain Tumour Charity, Registered Charity no. 1150054 (England and Wales) SC045081 (Scotland)**

If you need any help or advice please contact [info@thelewismoodysfoundation](mailto:info@thelewismoodysfoundation) | 01252 749990

## Collections

Visit [institute-of-fundraising.org.uk](http://institute-of-fundraising.org.uk) for the most up-to-date information on collections.

When organising a collection please make sure that you have written permission from:

- The local authority when collecting in the street
- The person responsible for private property, for example, a supermarket or train station
- Collections in pubs, factories or offices are counted as a house to house collection, so you will need a permit for them
- Collections can only be done by people aged 16 or over

Collection boxes and buckets must be clearly labelled with The Lewis Moody Foundation's name, address and charity number and must be sealed.

## Under 18s

If you are under 18, your parent/guardian is responsible for you – please show them this pack and make sure they are happy with what you've chosen to do.



# THE MONEY

Once your event or challenge is over, you just need to pay in your hard-earned money to The Lewis Moody Foundation.

Send a cheque made payable to The Lewis Moody Foundation to:

The Lewis Moody Foundation  
Hartshead House, 61-65 Victoria Road,  
Farnborough, Hampshire GU14 7PA

Pay directly into our bank account:

Lloyds Bank  
Sort code 30-93-74  
Account 50290568  
**PLEASE PUT YOUR NAME  
AND LMF AS A REFERENCE** and email  
[info@thelewismoodysfoundation.org](mailto:info@thelewismoodysfoundation.org) to let  
us know the amount being transferred.

*We ask that you pay  
the money you have  
raised to us within six  
weeks of your event.*

*If this is not possible,  
please let us know.*

Or pay by credit or debit card:

Call us to pay over the phone:  
**01252 749990**

We record your details on our secure database to keep you up-to-date with our work. We never sell or swap your details with any third parties for commercial purposes. You can opt out at any time: [thebraintumourcharity.org/privacy-policy](http://thebraintumourcharity.org/privacy-policy)

*giftaid it*

Please encourage your eligible sponsors to make Gift Aid declarations (using their home address). We can then claim an extra 25p for every £1 donated.

Questions? Contact us: [info@thelewismoodysfoundation.org](mailto:info@thelewismoodysfoundation.org) | 01252 749990

# THANK YOU

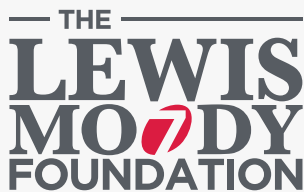
We rely 100% on voluntary donations. Every single person who fundraises for us is invaluable – thank you for everything you're doing.

Please send us an update and pictures after your event so we can shout about it. We feature as many as possible on our social media pages, to inspire others to get involved too.

*"Every day I see the devastating impact serious illness has on young families. The Lewis Moody Foundation will be able to make a real difference through days out for these families, giving them much-needed time together, and through funding research into brain tumours, helping to tackle the biggest cause of cancer deaths in children."*

**Antony Michalski,**  
Consultant Paediatric Oncologist  
(Pictured below with Lewis, Annie and families)





Inspired by Joss Rowley Stark

**Together, we are  
tackling illness and  
fulfilling dreams.**

**thelewismoodystation.org**

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**Queries?**

***info@thelewismoodystation.org | 01252 749990***

Please send cheques to:

The Lewis Moody Foundation,  
Hartshead House, 61-65 Victoria Road,  
Farnborough, Hampshire GU14 7PA



We adhere to the Institute of Fundraising's Code of Fundraising Practice and follow all best practice guidelines. We also operate a complaints handling procedure if you are ever unhappy with any of our services.

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**Find us here**



The Lewis Moody Foundation is administered by © The Brain Tumour Charity 2016.  
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