

Dyslexia Research Trust



Fundraising can be lots of fun and an excellent way of spreading awareness of our work in your community. Raise money and help spread the word. The more people that know about the work we do, the more support we receive, and so the more we can do to help young people reach their full potential.

Thank you for organising your own fundraising event to support the DRT. John Stein, Chairman

fundraising pack

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Contents

How to get started	3
Popular events	4
Event ideas	5-6
Social Media fundraising	7
Safe and legal	8
Publicity and sponsorship	9
Other ways to support us	9-10
Sponsorship Form	11-12

Who are the DRT? What do we do?

10% of UK children experience serious difficulties with learning to read.

The Dyslexia Research Trust (DRT) is a charitable research organisation. Their work includes:

- ❖ Funding visual assessment clinics for children and adults who struggle with reading and writing.
- ❖ Offering treatment to overcome reading difficulties, including coloured glasses and coping strategies.
- ❖ Funding world class scientific research into the causes of reading problems.
- ❖ Formal diagnosis of dyslexia for adults and children to help with exam concessions.
- ❖ Providing assistance to employers and employees in the work place.
- ❖ Working with students and adults with dyslexia and offering them guidance and advice.
- ❖ Raising public awareness of dyslexia and how it can be overcome.

The DRT's work has helped thousands of children and adults to reach their full potential in life: transforming their self esteem and confidence for the future. As a non-profit making charity, the DRT is dependent entirely on public support and donations which really can make a difference: we want to help these brave dyslexic children, (who experience shame and humiliation through no fault of their own) as early as possible, to keep going and not to give up.

Can we count on your support?
www.dyslexic.org.uk

How to get started

Do something you enjoy, get fit, have an adventure, plan a coffee morning or a dinner party with friends, get your company involved – or just give a donation. You could organise your own sports day or tournament or organise a non uniform day or even a fete. Look through our fundraising pack for ideas and support. You can also become involved in our upcoming events and help the DRT to make these events hugely successful (See page 10). Good luck!

WHAT?

- ❖ Are you able to hold an existing event in aid of the DRT?
- ❖ Do you want to set up something new?

**Simple events often raise the most money.
Set yourself a realistic target and stick to a budget.**

WHO?

- ❖ Decide whom to invite and when to confirm numbers.
- ❖ Decide how many people you want to invite and work out the cost per head.

Make sure you can cover your costs and still raise funds.

HOW?

- ❖ How are you going to promote your event?
- ❖ Do you need extra help on the day?
- ❖ Consider other ways to raise funds on the day.

**Work back from the date of your event.
Draw up a plan of who is going to do what, by when.**

WHERE?

- ❖ Is your venue the right size?
- ❖ Is it accessible by public transport?
- ❖ Does it have wheelchair access?
- ❖ Do you need supply tables and chairs?
- ❖ Are there catering facilities?
- ❖ Do you need any special equipment, materials or insurance?

Try to get as many goods and services free or at a discount.

WHEN?

- ❖ Consider the weather.
- ❖ Consider key dates- bank holidays, festivals, local fetes and events.
- ❖ If you're inviting friends, try not to clash with birthdays or school holidays.

Avoid competing against an established event –especially if you are inviting the public.



Popular Events

Coffee Morning or Tea Party

Where – your village hall, school hall, local café, home or workplace.

When – set a date and time.

Who – friends, family, neighbours, work colleagues, parents' group members, gym members or the general public.

How – ask friends, family, colleagues or neighbours to help you.

Promotion – by work of mouth, invitations, posters and emails.

Raising Funds – charge an entry fee, charge per coffee or cake, hold a raffle, tombola or bring and buy sale on the day.

Refreshments – ask local supermarkets, bakers and cafes for donation of tea, coffee and cakes to keep costs down.

Quiz Night

Where – your local pub, village hall, school, student union, rugby, football or golf club. You could ask an established pub quiz to host a fundraising night for the DRT.

When – set a date and time.

Who – friends, family, neighbours, work colleagues, rugby or football members, golf partners, gym members or pub regulars.

Raising Funds – charge per team, per individual or for every wrong answer. Hold a raffle, tombola or a bring and buy sale on the night.

Refreshments – some pubs will be happy to provide jacket potatoes or ploughman's for free or at a reduced price for a good cause. If the venue isn't a pub or restaurant – check whether you need a food or alcohol licence.

Quiz questions – many bookstores sell quiz books or you can find lots of tips and questions on the internet.

Prizes – food and drink hampers, chocolates, flowers or gift vouchers are popular try to get them donated by local shops and businesses.

Fete or Stall (At school, village or local market)

What – hold a stall at an existing fete or organise a new one of your own.

When – set a date. You may need several months to organise a new fete or just a couple of weeks to run a single stand.

Where – local school, church group, gym, golf club or sports centre.

Who – invite local farmers, sweet and bookshop owners and friends and family to set up stalls. Maybe you could ask a local celebrity or the Mayor to open the event.

How – if you are organising a fete you may need to set up an organising committee and share out tasks. Do you need to provide tables? Perhaps you could borrow some from a local school, village hall or sports centre.

Raising Funds – take a percentage of income from each stall and/or charge an entry fee. Hold tombolas, guess the number of sweets, treasure hunts or face painting on the day.

Promotion – use flyers and posters. Send a notice to your local paper or phone your local radio station, also parish newsletter and promote through PTA and other groups.



Event Ideas –BIGGER events!



Balls and Parties

Venue – try to get a venue free or at a special rate.

Guests – send out invitations and sell tickets early to get a good response.

Budget – Calculate how many guests and the ticket price you need to cover your costs and still raise funds.

Decorations – ask local florists and supermarkets to donate fresh flowers, ribbons, balloons and garlands to decorate the room.

Catering – ask your venue or a local restaurant or caterer to donate services. A local supermarket or off-licence may help with wine and champagne. In return, you could offer them publicity in the local paper or on your event invitations and posters.

Entertainment – will a local DJ or band provide their services free in return for leaving their promotional leaflet/business cards in the room? Ask other entertainers eg magicians or dancers whether they would be willing to perform at your event for free.

Raising funds – charge per guest. Hold a raffle, auction or dancing competition, or even set up casino tables on the night.



Golf Day

What – does your local golf club hold an existing competition that could be held in aid of the DRT? You could charge an extra entry fee, give players coffee and bacon rolls before they tee off or persuade the club to hold a free drinks reception.

Why not run your own golf day? Your golf club may run charity days/weekends or try doing it yourself! Look to existing golf clubs for inspiration. Many provide specially packages days for golfing societies which include breakfast before tee off, 27 or 36 holes of golf and a lunch.

Raising funds – find out how much the club charges to make a profit and then charge an extra £5 per player to raise money for DRT.

Golf clubs can advise you different competition formats and scoring methods.

Ideas on your golf day.....Buy back strokes – players get to buy back strokes from their handicap - £1 per stroke.

Charge 50p for each penalty or offence committed by a player. For example, losing the ball from the tee shot, failing to get out of the bunker in two shots, hitting the ball into a water hazard or having to drop an unplayable ball anywhere onto the course.

Charge other players in the team 50p if one player chips into the hole or hits the flag on from off the green, birdies or escapes a hole, scores a par or bogey after dropping a stroke. Try approaching the golf club pro for prizes, eg golf balls, a free meal or bottle of champagne.

Event ideas

Whether you are fundraising with friends, family or colleagues –there are plenty of great ideas to choose from all year round. So take your pick from our selection below or dream up some new ones of your own! And remember whatever you choose to do, there are lots of different ways to raise funds from your event – including entry donations, sponsorship, raffles, auctions and competitions on the day. Just use your imagination and have lots of fun.

AT SCHOOL

Fashion Show
Summer Fete
Disco
Jumble Sale
Harvest Festival
Non-uniform day
Sponsored fun run
Sponsored class silence
Talent Show

AT WORK

Sponsored leg wax
Wear red day/Dress down day
Quiz/Karaoke night
Family Fun Day
Cake/sandwich/Book sale
Sponsored slim/walk/give it up day
Swear box
Payroll/ Matched Giving Scheme
Sweepstakes
5-a-side footy challenge
Seasonal fundraising – Easter treasure trail, Summer BBQ, Halloween Party or Christmas Ball

COLLEGE/UNIVERSITY

Pool/darts match
Pub quiz
Chess tournament
Themed parties
Video games competition
Pub crawl
Battle of the bands
Recycle mobile phones
Comedy evening
Speed- dating

PARTY TIME

Christmas party
Fancy dress
Halloween
New Year Ball
Murder Mystery Night
Cheese & Wine
Forties Night (or 50s, 60s, 70s or 80s!)
Hawaiian Night

FRIENDS/FAMILY

Bonfire party
Bowling tournament
Country bike ride
Summer picnic
Pyjama party
Cheese and wine
Summer BBQ
Garden party
Bring and buy clothes sale
Garage sale
Book club
Cookery day
Make-over

COMMUNITY

Summer Fete
Book Sale
Car boot sale
Jumble sale
Harvest festival
DRT Money box collections
Barn Dance
Tea Dance
Coffee Morning
Chess Tournament
Car Wash
Bridge/Poker Tournament
Car Rally
Pub Quiz Night

SPORT

Five-a-side football
Netball/golf tournament
Tennis competition
Hockey match
Yacht or boat race
Cricket competition
Rounders competition
Rugby competition

GET FIT

Aerobics
Bike ride
Hike
Run
Swimathon
Triathlon

Natasha asked her friends and family to sponsor her for not watching tv! She raised £150.50 and her mum's boss trebled this amount through Give As You Earn, raising £451.50 for the DRT!



"Thank you so much for coming to our garden plant and cake sale. Total raised £47.07. Our Gran & Grandad matched it so Mum could send a cheque to Dyslexia Research Trust for **£94.14**"

Social Media Fundraising

One of the most effective ways of reaching more people and promoting your event is to use Social media. It is a powerful way to get your story across to so many people, and your fundraising page, to a virtually limitless audience.

Here are some ideas on using social media to meet your fundraising target:

moneygiving fundraising page & widget

As well as creating a fundraising page on Virgin Money Giving, you can use their widget to show your latest fundraising total on your own website—just go to www.virginmoneygiving.com

Facebook

Update your Facebook status with a link to your fundraising page – so that family and friends see your link in their News Feed. For an extra push, post your link on their walls.

Ask friends to 'donate' their status update to you. Via their statuses, you can reach people you might not know.

Using the Virgin Money Giving Facebook application to invite people on Facebook to sponsor you: www.facebook.com/virginmoneygiving

Ask your friend to use Facebook Connect on Virgin Money Giving after they've donated. This way they can share your page with their Facebook friends. You can also use it to promote your page.

YouTube

Get on YouTube. Make a video – maybe a funny parody of your training, or just you telling the camera what you're doing and why people should donate.

Twitter

Use Twitter to share your Virgin Money Giving page – write what you're doing and why people should sponsor you, in the shortest sentence possible,

Ask your followers to 'retweet' your link—so it reaches their followers too (remember: the shorter your tweet, the more retweet-able it is).

Ask the DRT to share your link on their Facebook site. Or post it yourself on <http://on.fb.me/bLOYpN>

Blog

If you've got a great story, start a blog about it. Blogs are a great way to share your photos, videos and tweets in one place, keeping your supporters up-to-date.

Internet

Search ALL of these sites for people talking about the DRT. If you find people interested in the same cause, talk to them. They might be interested in supporting you, and you might make some new friends along the way!

Safe and legal

It is your responsibility to make sure your event is organised efficiently and safely. So please don't forget to read through the following list of reminders.

PLEASE make sure your event is properly supervised and that everyone is fully briefed on risks, fitness requirements, special equipment, clothing and expected behaviour.

Charity number

By law, DRT charity registration number (1052989) must appear on all posters and advertisements which invite people to participate or help.

Donations

Get sponsored by and collect donations from people you know and trust. Make sure that children are supervised and don't let them collect money from strangers. A hassle free way of collecting sponsorship is by setting up your own fundraising page and donations can be made online. Please see <http://www.virginmoneygiving.com>.

Collections

To collect money in the street, you will need a licence from the local council who will also give you a set of rules to follow. You need to apply for a license well in advance to allow for processing time. To collect in privately owned public places such as a shopping centre you must get permission from the manager. No one under 16 years of age may collect money in a public place.

First Aid

Make sure adequate cover is available for larger events. Recommended providers included St John's Ambulance, the British Red Cross and the National Association of Private Ambulance Services.

Licences

Check with your local authority whether you need to obtain any special licences eg public entertainment, collection or alcohol licences.

Raffles and lotteries

There are three types of lottery, each of which has different rules:

Private lottery: *If the lottery is held in a workplace or club there is no need to obtain a license and no limit on the size of the lottery.*

Public lotteries: *A lottery open to members of the public must be registered with a local authority. If ticket sales exceed £20,000 you must register with the Gaming Board.*

In both public and private lotteries: there can be no discounts for buying more tickets. Records must be kept of all tickets sold. No one under the age of 16 may buy a ticket. Tickets must not be sold for more than £2. All tickets must have an equal chance of winning.

Small lottery: *When a raffle is not the main focus but part of a larger event a licence is not required. There must be no cash prizes, and the ticket sales and announcement of the results must be carried out during the event. Prizes must not exceed a value of £250 each.*

Food

Food safety laws apply when selling food. You need to follow EU food hygiene procedures. Further information can be obtained from your local authority's environmental health department or visit www.food.gov.uk.

Alcohol

A licence is needed to sell alcohol at your event. Please check if the venue is already licensed. If not, contact your local council to obtain a temporary licence from the licensing justice at your local magistrates court giving a month's notice or more.

Publicity & Sponsorship

Snap Away By snapping people having lots of fun at your event – you can inspire others to have a go too. So please share your event with us by emailing your best photos to: info@dyslexic.org.uk.

Online fundraising page One easy way to collect sponsorship and donations is to set up your own fundraising page at www.virginmoneygiving.com and email it to everyone you know. Just make sure you name your event and select Dyslexia Research Trust as the charity you are supporting so that we can identify the source of the income. You can also use our sponsored form and let us know if you require any posters or would like to use our money boxes.

Gift Aid You will need to explain Gift Aid to your sponsors to help raise money. The DRT can claim 20p for every £1 donated, provided it is a personal donation and the donor is a UK taxpayer. This means for every £100, we can get back £120 -an extra 20%! It costs you absolutely nothing to Gift Aid your sponsorship pledge.

How to send in the money Please send us your completed sponsorship form within a month of your event, with a cheque made payable to Dyslexia Research Trust. Payment can also be made by credit card or directly into our bank account. Please ring us below for more information.

Contact us Write to: Dyslexia Research Trust, The Sherrington Building, Department of Physiology, Anatomy & Genetics, Parks Road, Oxford OX1 3PT. Call us on 01865 282552 or email info@dyslexic.org.uk.

Other ways to support DRT

Make a donation to enable us to continue. Choose from standing order, payroll giving, online or one off payments. Visit www.dyslexic.org.uk.

Alternative Donations and Merchandise If you are interested in donating money instead of Christmas, anniversary or birthday gifts please give us a call or email us. We often sell Christmas cards and notelets to help raise funds.

Many couples now ask their guests to donate to charity rather than have a traditional wedding list. You can set up your own charity wedding list online – set up a fundraising page at <http://www.justgiving.com/dyslexiart>.

Make a real impact – VOLUNTEER! Give a little of your spare time and talent and make a real difference. The DRT Events Team is made up of a small number of part time and volunteer staff. We need volunteers to help us to promote our events, sell tickets, obtain sponsorship from businesses and obtain luxury auction and raffle prizes. The DRT also requires help with general administrative duties such as stuffing envelopes and handling enquiries. If you are able to help in any way, please get in touch. Call us on Tel: 01865 282552 or email info@dyslexic.org.uk for a DRT Volunteer Information pack.

Other ways to support DRT (cont.d)

Leave a legacy Remember the DRT in your will.

Nominate the DRT Supermarkets, chemists and department stores donate regularly to charity and some invite customer nominations for a "Charity of the Year". Next time you are shopping in your local supermarket, find out if you can put the DRT forward for consideration.

Browsing the internet, you may discover a website, which donates to good causes. Go to Martin Lewis' website (Money savings expert) <http://www.moneysavingexpert.com/site/mse-charity-fund#nominate> and nominate the DRT. Your company or social club may also invite charity nominations. Keep us informed of any nominations by email, phone or post!

Recycling Save the environment and help raise money for the DRT by recycling your old inkjets, mobile phones and laser/toner cartridges! <http://www.recycle4charity.co.uk/home.aspx>



Are you always on the hunt for a bargain, or do you have unwanted gifts you want to find a home for? We have the perfect solution... eBay for Charity is an easy way for you to support the DRT. At this online market place, buyers can bid for charity items and sellers can donate a percentage of their sales to charity, knowing that they are helping the 5% of children in the UK who have dyslexia. If you want to sell something When selling an item on eBay you can donate some, or all, of your proceeds to the Dyslexia Research Trust. Simply select Dyslexia Research Trust from the list of charities and choose a percentage of the proceeds that you wish to donate (10-100%).



If your item sells, eBay will match your donation and MissionFish, who manage the eBay donation process, will then collect your donation when the auction ends and pass it on to us. Please remember to claim gift aid on your donation. If you want to buy something Remember when you're shopping on eBay to look out for the distinctive blue and yellow Charity ribbon when searching for items to buy - this will help you to recognise items that will provide charitable donations.

To view all items that will make a contribution to the DRT, simply search for Dyslexia Research Trust from the eBay homepage. To find out more, go to: www.missionfish.org
To start buying and selling, go to: www.ebay.com



Every time you shop at Amazon, you can help the DRT raise money. When you use links from our website www.dyslexic.org.uk to Amazon and then make a purchase, a small part of the total price is donated back to Dyslexia Research Trust. remember: our link take you to Amazon for ALL your needs, not just books that we suggest. Anything you purchase can result in a donation to us if you use one of our links to get there.

Thank you so much for choosing to support the Dyslexia Research Trust (DRT). The money you raise from just one single event can make a significant difference to us – we need to raise £12500 a month to exist.