

OFFICIAL NSIF FUNDRAISING GUIDE

THE PURPLE PAGES



09-05-15 Mud Day for NSIF!



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THE NSIF STORY

SO FAR

On December 30th 2003, Daniel Nicholls dived into a wave on Bondi Beach in Australia. A hidden sandbank lay beneath and when Dan hit it, he broke his neck.

He was paralysed from the neck down. He was 19 at the time and just five weeks into his gap year.

Dan has since lived with constant care. His daily routine to get washed and dressed in the morning and evenings takes around four hours and serious health complications are a constant threat because of his paralysis.

In 2003, David was the executive chef at the Mandarin Oriental Hyde Park. He had a busy professional life and a family. Like most people, he had never thought much about paralysis.

On 30th December he got a phone call from a doctor in Australia telling him his eldest son Dan had broken his neck. Not fully understanding what this meant for Dan, David flew to Australia. He found Dan in hospital, wedged in with sandbags, unable to move and terrified. According to the doctors, the outlook was hopeless.

As a father, David was unable to accept this prognosis. Against all advice, he promised Dan he would walk again. David raised funds through the sale of a cookbook and set up the Nicholls Spinal Injury Foundation. He wanted to build a charity that would single-mindedly pursue a cure for paralysis.

The focus of the charity on this one cause derives from David's passion to cure his son.

David looked for a scientific project to fund and met a man equally dedicated to reversing paralysis: Professor Geoffrey Raisman.

DAVID AND DANIEL



Professor Geoffrey Raisman has spent 40 years trying to cure spinal cord injury. A brilliant scientist, Raisman discovered early in his career that the nervous system could form new connections after damage – paving the way, potentially, to a cure for spinal cord injury.

He started to ask why, if nerve fibres could form new connections, could the spinal cord not repair itself after damage? What's more, when looking at spinal cord injuries, he saw that nerve fibres showed signs of regrowth on either side of the injury – but not reconnection.

He wanted to understand what stopped them growing across the injury. He thought the answer might lie in our sense of smell. The unique system that allows us to smell is the only one where nerve fibres regenerate in adults. Prof Raisman thought the reason might be a special type of cell called Olfactory Ensheathing Cells, which help build a path for nerve fibres to grow along.

In animal studies he showed it was possible to reverse paralysis by transplanting these cells into the spinal cord of a rat. After publishing these groundbreaking findings, in 2005 he was approached by a Polish surgeon who wanted to take his research and apply it in humans.

PROFESSOR GEOFFREY RAISMAN



Dr. Tabakow, a surgeon, was inspired by Raisman's research. When he read about the repair of the spinal cord in animal studies, he looked into these findings and began to map out how they could be applied to the much larger injuries that are found in humans.

Dr Tabakow corresponded with Professor Raisman about his ideas. While several surgeons had written to Raisman, interested in applying his research, he was captivated by Dr Tabakow's detailed tracking of the laboratory studies, and the meticulous way he intended to translate it to humans.

Dr. Tabakow intended to meet strict criteria when choosing a patient to minimise the chance of natural recovery. This would ensure that any improvements seen in the patient after the operation were due to the surgery itself. He found these conditions in Darek Fidyka, and Raisman's team flew out to Poland to watch the surgery.



DAREK FIDYKA

Darek Fidyka, a Polish fireman and builder, was stabbed when he was 38 years old. The knife severed his spinal cord and left him completely paralysed from the waist down.

Darek never gave up on the idea of using his legs again and when he found out his injury fitted the criteria for Dr. Tabakow's trial procedure he applied to be a patient. This involved signing up for years of rigorous rehabilitation and intense monitoring so that his progress could hopefully be enhanced and tracked.

In the months after surgery, Darek began to feel simple but definite improvements. Some sensation started returning and his muscles began to develop again. He can now walk with an orthopaedic frame and is capable of nearly independent living with the right equipment. He is believed to be the first person in the world to regain these abilities after severing his spinal cord.

"WHAT I HAVE
LEARNED IS THAT
YOU MUST NEVER
GIVE UP BUT KEEP
FIGHTING, BECAUSE
SOME DOORS WILL
OPEN IN LIFE" -

DAREK



WHERE YOUR

DONATION GOES!

Every eight hours in the UK, someone is told they will never walk again after a spinal cord injury. And this, of course, is only one of the effects of paralysis, which range from loss of bowel function to the inability to breathe without support. The OEC transplantation project provides the first real hope of being able to reverse that diagnosis.

Accepted wisdom was that damage to the spinal cord was irreversible. But for the first time in history there has been a breakthrough that may lead to people with spinal cord injury being able to regain basic functions, sensation and movement.

nsif aims to support this research every step of the way in order to develop an accepted treatment for spinal cord injury. To achieve this, we need to fund more patients through a pioneering surgery and rehabilitation programme in Poland and the UK. All the findings will be freely available to the scientific community.

The first patient to receive this procedure combined with long-term rehabilitation shows remarkable signs that his spinal cord has started to regenerate. MRI scans add weight to these landmark findings.

We also need to fund continued research at the laboratory in the UK, to push the research forwards towards an optimal cure.

This requires £10 million of initial funding to take us through the next five years. If we succeed, in just a few years' time, paralysis could be a setback, not a sentence.



WHY SUPPORT NSIF?

WE ARE A LITTLE CHARITY TAKING ON A GLOBAL PROBLEM AND WE COULD NOT DO IT WITHOUT YOU. EVERY DONATION WE RECEIVE IS A VITAL CONTRIBUTION TO OUR INNOVATIVE SCIENTIFIC RESEARCH & DEVELOPMENT, WHICH COULD HELP MILLIONS OF PEOPLE WORLDWIDE TO FEEL AND MOVE AGAIN AFTER SCI.

WHO?

WHAT?

NSIF CHAMPIONS

DEVEN AND BECKY



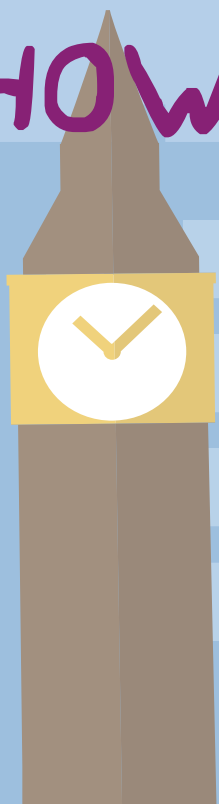
Deven & Becky signed up for the Do it for Charity London to Paris Bike ride and set up a JustGiving page, allowing people to sponsor them. They also organised two events to help them achieve their ambitious fundraising target. Firstly, a Halloween-themed event to which they invited all of their friends and family, ticketing the entrance and encouraging their friends to put on their best fancy dress. They also organised a casino night, with a raffle and games. They provided a prize for the best-dressed male and female and made it a great night for everyone involved.

WHY?

Deven and her cousin Becky decided to fundraise for nsif after being personally affected by spinal cord injury. Deven suffered an injury when she was volunteering in South Africa. Deven received a compressed fracture and dislocated the T12-L1 part of her spine. Luckily, Deven was able to make a full recovery. The experience brought home for Deven the importance of research for people living with spinal cord injury and their families. She realised that without research she would not have made a full recovery and was therefore moved to fundraise for others living with spinal cord injury.

HOW MUCH RAISED?

Deven and Becky raised over
£7000!



WHO?

CAROL TSANG



WHAT?

Carol completed the Vitality North London half marathon. She set up a JustGiving page and asked her friends and family to sponsor her challenge. Carol also had the creative idea of offering perks to encourage people to donate larger amounts. For example, donate £20 and she would buy you a coffee, for £50 she would bake you something delicious.

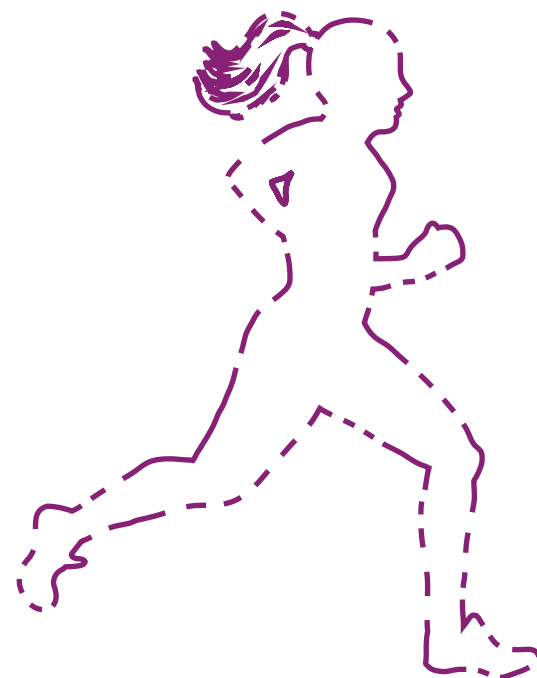
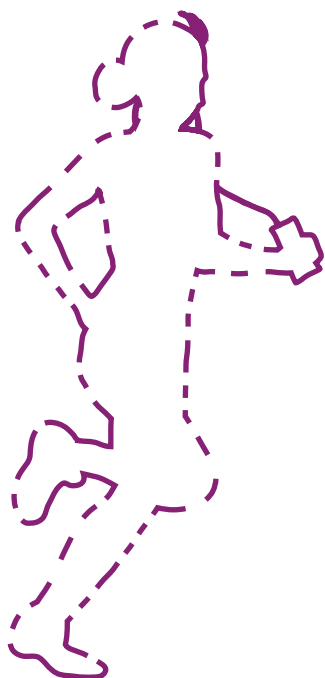
WHY?

Carol was moved to fundraise for nsif after hearing our patron Claire Lomas give a talk at her school. Claire, who is paralysed from the chest down, completed the London Marathon in 17 days using a robotic suit. This inspired Carol to do her own challenge whilst fundraising for nsif.

HOW MUCH RAISED?

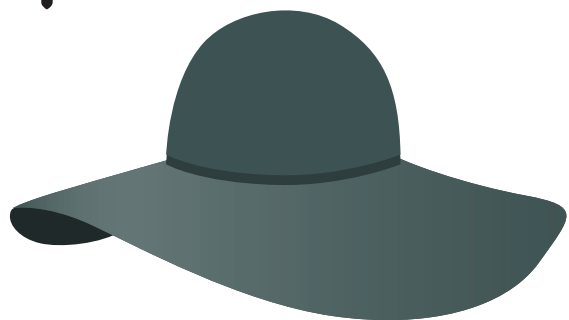
CAROL RAISED OVER £500!

“I CANNOT EVEN BELIEVE IT WHEN I SAY THIS BUT I HAVE COMPLETED THE HALF MARATHON! MY FRIENDS CAME TO SUPPORT ME AT THE FINISH LINE, WHICH WAS REALLY NICE. TO BE ABLE TO RAISE MONEY FOR A CHARITY THAT I CARE ABOUT HAS TRULY BEEN AN AMAZING EXPERIENCE! THANK YOU FOR GIVING ME THE OPPORTUNITY TO DO SO.”



WHO?

AMBER



WHY?

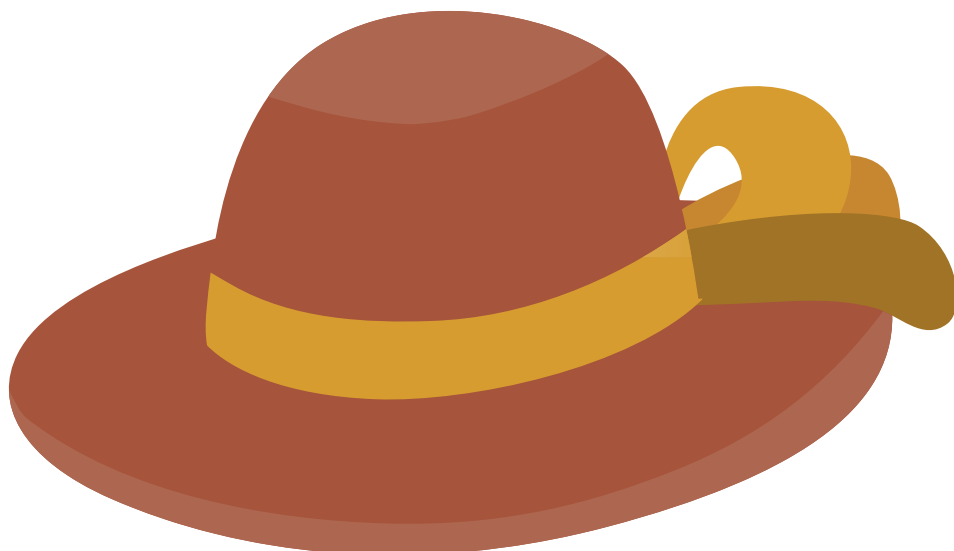
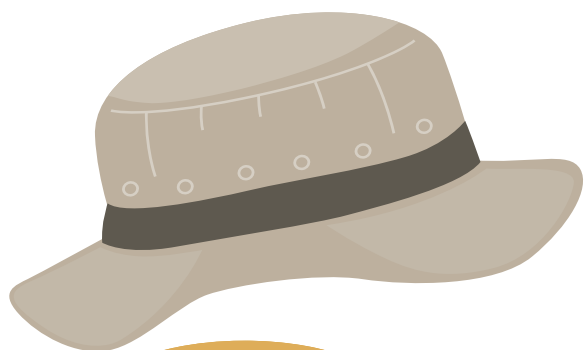
nsif is a cause very close to Amber's heart. She has been affected by paralysis, both through her family, friends and also her own experience. These experiences made her realise the importance of research.

HOW MUCH RAISED?

AMBER RAISED OVER £500!

WHAT?

Amber had the wonderful idea of using her thriving hat business to fundraise at her wedding. She provided hats for her wedding guests and asked for a donation in return. This was a great success and allowed Amber to combine her passion for millinery with raising money for nsif.



TOP TIPS

AND IDEAS

VINTAGE SALE: TOO MANY CLOTHES IN YOUR CUPBOARD? CLEAN OUT YOUR CLOSET AND RAISE MONEY FOR NSIF.

RAFFLE: COLLABORATE WITH LOCAL BUSINESSES AND SELL TICKETS IN YOUR COMMUNITY OR AT AN EVENT.

QUIZ: PERSUADE YOUR LOCAL PUB TO DONATE THE PROCEEDS OF THEIR QUIZ IN RETURN FOR YOUR HELP. OR ORGANISE YOUR OWN EVENT AND CHALLENGE YOUR FRIENDS.

CONCERT OR GIG: ARE YOU MUSICALLY GIFTED OR KNOW SOMEBODY WHO IS? A CONCERT IS A FUN AND EASY WAY TO GET YOUR FRIENDS TO GET INVOLVED IN YOUR FUNDRAISING.

HOME CLOTHES DAY: CHARGE A SMALL DONATION FOR PEOPLE TO DRESS DOWN FOR THE DAY.

TAKE ON A CHALLENGE: VISIT DOITFORCHARITY.COM AND SIGN UP TO TAKE PART IN A CHALLENGE + ASK YOUR FAMILY AND FRIENDS TO SPONSOR YOUR HARD WORK.

BAKE SALE: LOCAL SCHOOL, CHURCH, OFFICE OR AT HOME. BAKED GOODS WILL ALWAYS SELL.

DINNER PARTY: ASK YOUR FRIENDS OVER FOR A MEAL, BUT INSTEAD OF BRINGING YOU A PRESENT ASK THEM TO DONATE TO NSIF.

SPONSORED EVENT: RUN, CYCLE, JUMP.. THERE ARE HUNDREDS OF ACTIVITIES THAT YOU CAN DO TO IMPRESS YOUR FRIENDS AND RAISE MONEY FOR NSIF.

SPORTS TOURNAMENTS: GREAT FOR SCHOOLS OR COLLEGES, CHARGE AN ENTRY FEE FOR EACH TEAM AND DONATE THE PROCEEDS TO NSIF.

Top tips to maximise your fundraising

- Match funding: Approach friends, family, local businesses or your work place and ask them to match whatever you raise. This will instantly double your money.
- Use local media: Contact your local radio or newspaper to report on your fundraising to maximise awareness for your cause. (see more in publicity section)
- Make the most of Gift Aid: If you are a UK income tax payer, for every £1 you donate the government will give 25p. Make sure that your sponsors are aware of Gift Aid and that you get all the correct details to claim it. (see more in the money and logistics section)
- Utilise your networks: Family and friends will be the most important people in your effort to fundraise. Make sure to make full use of them.
- Make sure you enjoy yourself: People are always more successful when they are doing something that they enjoy. So make sure you have fun.

Once you have your fundraising idea. You need to start thinking how you are going to collect the funds that you raise.

A great way to collect sponsorship money is to use an online platform.

To set up your page, sign up to one of the following online platforms:

<https://home.justgiving.com/>

<http://uk.virginmoneygiving.com/giving/>

<https://www.stewardship.org.uk/>

The benefits of using an online platform to collect your money are:

1.You can personalise your page. Write about your motivation for fundraising, set yourself a goal, add pictures and updates so your supporters know how you are getting on.

2.You can track how much money you have raised and how far you have to go.

3.The platform will process your donation and give it straight to nsif – making fundraising much easier.

4.They automatically process Gift Aid, allowing your donations to go that little bit further.

Sponsorship forms:

If you are making your own forms please ensure that you include a tick box and space to write the personal details for those donors who wish to give Gift Aid, see below.

Alternatively, email alice@nsif.org.uk to get a sponsorship form. Again, make sure to get all of the sponsor's details so that we can claim Gift Aid (if applicable).

Gift Aid

If you pay income or capital gains tax, which the majority of people in this country do, the UK Government will give 25p for every £1 you donate to nsif. Please only tick the box marked 'Gift Aid' if you are a UK tax payer. NB, we can only claim Gift Aid on behalf of the donor if they include their full name (not 'Auntie Sue' or 'Spot the Dog'), house name or number, postcode, the date that the donation was made and the amount. For more information on eligibility www.gov.uk/donating-to-charity/gift-aid



PUBLICITY

A GREAT WAY TO MAXIMISE YOUR FUNDRAISING IS TO INVOLVE THE LOCAL PRESS.

TOP TIPS FOR SUCCESS IN THE PRESS:

- FIND OUT THE EDITORIAL EMAIL ADDRESSES AND EMAIL THE TEAM ABOUT YOUR EVENTS (THEY USUALLY HAVE AN ADDRESS TO CONTACT EDITORIAL DEPARTMENT ON THE "CONTACT US" SECTION OF THEIR WEBSITE).
- TRY AND TIE EVENTS UP WITH A "STORY" FOR THE PRESS, AS THEY ALWAYS LIKE A HUMAN ANGLE. SO EXPLAINING THE CHARITY'S STORY OR WHY YOU PERSONALLY GOT INVOLVED COULD BE A PART OF THIS.
- PROVIDE PLENTY OF CONCRETE DETAILS TO JOURNALISTS: WHEN, WHERE, WHO, WHAT.
- INVITE LOCAL JOURNALISTS TO EVENTS YOU ARE RUNNING.

SOCIAL MEDIA

BY USING SOCIAL MEDIA, YOU CAN WIDEN YOUR NETWORK OF PEOPLE WHO WILL HEAR ABOUT YOUR FUNDRAISING. THIS WILL HELP YOU TO ACHIEVE YOUR FUNDRAISING TARGET.

- SHARE YOUR ONLINE FUNDRAISING PAGE ON SOCIAL MEDIA
- KEEP FOLLOWERS UPDATED WITH NEWS OF YOUR TRAINING/ EVENT.

- USE SOCIAL MEDIA TO PROMOTE YOUR EVENTS.

CONTACT ALICE@NSIF.ORG.UK FOR ANY PUBLICITY OR SOCIAL MEDIA QUESTIONS.

REMEMBER TO KEEP US UPDATED WITH YOUR FUNDRAISING.

WE ARE ALWAYS KEEN TO HEAR WHAT OUR FUNDRAISERS ARE DOING AND WILL HELP IN ANY WAY THAT WE CAN!



Collections

- If collections are on private property, you must have the permission from the owner.
- Collections in a shop/ restaurant or commercial space require permission from the management.
- Street collections need permission from the local council.
- Please use closed and sealed collection tins.

Large scale raffles

- For large scale raffles you will need a lotteries licence.
- You cannot sell tickets to under-16s.
- Tickets must state that all proceeds will go to nsif, as well as the date/location of the raffle.

Small scale raffles

- No licence is needed if you draw the raffle on the same day you sell the tickets.
- Purchased prizes cannot exceed £250.00, donated prizes can be of any value.
- All tickets must be the same price.
- Prizes involving alcohol can only be included if the premises has an alcohol licence
- Tickets must be sold in the same place that the raffle is drawn.

Under 16 guidelines.

- Anyone holding or working at a fundraising event who is under 16 years of age needs adult supervision for any collections, raffles or events where alcohol is served.

Insurance

- It is up to you to make sure that your event has the necessary insurance cover. This may include public liability cover to insure against any accidents that might occur. Teaming up with a commercial entity, such as a pub or shop, which already has insurance can help maximise your fundraising.

Healthy and safety

- Fire exits in your venue must be clearly marked.
- Electrical and other equipment must be safe and tested in line with EU standards
- If there are children at your event, please make sure to have a lost children assembly point.

Liability

- The Nicholls Spinal Injury Foundation accepts no liability for third-party events. It is the fundraiser's responsibility to make sure activities are safe and legal.

For more guidance please see the Institute of Fundraising's website:

<http://www.institute-of-fundraising.org.uk/guidance/>

THANK YOU!

