

**The National
Brain Appeal**
Funding advances
in neurology and
neurosurgery

Fundraising
Pack

NEURO
MUSCULAR
HEAD INJURY
STROKE
EPILEPSY
BRAIN TUMOUR
DEMENTIA
PRION
PARKINSONS
MIGRAINE
MULTIPLE
SCLEROSIS

FUN-RAISING

Everything
you need to
help us raise
essential funds!

Registered Charity No.290173

Welcome to Team Brain Appeal

About us

One in six people in the UK today are affected by a neurological condition, either from birth, through injury or a slowly developing illness.



The National Brain Appeal raises essential funds for the National Hospital for Neurology and Neurosurgery and the Institute of Neurology (often jointly referred to as Queen Square). These two institutions have been at the forefront of neurological research and major advances in the treatment of conditions such as epilepsy, MS, Parkinson's disease, dementia, stroke, brain and spinal cancer.

Our vision is to improve the outcome and quality of life for all those affected by a neurological

condition. We do this by funding pioneering research, providing access to the best technology for expert diagnosis and treatment and helping to train tomorrow's leading clinicians.

The charity was established in 1984 and thanks to our supporters more than £40million has been raised helping Queen Square to lead the way in providing better care and outcomes for patients. Many of these ground-breaking projects have been funded by The National Brain Appeal and include: the UK's

first dedicated Brain Tumour Unit; The Centre for Neuromuscular Diseases; and The Dementia Research Centre.

None of this would be possible without incredible people like you willing to take on fundraising challenges and events – so thank you!

For more information on our work and our current appeals visit nationalbrainappeal.org



12.5m

Neuro conditions



3.2m

Diabetes



2.3m

Coronary heart disease



2m

Cancer

There are over 12.5 million people with a neurological condition in the UK today. This is more than the number of people living with cancer, coronary heart disease and diabetes combined. In spite of this there has been a continuing lack of national prioritisation to deliver better outcomes for people with neurological conditions.

What's inside your fundraising pack

A big thank you for choosing to support The National Brain Appeal.

We hope this pack has everything you'll need to make your event a huge success - from fundraising materials to useful hints to get you started. But if you've got any questions or need something different, give us a call. We are here to help and we love talking to our fundraisers!

Poster template

So you can spread the word! You can make copies or download the PDF from our website.



Sponsorship form

We may lead much of our lives online but a paper sponsorship form is still very effective! Need more copies? Download the PDF from our website.



Information leaflets

Let us know if you'd like more to give to friends, family or colleagues.



Flat pack collection box

A great way to raise some extra cash. Why not keep it at home to collect those loose coins or ask your employer if you can keep it on your desk for a day (or a week or more).



If you are keeping your box at your workplace make sure it's locked away overnight.



Running Vest/Cycling Jersey

If you are taking part in an active challenge we will also include a running vest/ cycling jersey. It's a great way to represent Team Brain Appeal at your event.



Sash/T-Shirt

So you can stand out from the crowd!



#BrainBand

Because who doesn't need a head sweatband?!

Taking on a challenge

Whether you are using our charity places or have secured your own ballot spot, the process is simple.

Tell us about it

When, where, what and why? The more you tell us, the more support we can offer you.

Maximise your fundraising

Set up your JustGiving page as soon as possible and don't forget to shout about your efforts. See page 7 for more information.

Wear it with pride

Wearing The National Brain Appeal running vest/cycling jersey is a great way for you to represent Team Brain Appeal. Not got yours yet? Let us know.

Ask for help

If you need help with fundraising, need more materials or would like some training advice don't be shy – please get in touch!

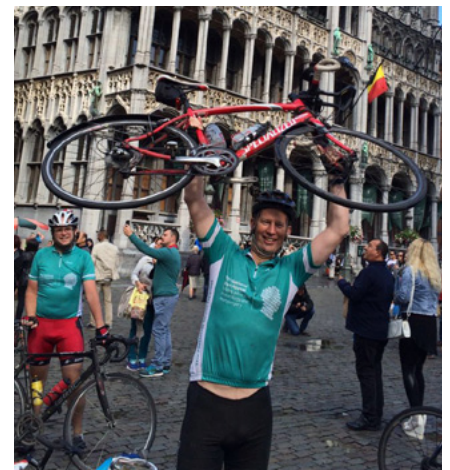
Share updates

Remember to let everyone know how you are getting on with your training, post progress photos and updates on your Just Giving page or write a short blog.

Send us your photos

We love to know how all of our fundraisers get on and photos are a great way to share your achievements and inspire others.

If one challenge just wasn't enough or if you're looking for your first adventure check out nationalbrainappeal.org/challenges. call **020 3448 3569** or email info@nationalbrainappeal.org



Taking on a challenge

Some of our supporters' favourite challenges include:

Virgin Money London Marathon (April)

Our most popular running event so be quick to apply for a chance at securing a place!

Vitality London 10,000 (May)

This 10k route through the heart of London is a great way to soak up the city atmosphere and get up close to many famous sights including St Paul's Cathedral, Somerset House and Big Ben.



Trekfest (June and September)

Choose your location, choose your distance! Join our team and trek a 25k, 50k, 75k or 100k route for an extreme, but rewarding, physical workout.

Prudential Ride London (July/August)

An annual two-day festival of cycling. This amazing 100-mile event kicks off at the Olympic stadium in Stratford, taking

you out into the stunning countryside and back into London, passing iconic landmarks for a thrilling gala finish on the Mall.

Royal Parks Half Marathon (October)

Join more than 16,000 runners taking part in this 13.1 mile route through some of London's spectacular royal parks.

You can find full details including how and when to apply on our website.

Prefer a more unique challenge?

We can help you to organise your very own challenge event. There are lots of useful tips to help you every step of the way on the next page.



BAD COP
STANDER

Rock n' Roll
LIVERPOOL
MARATHON
19 MAY 2014
5204
CHRISTOPHER

Energy Gel

The National
STROKE
BRAIN AND
DEMENTIA
PARK

GRANGE FERMIER
LIVERPOOL
4359

Organising your own event



Organising your own fundraiser is straightforward when you use our five simple steps.

1. Choose on your event type

It is always best to create an event around your interests or hobbies, whether you're a football fanatic or a keen baker or cook. You can also base it around themes throughout the year such as Christmas, Halloween, Valentine's Day, etc. If you're struggling for ideas, read our top tips or give us a call.

2. It's all in the planning

The key to a successful event is planning and preparation. Give yourself plenty of time and try to get as much done in advance as possible. We've put together some safety and legal tips to guide you. Please find these on the website.

3. Tell everyone!

You've planned your event and now it's time to let everyone know what you're up to! Start by creating your Just Giving page and share it with your friends and family using social media and email. You can also use the poster template and leaflets in this pack but if you'd like more help with your promotion, get in touch.

4. Pay in your money

When your event is over, it's time to empty your collection box and pay in sponsorship and donations you've raised. You can send us a cheque made payable to 'The National Brain Appeal', set up a bank transfer (call us for details on 020 3448 4724) or drop the money off in person at our office in Queen Square – we always love meeting our fundraisers!

5. Thank you!

Your donation will make a big difference to the one in six people in the UK who are affected by a neurological disorder. Ps – don't forget to thank your sponsors and supporters too!



Maximise your fundraising

Have you set up your JustGiving page yet? If not, it's simple

1. Visit: justgiving.com/tnba and click 'Fundraise for us'
2. If you already have an account it will ask you to login.

If you don't have one yet you will be asked to create an account.

3. Select whether you're taking part in an event, celebrating an occasion, fundraising in memory of a loved one or doing your own thing.

4. If you can't see your type of event listed, select 'Add your own' at the bottom of the page and tell us a bit more about your plans.

5. Choose your web address – this is the link you'll be sharing with friends and family when asking them to donate.

6. Tick 'Yes' if you're running a bake sale, or selling tickets to an event, raffle or auction. For these types of activity, donations to your page won't be eligible for Gift Aid.

7. Click 'Create your page'.



Easy ways to boost donations

Tell your story

An engaging story can make all the difference. It's all about letting people know why you're fundraising for The National Brain Appeal and what it means to you.

Add photos

Fundraisers who add photos to their page tend to raise 14%

more! Sharing your photos is one of the easiest ways of personalising your page. You can upload up to ten photos and remember, a picture tells a thousand words! Updating your page with new photos from time to time helps to keep it looking fresh and makes your fundraising story more memorable.

Set a target

This is not only a great way of motivating yourself, but it also

encourages your supporters. Letting them know that they are getting you ever closer to your goal may just help to persuade them to give that little bit more.

If you need any help with your online page email info@nationalbrainappeal.org or call us on 020 3448 3569.

Maximise your fundraising

Shout about it!

Whether your event is large or small, publicity is the key to success.

Get as much exposure as you can – from local press to workplace posters. Doing this not only raises the profile of your event but also increases awareness of the work of The National Brain Appeal.

Social media



Be sure to 'Like' us on Facebook by searching 'The National Brain Appeal'. When you write your updates, always include our page name by typing @TheNationalBrainAppeal – that way, we can share your post with all our supporters. You'll also see all our latest news and when we wish you good luck for your event.



Follow us on Twitter by searching for @BrainAppeal and be sure to include this Twitter handle in your tweets, so we can retweet to all our followers.



Instagram can be great for sharing any teaser photos you take while training or setting up and during your event.

Don't forget to share your JustGiving page on social media. It's a quick, simple and effective way to promote your fundraising to friends and family.

Press and PR

You can't beat a local or regional news story to generate interest in your fundraising activity. Use our press release template and be sure to include at least one image and a contact number. Then email it to your local news desks and follow up with a phone call. Be sure to respond quickly to journalists as they are normally working to tight deadlines.

If this all sounds too difficult, then give us a call and we'll work with you to help write your press release

and, in some cases, we can contact the local press on your behalf. Simple!

Celebrity endorsement

It goes without saying that celebrities and local VIPs will attract public and press interest in your event. Have a think about high-profile figures in your area and try to make contact – but remember they'll need plenty of advance notice.

Blog

We often publish blogs about our fundraisers on our website and share them on social media. If you would like to write a blog about your event, and why you are fundraising for us, please get in touch. We will help create the blog with you and you can share it with your friends, family and colleagues. Have a look at some of our most recent blogs.

Matched Giving

Many employers support their employees and charities through Matched Giving so it's definitely worth checking if your fundraising might be eligible. There is usually a fixed maximum amount – but it can be as high as £1,500 – so check to see what your company policy is.

If you get any press coverage we would love to see it so please send us copies.



Royal Parks Foundation

Half

Royal Parks Foundation

Half

Deloitte.

Scope

TARGET GROUP

The National
Institute for
Health Research
funding advances
in neurology and
neurosurgery

20235

1255

Fresh fundraising ideas

Art

Enter your artwork into our annual A Letter in Mind exhibition.



Couples

Just got engaged? Swap your gift list for an online JustGiving page and ask your guests to donate to The National Brain Appeal.



Easter

Organise a chocolate egg hunt or an egg and spoon race.

Fireworks display

Does your local community hold a fireworks display? Why not suggest all proceeds going to charity.

Gaming

Have you got online gaming friends across the world? Why not organise a 24-hour gameathon!

Hair

This trend just keeps on growing! Whether you're growing a moustache, shaving your hair or dyeing it a crazy colour it's a great way to raise funds.

Ironman

Take on the toughest challenge yet!

Jumble Sale

Local bag packing at your supermarket



Fresh fundraising ideas

Music

Organise a concert or gig and bring your local community together.

Nominate

There are so many nominations flying around on social media such as the #PyjamaPose. Why not kick-start a new nomination challenge trend?

Occasion

Next birthday, anniversary or graduation why not ask for donations instead of gifts?

Pyjama Party

Host your own Pyjama Party at home, school or work with the help from The National Brain Appeal. For more information visit pyjama-party.org.uk

Quiet

For all the chatterboxes out there, try a 24 hour sponsored silence and ask friends and family to donate in exchange for some peace!



Theme

Why not organise an event around a theme such as a fancy dress Halloween party.

Unwanted gifts

Sell them on eBay or donate them to us.

Volunteering

Volunteer your services - such as mowing your neighbours garden - for donations!

Wimbledon sweepstake



Yes day

This can be really fun at work especially if managers get involved. Fundraisers have to say yes to everything in exchange for donations!

Zumbathon

How the money is spent



The National Brain Appeal raises funds for The National Hospital for Neurology & Neurosurgery and the Institute of Neurology. We want to improve the outcome and quality of life for everyone with a neurological disorder by funding pioneering research, providing access to the latest technology for expert diagnosis and training tomorrow's leading clinicians. Your help makes this possible.

Advanced Neuroimaging Suite

Completed at a cost of £14 million, our funding helped to buy specialist MRI scanner and the neuronavigational BrainSuite system – which provides real-time scanning of the brain and spine during surgery and innovative treatments to patients with complex neurological conditions.

TOGETHER
WE'VE
RAISED
£6M

The Molly Lane Fox Unit

Opened in March 2011, this unique facility puts The National at the forefront in diagnosis, treatment and care of patients with brain cancer. It's a unique centre which is carrying out pioneering research into brain tumours with the aim of discovering breakthrough treatments.

TOGETHER
WE'VE
RAISED
£2.5M

Neurorehabilitation Unit

Conditions such as strokes, multiple sclerosis, brain tumours, Parkinson's disease, and spinal cord injuries can leave patients without the most basic skills. The larger, more advanced rehabilitation unit at The National Hospital now helps patients to deal with these limitations and return to their homes, equipped to cope with day-to-day life as independently as possible.

TOGETHER
WE'VE
RAISED
£5M

Dementia Research Centre

This is a leading UK centre for trialling new drugs to slow the progression of Alzheimer's disease (which causes the majority of dementia cases). Breakthroughs include identifying the first Alzheimer's gene and pioneering magnetic resonance imaging (MRI) techniques to improve diagnosis and track progression of the disease.

TOGETHER
WE'VE
RAISED
£2.4M

Clinical Neurosciences Centre

Researchers and clinicians from The National Hospital and the UCL Institute of Neurology now work under one roof, which houses both outpatient and research facilities. The building at 33 Queen Square is critical to the running of The National Hospital – it brings together three vital elements: research, teaching and clinical practice.

TOGETHER
WE'VE
RAISED
£3M

To find out more about our Rare Dementia Support services and to fundraise specifically for dementia please visit nationalbrainappeal.org/current-appeals/rare-dementia-support-fund/



Other ways you can help



Corporate support

Whatever the size of your company, if you choose to partner with The National Brain Appeal, we will work alongside you to deliver engaging fundraising and PR opportunities that will feed into your team-building and social responsibility programmes.

If your company doesn't have a Charity of the Year scheme, there are still plenty of ways to get involved and support our

work by making a donation, taking part in our challenge events, our Pyjama Party, volunteering, donating gifts-in-kind (what charity doesn't need raffle and auction prizes!) or by organising your own team fundraising event.

To find out more about how your company could get involved and for more information on how to nominate us as Charity of The Year, please email info@nationalbrainappeal.org.

Shop online

We've joined forces with two online shopping sites: Give As You Live and Savoo. Give As You Live is a shopping and price comparison website and every single time you spend, you'll generate a free donation for us! Buy from top retailers such as Amazon, Ebay, M&S, Tesco, Asos and more than 4,000 other leading online stores, and a percentage of

every purchase is donated to The National Brain Appeal, without costing you a penny extra. All you need to do is go to the website Give As You Live and choose The National Brain Appeal as your charity. Every time you use Savoo, you can donate to us by either using their Savoo Search page (we get 1p donation for every search you make), or by using their voucher codes and deals to save money online.

Remember us in your Will

Legacy gifts are crucial to the fundraising that we do – without them, much of our work just wouldn't be possible. Leaving a Legacy gift is an important decision, but it doesn't have to be complicated. We have information, support and advice available to make the process as easy as possible and you can download a copy of our Will pack at nationalbrainappeal.org/how-you-can-help/leave-a-legacy/.

For more information, please call us on 020 3448 4724 or email info@nationalbrainappeal.org.

Volunteer for us

As a volunteer you will be giving something back to a cause you care passionately about, as well as gaining valuable skills to boost your CV, confidence and sense of achievement.

If you're interested in becoming a volunteer, please call the office on 020 3448 4724 or email us and we'll send you our volunteer pack and details of how to get started. We look forward to hearing from you.

Thank you

When you chose to support The National Brain Appeal, you became part of our vision to improve the outcome and quality of life for every individual with a neurological disorder.



Make the money go further with Gift Aid

Gift Aid is a simple way for you to boost your sponsorship. Basically this scheme allows us to claim the tax back on every personal donation made with no added cost to the donor. Currently we can claim 25p in every £1 back. The donor has to be a UK tax payer and we must have their consent and full home address details – which can be provided using either the Gift Aid Declaration Form (enclosed) or the Sponsorship Form (we do not need both).

giftaid it

How to pay in money raised

If you have collected cash donations, please pay these into your own bank account and write us a cheque for the same amount or call us to pay it in by credit or debit card.

Please do not post cash.

When sending in cheques please include your name, event and contact details. If you are sending a large number of cheques we recommend that you send them by registered post.

All cheques should be made payable to 'The National Brain Appeal' and forwarded to us as soon as you receive them, with any relevant Gift Aid declaration forms, to the address below.

Contact us

The National Brain Appeal
Box 123, Queen Square
London WC1N 3BG

T 020 3448 4724
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info@nationalbrainappeal.org
nationalbrainappeal.org

The National Brain Appeal is the working name of The National Hospital Development Foundation. Registered Charity No. 290173

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brain_appeal

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