

Fundraise to cure paralysis

Your guide to getting started



SCAN ME

Thank you

You have chosen to do something amazing by requesting this fundraising guide. It should have all the information you need to get started and help you raise vital funds for research.

Who are Spinal Research?

Spinal Research is the UK's leading charity funding medical research around the world to develop effective treatments for paralysis caused by a spinal cord injury.

Historically, the only treatment for a spinal cord injury is rehabilitation, management of pain, and adapting to life with reduced mobility and a vast number of secondary health conditions. After an injury, many individuals are told that there is no hope of a cure, which is where Spinal Research comes in.

We exist to cure paralysis.

Until recently it was felt that any regeneration and repair of the spinal cord was not possible.

However over the last 40 years, we have played a leading role in helping develop the research needed to advance our understanding of spinal cord biology.

With new treatments in human trials, we are now witnessing the first generation of therapeutics which will deliver life changing improvements to those living with paralysis today.

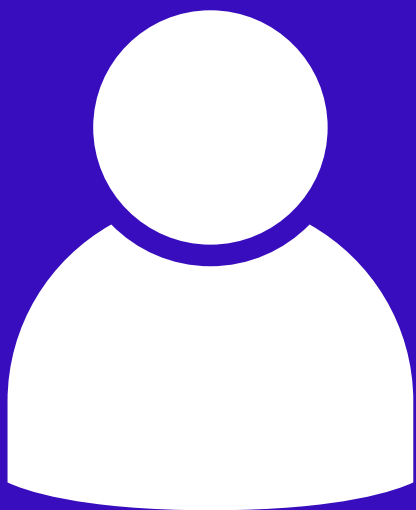
In addition to this, through our PhD studentships, we are creating a network of specialists in the field and the experts of the future.

This means that the 60,000 people living with a spinal cord injury in the UK have the hope that a cure will be found in their lifetime, thanks to supporters like you.





hours someone
is paralysed by
a spinal cord
injury in the UK



2,500

new injuries
occur every year
in the UK



60,000

people currently
living with a SCI
in the UK



6

SCI injuries
occur every day
in the UK

We exist to **cure paralysis**



50

**phD
studentships
funded. Many of
these specialists
are now running
world-class
research labs**



3-5

**years until
some of our
projects
become real life
treatments**



2.2

**million pounds
invested in
research over
the last few
years**

Getting started

You may already have a clear idea of what you want to do, or you may be looking for some inspiration. Follow these steps to get started on your fundraising journey. Don't forget we are here to help every step of the way.

1

Find your fundraising activity

You may want to do something that you already enjoy, or perhaps you want to be pushed out of your comfort zone and do something that challenges you. Have a think about your skills, hobbies, and ambitions and then work out how you could raise money from them.

2

Set yourself a target

Decide how much you would like to raise for Spinal Research. Be ambitious, you will be surprised at what you can achieve when you have a target and a plan! You might decide to raise all of your target from one activity or a few activities over a year.

3

Get your support team in place

Ask friends, family and colleagues if they will help you reach your target. This could mean they join you and fundraise themselves, or they could help in other ways, such as baking cakes for a sale. It's also a good idea at this stage to ask local businesses if they can support your fundraising. We can help with authorisation letters.

4

Plan the details

Now is the time to plan your fundraising event in a bit more detail. Do you need to find a venue? Do you need to source materials or make posters and invitations? Take time to make a full to do list complete with action dates so you can see everything you need to do and when.

5

Create your fundraising page

An online fundraising page will get your fundraising off to a great start and the money raised will come to us automatically. You can create your page [here](#) in just a few minutes.

6

Tell us what you are doing

We are here to support and promote your fundraising so let us know your plans. [Drop us an email](#) or contact us using the details on page 18 of this guide.

7

Order your materials

We can send you a t-shirt or running top, banner roll and collection tins if these will help your fundraising. We will also send you a link to download supporting materials such as posters and bunting.

8

Tell everyone about your fundraising

Now is the time to start shouting about your fundraising and reasons for supporting Spinal Research. Take a look at our promotion guidance later in this pack.

9

Enjoy your fundraising

We hope you have a great time completing your fundraising. Don't forget to take lots of photos and share them with us and those who have supported you.

Your fundraising page

Having an online fundraising page can help you reach and exceed your target. Take a look at some of our tips for fundraising success.

Personalise your page

Adding your own photo and story will help those donations come in. You can also update your page with training & planning photos and news.

Set yourself a target

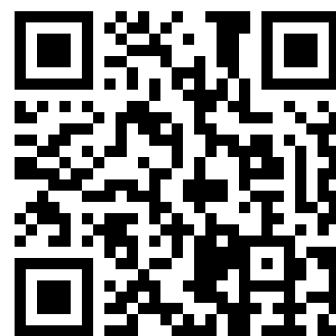
Fundraisers who set a target on their page raise more!

Kick start your fundraising with a self donation

Show everyone how passionate you are about funding research by making a self donation on your fundraising page. This will encourage others to get donating.

Ask everyone you know to sponsor you

Share your page on social media, email a link round and ask more than once! When someone sponsors you share a thank you on social media to nudge others who may have forgotten!



Scan to set up your fundraising page

Link your page to Strava

If you are taking on a physical challenge you can link your page to Strava. Find out more [here](#).

Want more hints and tips?

Take a look at [these suggestions](#) and these [tips](#) from JustGiving



Therapies exist to restore function right now with other promising developments and avenues in the wings. The scientific community believe it's possible to cure paralysis.

The hurdle that exists is one of funding and no longer one of science.

Everyone with and related to someone with a spinal cord injury needs to be shouting from the rooftops about these developments and please do everything you can to raise money for the cause. Neurological repair will be the breakthrough of the 21st century!

Tara, Spinal Research Trustee



Looking for inspiration?



It wouldn't be a fundraising pack without an a-z of ideas. Who knows you may find the perfect one for you.

A

Art competition.
Afternoon tea. Auction.
Abseil.

B

Bake for Research. Bring & buy sale. Barbecue. Bike challenge. Bridge Drive. Bingo night. Birthday fundraiser. Bench press challenge. Boxing night.

C

Coffee morning. Cake sale. Car boot sale. Cooking challenges. Cocktail party. Cycle challenge. Crafting. Charity tin collection. Colour run. Curry night.

D

Dinner party. Dance contest or challenge. Darts competition. Dog walk or competition. Driveway sale. Drop kick challenge.

E

Etsy Selling. Eurovision party. Exercise challenge. Ebay selling. Easter party.

F

Fete stall. Fashion show. Football match or challenge. Facebook fundraiser. Film night. First 5k challenge. Fire walk.

G

Golf day. Gaming night. Garden party. Greatest of All Time challenge. Give something up. Guess the number or name game. Garage sale.

H

Hair cut amnesty. Hiking . Hand cycle. Halloween party. Headshave. House clearout. Half Marathon. Horse competition. Hack out.

I

Iron Man challenge. Indoor gaming night. Instagram fundraiser. Inflatable race.

J

Jumble sale. Jazz garden party. Jump out of an aeroplane.

K

Karaoke night. Knitting and selling. Keepy uppy competition.

L

Ladies day. Lawn bowls competition. Livestream your gaming. Loose a bad habit. Loose change collecting. Lego walk.

M

Marathon. Murder mystery night. Musical bingo. Manicures for donations. Mountain climb. Music event. Magic night. Memory walk.

N

Night walk challenge. New Year's resolution. Netball tournament.

O

Open water swim challenge. Office collection. Open garden. Orienteering. Open mic night.

P

Putt for Paralysis. Parachute jump. Poker night. Paintball challenge. Painting competition. Plant growing and selling. Prize draw.

Q

Quiz night. Question of sport. Quiet time challenge. Quickest time competitions. Quit something.

R

Roll for Research. Race night. Reading club. Raffle. Run. Rock climbing. Racing day. Rugby game. Retro night.

S

Sweepstake. Skydive. Street party. Sponsored silence. Sell sweet cones. Sell your clutter. Shave it off. Shoot day. Stream.

T

Tennis event. Treasure trail. Talent night. Trek. Take up a new hobby. Teach others. Triathlon. Treadmill challenge.

U

Uniform free or swap day. Upcycle items and sell. University challenge quiz night.

V

Valentine's night party. Video game night. Vinted sales. Village fete stalls.

W

Wedding donations. World record challenge. Wine tasting party.

X

X-treme sport challenge. Xbox gaming night.

Y

Yoga fundraiser. Your birthday fundraiser.

Z

Zumbathon. Zip wire. Zoom party.



The Big Bakethrough



Putt
For
Paralysis



ROLL *for*
RESEARCH





Fundraise at work

Take a break from your regular working week and boost team morale by taking part in fundraising activities. You can choose to make a one-time contribution, or better yet, support us for an entire year and schedule regular events that your team can enjoy. If you need some ideas, why not consider these suggestions.



The Big Bakethrough

It's a classic office fundraiser for a reason. Get everyone baking and raise some dough. Get our special bake pack at:

spinal-research.org/bake



Take on a challenge

Get your team together and take on a challenge or run for us. Take a look at all the events we have on offer at:

spinal-research.org/challenge



Putt for Paralysis

Hosting a golf day is a fun way to raise pounds, you could even extend the invite to local businesses to network.

spinal-research.org/putt

Other ideas

Lunch and learn

Book sale

Quiz night

Sweepstake

Coffee shop amnesty

Baby photo competition

Raffle a days annual leave

Dress up/down day

Set yourself a challenge

Push yourself to the limit and set yourself a personal challenge for Spinal Research. Who knows you might even set a world record in the process. Take a look at what some of our supporters have achieved and then tell us your crazy plans!



Tandem bike ride around the world

Lloyd took on the challenge of a lifetime breaking world records in the process. He cycled the world on a tandem bike covering 23 countries in 283 days.



Tackling the Spine of Britain

Mark ran and cycled the Spine of Britain covering 450 miles. Mark began his challenge at Twickenham and finished at Murrayfield stopping at many Rugby grounds on his way.



Arctic Trek

James crossed the Arctic for 3 weeks to cover 300 miles. He travelled on cross-country touring skis and pulled a sled over melting ice in this epic challenge.



Epic cycle

Lolly cycled the distance from London to Edinburgh on her FES bike. This amazing personal challenge saw her cover 350 virtual miles.

Join a challenge

If you would rather join an existing event then you are in the right place. We have places in lots of events, from the iconic London Marathon to skydives. Take a look below and on [our website](#) for the full calendar of events.

ALPINE EXPERIENCE

[Sign up at spinal-research.org/alpine](https://spinal-research.org/alpine)



LONDON

[TO AMSTERDAM CYCLE](#)



LAPLAND

[HUSKY TRAIL SLED](#)



SAHARA

[DESERT TREK](#)

See more runs and challenges and secure your place on the team at spinal-research.org/challenge

Fundraise to celebrate

If you have a big day coming up, whether it's a birthday, anniversary or wedding, why not use it to help change lives by asking for donations to Spinal Research? You, your family, and friends will know that you are all giving a gift of hope and making a real difference to those living with paralysis.

Donate your birthday

Make your next birthday count and collect donations in lieu of presents and cards.

The easiest way to do this is to set up a Facebook fundraiser. You can scan this code to get started.



If you prefer you can also collect donations in person and then send them to us.



Your special day

Use your special day and make a difference to those living with a spinal cord injury.

If you are getting married, celebrating a special anniversary, or have another occasion coming up you may wish to share the love further by collecting donations.

You can set up a [fundraising page](#) or collect donations in person.



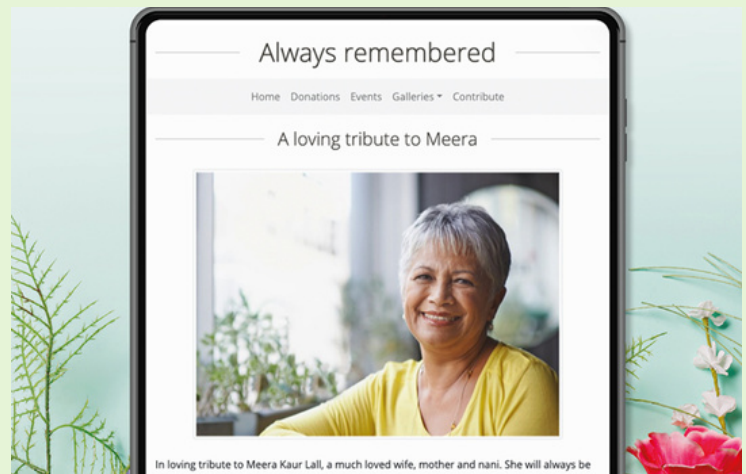
Fundraise to remember

Fundraising in memory of a loved one is a great way to celebrate and commemorate their life.

Set up an online tribute fund

An online tribute fund provides a place where friends, family and colleagues can come together to share memories, light candles and make donations. Tribute funds can be personalised and are a permanent memorial for a loved one.

You can set up a tribute fund [here](#).



Funeral collections

Remembering someone close to you by asking friends and family to make a donation to Spinal Research in their memory can be a positive way to honour their life, whilst helping us to bring hope to those who have been paralysed by a spinal cord injury.

You can choose to do a collection at a funeral by laying out envelopes for donations.

Host or join an event

Jamie Hay was paralysed in 2010 after being involved in a road traffic accident. He battled through life but tragically died 4 years later in August 2014.

Every year his cousin, Natalie organises a memory walk so family and friends can come together to remember and celebrate Jamie's memory whilst raising money to give hope to other families.



Fundraise to reflect

Everyone who suffers a spinal cord injury remembers when and how it happened. It's a date of mixed emotions which comes around every year. For many, it's a time to reflect and thank those who have helped them over the years.

Marking your SCI anniversary

You can use your anniversary to raise awareness and vital funds for Spinal Research. Andy marked his 25th SCI anniversary milestone by creating a Facebook Fundraiser and sharing his story. Andy was injured when he was a student and wanted to thank friends and family who had helped him over the years whilst helping accelerate research into spinal cord injury.



I wanted to celebrate the things I had been able to achieve with the support of my network whilst doing something positive for research. I raised over £600 by sharing my story in a Facebook fundraiser, I call it my anniver**SCI**ary!

Andy, who marked his 25th
SCI anniversary



Join our
Ambassador
family




Spinal Research Ambassadors are a group of passionate supporters with one common goal: to help beat paralysis. Our ambassadors play an important role in promoting Spinal Research. This might be within the local community, via personal and professional contacts, or online. They also champion fundraising by encouraging others to fundraise for us, and when possible, doing so themselves.

If you have what it takes to be an ambassador we would love to hear from you.

Materials

When you tell us about your fundraising we will send you a link to download materials including bunting, posters, and sponsorship forms. We will also send you a t-shirt or sports top to support your fundraising.



**spinal
research**

**Why your
fundraising counts**

Every 4 hours someone is paralysed by a spinal cord injury in the UK. Currently, the only treatment available is rehabilitation, management of pain, and adapting to life post-injury. Many individuals are told there is no hope of a cure, which is where Spinal Research comes in.


We exist to find a cure for paralysis.

Through funding innovative research, we've made significant progress in developing experimental treatments to restore movement and sensation. These treatments are nearing real-life application, with some expected to be available within 3-5 years. Additionally, our PhD studentships are building a network of specialists and future experts in the field.

With your support, we offer hope to the 60,000 individuals living with spinal cord injuries, giving them the chance for a cure in their lifetime.

spinal-research.org
REGISTERED CHARITY NUMBER: 1333055 (ENGLAND & WALES) SC0391876 (SCOTLAND)

Registered with
**FUNDRAISING
REGULATOR**

[illegible]

Join my event

Please come along to my event to help raise vital funds to cure paralysis.

Event at:

.....

Date and time:

.....

Hosted by:

.....

spinal-research.org

REGISTERS: CHARITY VOLUNTEERS (BENEFIT) (INDIVIDUALS & BUSINESSES) ACCOUNTS (NCA/COMPANY)

FR Registered with
FUNDRAISING
REGULATOR

Invites

Cut along the dashed lines to make your invites



You are invited to my fundraiser



spinal-research.org
REGISTERED CHARITY NUMBER: 1155151 (ENGLAND & WALES)
SC09078 (SCOTLAND)



You are invited to my fundraiser



spinal-research.org
REGISTERED CHARITY NUMBER: 1155151 (ENGLAND & WALES)
SC09078 (SCOTLAND)



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SC09078 (SCOTLAND)





Promoting your fundraising

Letting as many people know about your fundraising and your motivations for doing so is key to fundraising success. Here are some ideas to help you reach more people.



Use social media

Social media is an easy and free way to tell friends, family and colleagues what you are doing. You can also extend your reach further if you have a public profile on platforms such as Instagram, LinkedIn and Tik-Tok. Here are our top tips for social media:

- When sharing your fundraising be sure to tell people what motivates you - give your reasons for fundraising and add photos.
- Make sure you keep everyone updated. Post about the lead up to your fundraising. Post a thank you every time someone donates to you.
- Don't forget to tell people how your fundraising went and ask for a post-event donation.
- Tag us in so we can see your progress, we may also be able to share your posts. See our social handles on the back page.



Contact your local media

If you have a story attached to what you are doing, your local media may be interested. They are always looking for 'real life' stories and it can be a great way to get free publicity for your event. The first step is to contact your local press and find out the name of the person that you should talk to. You will find most of the information you need on their website. You can then send a press release telling them what you are doing and why. Always include the link to your online fundraising page so that people can donate. Ask them to include our website address spinal-research.org and send a photo, ideally wearing your Spinal Research T-shirt. Once you've sent your press release to your local media always call them to follow up. We are very happy to help you with your press release and can provide you with a 'Notes for Editors' information sheet which will give the journalist more information about the charity and its work with plenty of facts and figures for them to use.



Other ways to promote

There are other ways to promote your fundraising, including:

- Use posters and flyers. You can put these up in workplaces, shops and community hubs. You can use our poster template or design your own. If you would like help with this let us know.
- Recontact your network. If you have contacts not on social media drop them an email or phone call to tell them about your fundraising.
- Write a blog.
- Contact local neighbourhood groups to ask if you can share your fundraising story in their magazine or online.

How we can help

If you have a personal story attached to your fundraising then let us know so we can help promote your fundraising. We can do this by sharing your story on our channels and approaching local and national media.

Keeping your fundraising safe and legal

Your fundraising should be a fun experience but it is important that you make sure you keep it legal and make sure everyone is safe. Here are some useful hints and tips but if you would like any help or advice, just shout.



Permissions

Please ensure you have the relevant permissions to host your fundraising activity, from the local council or the owner of the location. If you're planning a collection in a public place as part of your activity, you'll need a license or permit from your local authority (or the Metropolitan Police for collections in London). For collections on private land such as a supermarket you need to get permission from the land owner.



Data Protection

Make sure any electronic or paper records you keep about people involved in a fundraising event comply with current Data Protection rules. Don't keep information about people any longer than you need to, and don't share information or data about someone without their permission. View our privacy policy by visiting spinal-research.org/privacy.



Lotteries and raffles

Whether you're planning a small raffle at an event, or selling tickets for a raffle in the run-up to your fundraising activity, there are important rules to consider. Get in touch to tell us about your raffle so we can share the information you need to keep it safe and legal.



Insurance and First Aid

When you organise a fundraising event, you're responsible for making sure it poses no risk to others and make sure any necessary health and safety issues are covered. That's why we'd recommend you take out public liability cover for events such as a sponsored walks or sports event if your venue doesn't already have it. Unfortunately, our policy doesn't cover you. If you are hosting a large event for the general public you may need to provide first aid provision.

Extra guidance: The government has produced a useful guide to hosting a voluntary event. Take a look [here](#) to download this useful resource.





Getting those extra pennies and pounds in

Every pound you raise will make a difference. Before you close your fundraising, have a think about the following ways to boost your total.

Matched Giving

Does your company offer matched giving? If you are not sure, ask! Lots of companies will match the amount you fundraise £ for £ so you could double your total! Even if your employer doesn't offer this it is still worth asking if they can make a donation to your fundraising total.

Gift Aid It

Gift Aid is great as it means the charity can claim 25p on every £1 donation at no extra cost to you or your supporters. Online pages enable your supporters to automatically Gift Aid their donation, or people can simply tick the Gift Aid box on your sponsorship form. Please note that the sale of tickets or goods cannot be gift aided.

One last social shout-out

After your fundraising activity has passed be sure to share photos and a summary of how it went on social media. This may prompt some last-minute donations - especially if you ask everyone to get you to a certain target.

Add an extra activity

If your initial fundraiser didn't get you to the target you had set yourself, why not top up by doing something else? A collection, bake sale, or sweepstakes for the next big sports event could be great ways to boost your total.

Getting your fundraising to us

Thank you so much for making a difference to those living with a spinal cord injury. It's now time to make sure your fundraising reaches us quickly so we can put it to good use.

Online fundraising pages:

If you have set up an online fundraising page your fundraising will come to us automatically. There is nothing for you to do except say a big thank you to everyone who has supported you. If you have other money to pay in you can do so:

On our website:

Money can be paid online by [clicking here](#)

By phone:

You can pay by debit or credit card by calling 0203 824 7404 Monday to Friday 9am to 5pm.

By Post:

Cheques should be made payable to Spinal Research and sent to:
Spinal Research, 201 Borough High Street, London, SE1 1JA

Bank Transfer:

You can make an online transfer direct to our bank account using the details below. Please use your name as the reference:

Account name:	International Spinal Research Trust
Account number:	11079867
Sort code:	80-22-60
Bank:	Bank of Scotland



“

Thank you for fundraising for Spinal Research. I'll never give up hoping, because I know that amazing scientists and researchers will never give up looking for ways to cure my paralysis. All it will take is more research.

Bel, who was injured aged 8

Stay in touch

Whatever you decide to do to fundraise we hope you will stay in touch before, during, and after your fundraising. Contact us in one of the following ways:

Email us: community@spinal-research.org

Phone us: 0203 824 7400

WhastApp: [click here](#)

Our website: spinal-research.org

Write to us: Spinal Research, 201 Borough High Street, London, SE1 1JA

Follow us on social media

Please follow us on our social platforms to stay up to date with our latest news and developments. Don't forget to tag us into any posts relating to your fundraising.



[Spinal Research](#)



[@spinalresearch](#)



[@SpinalResearch](#)



[@spinalresearch](#)



[/spinalresearch](#)





Now, it's over to you!

We hope our guide has inspired you to fundraise for research and given you the tools needed to make it a huge success.

Whatever you decide to do, you can be sure of a warm welcome to #teamspinal.

We are here to help with every step of your fundraising journey so be sure to let us know what you are planning on doing and when.



Thank you

for helping to cure paralysis



Registered with
**FUNDRAISING
REGULATOR**

REGISTERED CHARITY NUMBER: 1151015 (ENGLAND & WALES)
SC050578 (SCOTLAND)