A woman with brown hair tied back, wearing glasses and a bright green short-sleeved shirt, is sitting in a black wheelchair. She is smiling warmly at the camera. Her hands are clasped in her lap. The background is a blurred gym or rehabilitation center with various exercise equipment and a red banner with some text. A small black lapel microphone is clipped to her shirt.

**Together,
we will cure
paralysis**

**Your
fundraising
guide**

**: spinal
: research**

spinal-research.org



Hi there

You have done something amazing today in choosing to fundraise for Spinal Research.

My name is Bel. When I was eight years old, I fell from a climbing frame and sustained a C2 spinal cord injury. I first heard about Spinal Research a couple of years after my accident, and learning that they were the leading charity dedicated to finding a cure for paralysis gave me hope that one day I would walk again.

For many years, I supported Spinal Research as an ambassador. Over the past year, I've had the privilege of working with them and looking after our amazing fundraisers. I love being part of a charity that is dedicated to finding a cure for paralysis and making a real difference to the lives of millions of people living with a spinal cord injury, just like me.

In this guide you'll find everything you need to get started on your fundraising journey. If you'd like to chat through your ideas please do reach out using the contact details below.

Together, we will cure paralysis.

Bel

Bel Young

email: community@spinal-research.org

phone: 0203 824 7400



About Spinal Research

Every two hours, someone in the UK will become paralysed. Globally, it is estimated that 15.4 million people are living with paralysis. It can happen to anyone at any time, changing lives instantly.

When the spinal cord is injured it affects far more than the ability to walk. Paralysis impacts movement, sensation, continence, breathing, and much more.

At Spinal Research our vision is to create a world where paralysis can be cured, no matter when the injury occurred.

With your support this will be achieved by funding the most innovative and promising research globally, empowering the next generation of Spinal Research scientists, and pushing the boundaries of science to find a cure.

Today, function-restoring treatments are in human trials, offering real hope that curing paralysis could become the medical breakthrough of the 21st century.

The science is here and progressing rapidly, but what is needed now is the funding to accelerate this groundbreaking research for the millions affected by paralysis in the UK and across the globe.





Every 2 hours someone is paralysed by a spinal cord injury in the UK.



105,000

people currently living with a SCI in the UK.



15.4m

people currently living with a SCI globally.



12

injuries occur every day in the UK.

We exist to **cure paralysis**



50+

50+ PhD students funded. Many now running research labs.



120

120 of the world's leading researchers attended our Network Meeting.



£2.2m

Over 2.2 million pounds invested in research over the last few years.

Your support matters

A future without paralysis is within reach.

Twenty-one years ago, my life changed in an instant. I was just 14, out biking with friends on a summer evening, when I hit a deep divot in the ground. I was thrown over the handlebars and landed on my neck. I knew straight away this wasn't a normal fall. That night in hospital, doctors gave me only a 15% chance of survival.

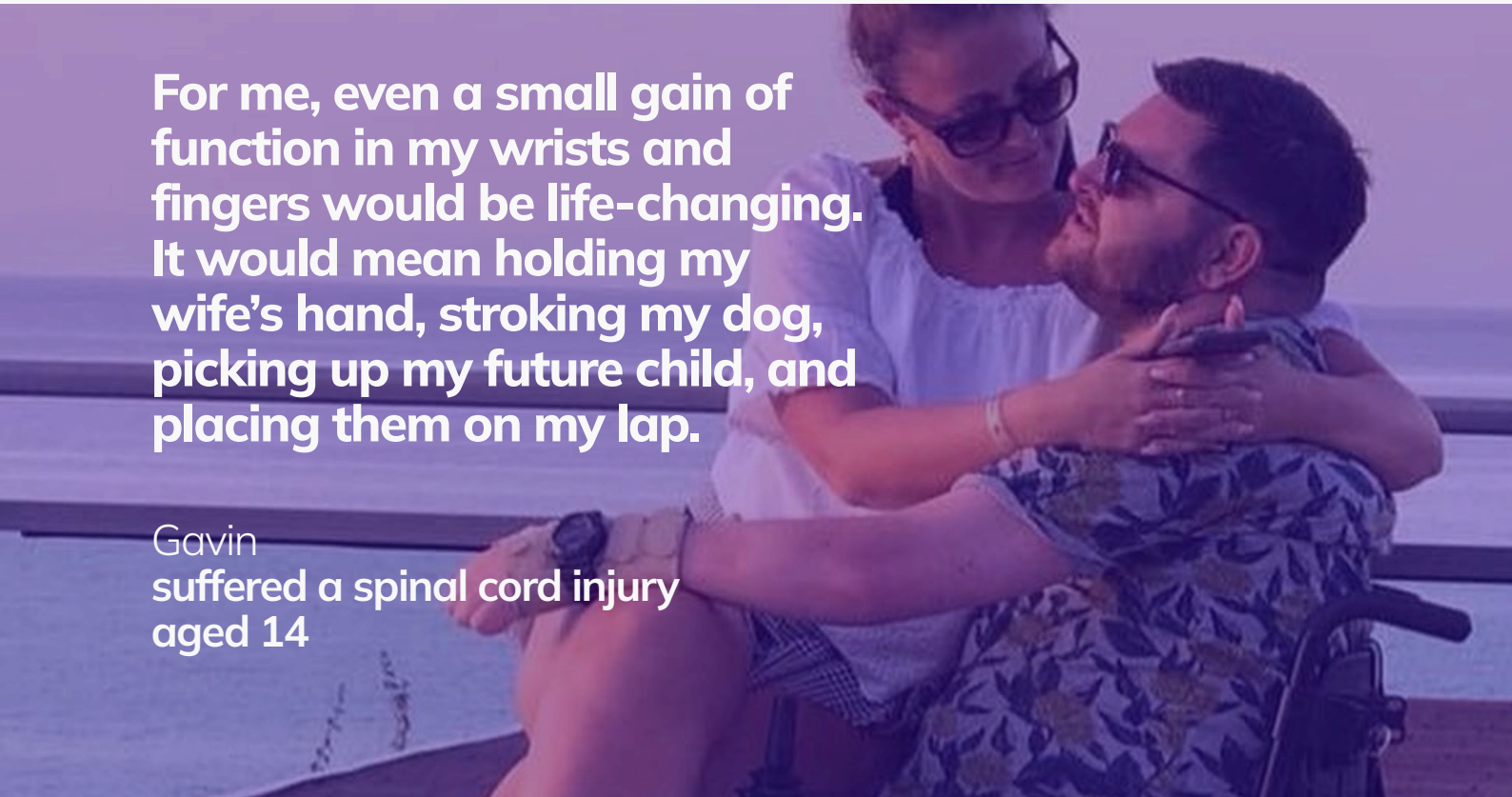
I had suffered a C4 spinal cord injury, leaving me with almost complete paralysis from the shoulders down. I can move my arms but not my wrists or fingers. I manage bladder and bowel control every day, and I've lost muscle function that affects my ability to cough and sneeze. When people think about paralysis, they assume it's just about walking - but it's so much more than that.

For me, even a small gain of function in my wrists and fingers would be life-changing. It would mean holding my wife's hand, stroking my dog, picking up my future child, and placing them on my lap.

Improvements in bladder and bowel function would give me more freedom, dignity, and spontaneity - not just for me, but for my wife, Alice, and my carers too. I have built a full and fulfilling life despite my injury. I've studied, built a career, and I'm lucky to have an incredible family and friends. But any improvement, no matter how small, would make an enormous difference - not just for me, but for everyone living with paralysis today and in the future.

That's why your fundraising matters. Spinal Research are funding groundbreaking studies that could transform lives. Right now, scientists are making real progress.

Together, we can accelerate this research and move closer to a cure. Join us.

A photograph of a man and a woman embracing outdoors. The man is wearing a patterned shirt and sunglasses, and the woman is wearing a white top and sunglasses. They are both smiling and looking at each other. The background is a soft-focus outdoor setting with a railing.

For me, even a small gain of function in my wrists and fingers would be life-changing. It would mean holding my wife's hand, stroking my dog, picking up my future child, and placing them on my lap.

Gavin
suffered a spinal cord injury
aged 14

Let's get you started

Now that you've committed to raising money to cure paralysis, follow these steps for a successful fundraising journey.

Find your fundraising activity

Turn your passions into fundraising. Whether it's something you love or a new challenge, use your skills, hobbies, or ambitions to make a difference. Get creative and find a way to raise money while doing something meaningful.

Get your support team in place

Get others involved! Ask friends, family, and colleagues to help you reach your target - whether by fundraising, donating, or supporting events like bake sales. Local businesses may also be willing to help, and we can provide authorisation letters.

Set yourself a target

Set your fundraising goal. Aim high - you'll be surprised what you can achieve with a target and a plan. You might decide to raise all of your target from one activity or a few activities over a year.

Make a plan

Time to plan. What will you need to do to make your fundraiser a success? Make a detailed to-do list and ask us for help, if needed.

Create your fundraising page

Kickstart your fundraising with an online fundraising page—quick to set up, and funds come to us automatically. Create your page [here](#) in just a few minutes.

Let's get you started

Tell us your plans

We are here to support and promote your fundraising so let us know your plans. [Drop us an email](#) or give us a call on 0203 824 7400.

Download your materials

You can download materials, including posters, bunting, and sponsorship forms [here](#). If you have set up a fundraising page you can also request a t-shirt from us.

Shout about your fundraiser

Spread the word. Share your fundraising and why you're supporting Spinal Research. Check our promotion guidance in this pack for tips or ask for help.

Enjoy your fundraiser

After all your hard work we hope you will enjoy your fundraiser. Capture the moment with photos and share them with us and your supporters.

Need help or want to discuss your ideas with us? We are here to help whenever you need it. Don't be shy, pick up the phone or email us for a chat.

Your fundraising page



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

Create your page in a few easy steps

Scan the QR code to the right or visit justgiving.com/spinalresearch



Set a target

Fundraisers who set a target on their page raise more money. You can also increase the target if you are nearing it.

Make a self donation

Lead by example! Kickstart your fundraising by making a self-donation - it will inspire others to give.

Share your page far and wide

Spread the word! Share your page on social media, email the link, and ask more than once. Thank sponsors publicly to remind others to donate.

More hints and tips

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

It's now time to stop talking about spinal cord injury as being incurable and to stop telling people with this injury that nothing can be done.

Tara Stewart
Chair of Spinal Research



A to Z of ideas

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

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

raise some dough with a bake sale

spinal-research.org/bake



Putt For Paralysis

get your best swing on for research

spinal-research.org/putt

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?

Book sale

Quiz night

Sweepstake

Raffle a day's
annual leave

Coffee shop
amnesty

Baby photo
competition

Dress up/down
day

Sponsor an event

Lunch and learn

Workplace winners



The Big Bakethrough

It's a classic office fundraiser for a reason. Get everyone baking and raise some dough to fund research.

Take on a challenge event

Get your team together and take on a challenge or run for us.

Putt for Paralysis

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

We will provide a dedicated contact for to support your workplace fundraising.

Take on 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 and 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.

If you'd rather join an existing run, cycle, or trek we have a great selection. Take a look [here](#).

Share your celebration

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 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 paralysis.

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

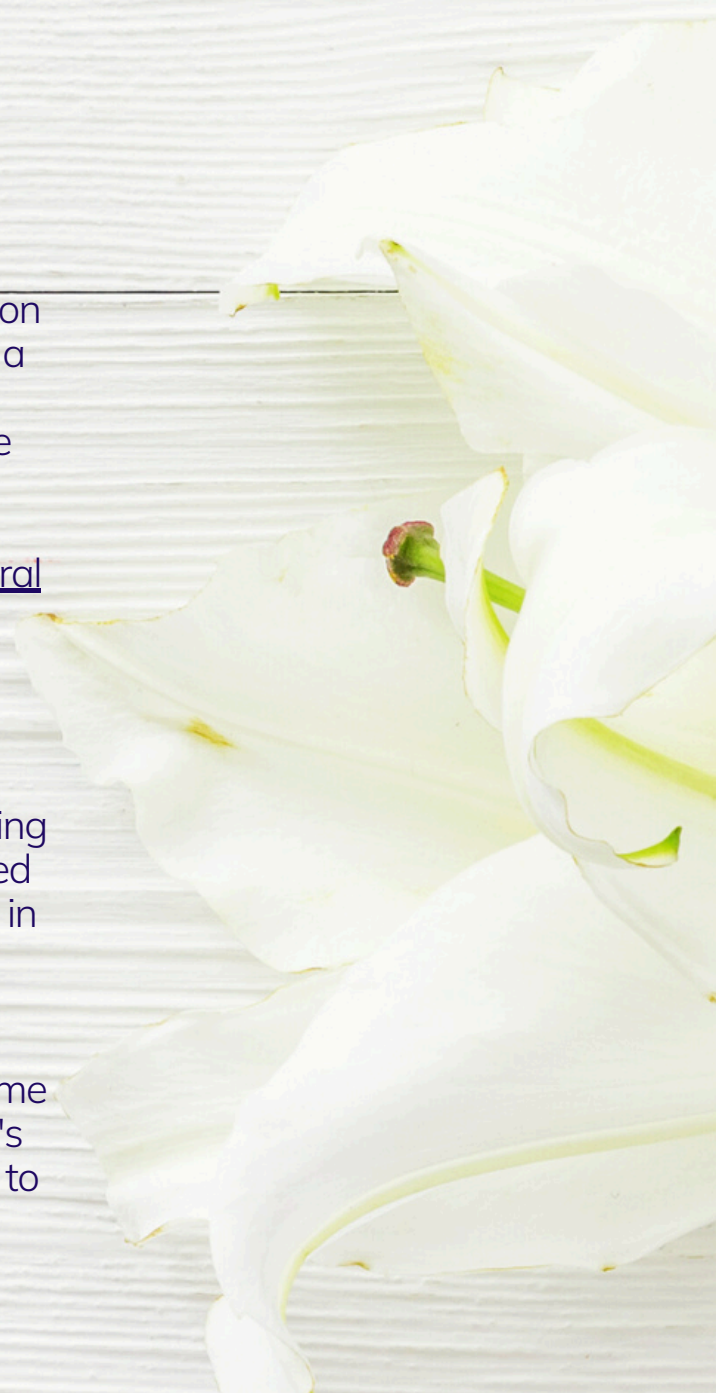
Remembering someone close to you by asking friends and family to make a donation to Spinal Research in their memory can be a positive way to honour their life, whilst helping us to bring hope to those who have been paralysed by a spinal cord injury.

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.

A photograph of a man with short dark hair and glasses, wearing a light blue long-sleeved shirt and a dark backpack. He is seen from the back, looking out over a vast, arid desert landscape with rolling hills and mountains under a clear blue sky. The image has a blue tint.

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 anniverSClary!

Andy

Marking his 25th
SCI anniversary

Become an ambassador



Spinal Research Ambassadors are a group of passionate supporters with one common goal: to help cure 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 would like to find out more about becoming an ambassador please [get in touch](#). We would love to talk with you.



Materials to help your fundraising

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.



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.

Social media

Social media is a great way to tell friends, family and colleagues what you are doing. 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 be able to share your posts. See our social handles on the back page.

Promoting via wider media

Your story may be of interest to your local and national media. We will let you know if we feel we may be able to get some promotion for your fundraising story.

You can also contact your local press yourself by sending a press release about your fundraising. Include your fundraising page link, our website (spinal-research.org), and a photo in your Spinal Research T-shirt. Follow up with a call.

We are happy to help with your press release and provide a 'Notes for Editors' sheet with key facts.

Other ways to promote

- Use posters and flyers. Display them in workplaces, shops, and community hubs. Use our template or create your own -let us know if you need help.
- Reach out directly to contacts. Call or email contacts who aren't on social media.
- Write a blog. Share your fundraising journey.
- Contact local groups. Ask them to feature your story in their social media groups, or newsletters.
- Speak to your work and see if they can promote to employees.

Keeping things 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.

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

Getting the extra 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 and means we 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.



Pay in the money you raise



Thank you so much for making a difference to those living with paralysis. 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 7400 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



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.

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.

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

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

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 in any posts relating to your fundraising.



[Spinal Research](https://www.spinal-research.org)

[@spinalresearch](https://www.instagram.com/spinalresearch)

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

[@spinalresearch](https://www.youtube.com/spinalresearch)

[/spinalresearch](https://www.facebook.com/spinalresearch)

SCIMITAR
MACCA
**Curing
Paralysis
Together**

**: spinal
: research**

Thank you



Registered with
**FUNDRAISING
REGULATOR**

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(ENGLAND & WALES) SC050578 (SCOTLAND)