

## Fundraising

### Sponsorship money

Try to keep good records of all sponsorship money coming in. An easy way to do this is by downloading a sponsorship record/pledge form from the Snowdon 500 web site.

This year we linked up with "[Virgin Money Giving](#)" who have launched a new "not for profit" web site designed to support charities and fundraisers. By using "Virgin Money Giving" you will be able to set up your own personal web page (or a page for your team) making it easy for your sponsors to make on-line payments directly to the Prostate Cancer Research Centre.

You can also use the established '[Just Giving](#)' website. This site allows you to set up your own page if you want to and is an excellent way of helping you manage your fundraising efforts. The money raised will also be paid direct to [the Prostate Cancer Research Centre \(PCRC\)](#)

Try to get any sponsorship money up front to avoid having to chase it at a later date.

### Gift Aid

Ask sponsors or donors to sign up for gift aid if they are basic or higher rate taxpayers. All you need is a record of their name and address, but **please write the details clearly because if the name and address details are unreadable the charity will not be able to claim the gift aid. In 2008 and 2009 more than £10,000 in gift aid could not be claimed by PCRC because the name and address details were either incomplete or illegible.** A claim for Gift Aid means that for every pound donated PCRC can claim an additional 28p back from the tax man. In practice, this means that £250 raised by you could potentially be worth £320 to the charity.

If your sponsor or donor is a higher rate taxpayer they can claim back the difference between the higher rate of tax at 40 per cent and the basic rate of tax at 20 per cent on the total value to the charity of their donation. They will be able to make their claim on their annual self assessment tax return.

### How should the funds I raise be paid to the Prostate Cancer Research Centre?

There are three ways to do this (and you can use one or a combination of them).

(1) Create your own page on the [Virgin Money Giving](http://www.virginmoneygiving.com) web site. The following guidelines will help you to set up your own web page specifically for the Snowdon 500 challenge and prostate Cancer Research Centre.

- Go to [www.virginmoneygiving.com](http://www.virginmoneygiving.com)
- Under “Start Fundraising” click on create your page
- Click on “Organised Event”
- Now you type in the event details
  - Event Name = Snowdon 500
  - Event date = May 2010
  - Type of event = Trekking (or Walking)
  - Location = Gwynedd
  - Charity = Prostate cancer Research Centre
- Click the button next to Snowdon 500 and then “Next”
- Continue to complete details as prompted (answer No to the question “Has your charity contributed to the cost of your event”)
- Continue as prompted to set up your own personal web page.

(2) Set up your own page on the [Just Giving](http://www.justgiving.co.uk) Web site. The following guidelines will enable you to set up your page specifically for Snowdon 500 and the Prostate Cancer Research Centre.

- Go to [www.justgiving.co.uk](http://www.justgiving.co.uk)
- Enter PCRC or Prostate Cancer Research Centre in the “Find a Charity “ box
- Click on “Prostate Cancer Research Centre”
- Click on “Make Your Page”
- Next choose “An organised event”
- Select “Snowdon 500” from the list of events displayed
- You will now be able to choose your own web address. Also on this page you will see .....”Now one last question about Gift Aid”. You may state that “My Charity IS NOT contributing. (Snowdon 500 has a £250 target for fundraisers but it is not a minimum target).
- You can now set up your own personal page – remember to click on “save” when you have done so.

You will now have your own personally configured web page dedicated to the PCRC charity and the Snowdon 500 Charity Challenge.

(3) Send a cheque for the amount you have raised together with your completed sponsorship forms to:

Snowdon 500  
Prostate cancer Research Centre  
67 Riding House Street

London  
W1W 7EJ

### **What if I am unable to take part on the day but would still like to support the event by making a donation?**

You can send a cheque to the Research Centre at the address in (3) above or make a donation on line by going to [PCRC's](#) own web site and selecting "Make a Donation" and then select Snowdon 500 from the drop down box.

### **Fundraising Tips**

The first essential thing you need to do for a successful fundraising effort is to tell EVERYONE you know about the event and ask for their support. The next thing is to advertise and promote the event as widely as possible – you could for instance try to get an article in your staff magazine or newsletter/website, tell all your workmates and managers about the event, even if they work in different departments and offices, or ask your suppliers to support you.

- Make good use of all the contacts you have
- Ask friends or colleagues to ask their contacts for support – that will substantially extend your network of potential sponsors (think about setting up a "Network" on the Virgin Money Giving" web site).
- Make use of "Facebook" and other social web sites to promote and support your fundraising efforts.
- Ask your local newspapers or radio station if they might be interested in covering the event
- Host a murder mystery evening or a themed dinner party and ask your guests to contribute towards the event
- Hold a wine tasting evening - your local wine shop may be prepared to share some of the profits from any sales you make plus you could make a small charge for guests attending
- Organise a treasure hunt/quiz night/karaoke evening and ask those taking part to make a contribution
- Organise a bring-and-buy/car boot/garage sale with the proceeds going to charity
- If you play golf organise a Charity day at you're your golf club
- Hold an auction whereby everyone present donates an article or service and the proceeds go to your charity campaign
- Try hosting an old-fashioned bingo evening where you charge players per game and give out small prizes with profits going to your fundraising pot
- Get your friends to help you bake cakes and sell them at work
- Hold a raffle (especially at Xmas) with prizes donated by local shops and businesses

Any other ideas or suggestions you have please let us know and we will publicise them.

### **How to get local press coverage**

Your fundraising efforts could be helped if you get some coverage in your local press, so why not contact your local newspapers and tell them about Snowdon 500 and what you (or your team) are doing. For help and advice with this please [click here](#)