

snowdon500



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](#) or by using the '[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 can also be paid direct to the Prostate Cancer Research Centre (PCRC) (attach link).

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**. This ensures that for every pound donated PCRC can claim an additional 28p back from the tax man. In practice, this means that £250 raised could 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 way ways to do this (and you can use one or a combination of them).

- (1) Set up your own page on the [Just Giving](#) 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
- Click on “Make your page”
- Click on “Make your page”
- Select “Sporting”
- Select “walks” from the drop-down menu and enter the date: 16 May 2009
- Select “Snowdon 500” from the list of events displayed
- Enter PCRC in the Find a Charity box then click Search
- This will find the Prostate Cancer Research Centre – click on this
- Continue to enter your personal details as prompted by the site

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

(2) 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

(3) You can pay the funds you have raised directly to the Prostate Cancer Research Centre on line using the make a donation facility on the Centre’s own web site www.prostate-cancer-research.org.uk . Select Snowdon 500 from the drop down menu and follow the prompts to make your payment. Remember you will also need to send your completed sponsorship forms to the Research Centre at the address in 2 above.

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 (2) above or make a donation on line as in (3) above. Your support is very much appreciated and will help make a vital contribution towards finding a cure for prostate cancer.

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
- 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](#)