

INSPIRATIONAL

REWARDING

TEAMWORK

ONCE IN A LIFETIME OPPORTUNITIES

# FUNDRAISING GUIDE

IDEAS AND INSPIRATION  
everything you need to get started

MAKING A DIFFERENCE

FRIENDSHIP THROUGH FUNDRAISING



Diabetes Research & Wellness Foundation

# THANK YOU!

We are thrilled to send you our guide to fundraising - and that you have chosen to fundraise for **Diabetes Research & Wellness Foundation (DRWF)**.

To help you decide upon and finalise your fundraising plans, we have developed this guide to inspire, motivate and support you.



## FUNDRAISING INSPIRATION

Pages 6 -7 are packed with inspirational content from our 'A-Z of Fundraising Ideas'. Once you have picked your special event, head to pages 12 - 13 where you will find a step by step guide on how to launch your own fundraising campaign and make the most of your fundraising page.



## MEET SOME OF OUR AMAZING FUNDRAISERS

On pages 5, 8, 9 and 10 you will meet some of the inspiring supporters who have already completed fundraising for us.



## MAKING YOUR POST EVENT DONATION

Once you have finished your event, collected all of your sponsorship money and counted all of the loose change - you will find everything you need to make your vital donation to DRWF on page 14.

Psst... We love nothing more than to see what our fundraisers are doing out in the community. Share all of your stories and photos with us via [fundraising@drwf.org.uk](mailto:fundraising@drwf.org.uk)

*We couldn't do this without you! Thank you again and good luck!*

*The DRWF team*



“By choosing to raise money for DRWF you will be making a difference to those living with diabetes and the impact on their families and carers. We are proud to provide hope across the length and breadth of the UK.”

**TIM GREEN, HEAD OF COMMUNITY FUNDRAISING, DRWF**

# FUNDRAISING CHECKLIST

Use our easy checklist to tick your way to success.



**Request a DRWF Fundraising Guide**




**Choose an event or challenge**


There are some wonderful ideas in our ['A-Z of Fundraising Ideas'](#)!

**Create an online fundraising page**

We encourage you to use **Enthuse** or **Just Giving** as these are easy to use and widely recognised.



**Choose an event date**




**Share, share, share!**

Letting all your friends, colleagues and family know will help kickstart donations and build your mini support team!



**Its time! Host the event**

Check out our tips on page 12 on how to maximise your reach!



**Celebrate!**

YOU have made a positive difference to the future of people living with diabetes.



**Donating fundraising money**

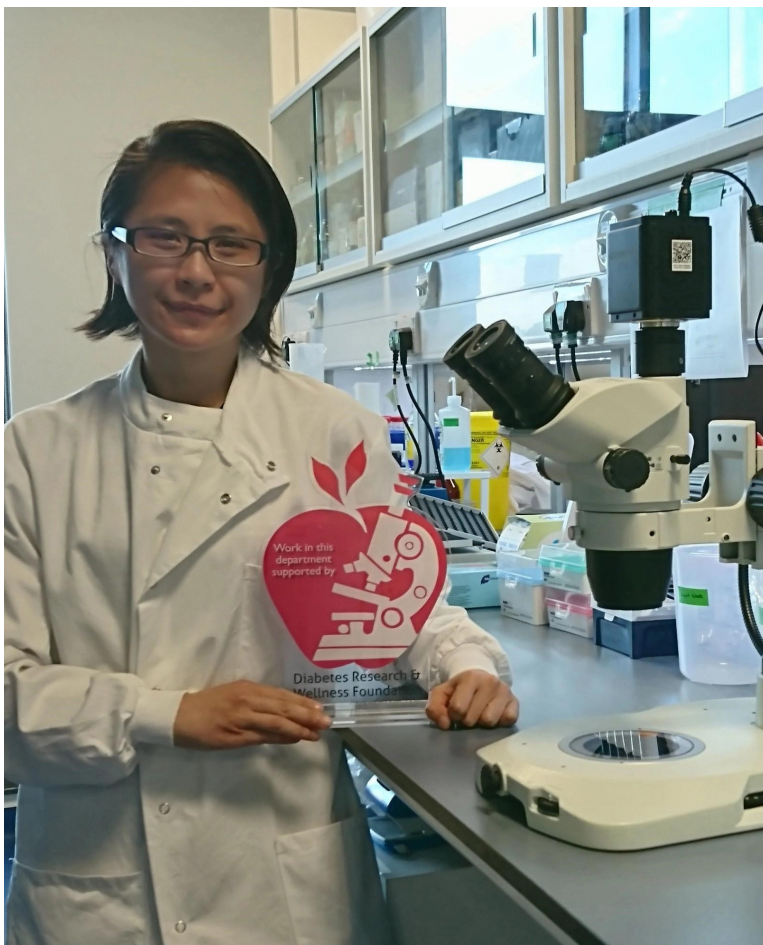
See page 14 to find out how.





# HOW YOUR MONEY WILL MAKE A DIFFERENCE

Put simply, it is our ultimate goal to discover a cure for diabetes. We know that this is a long road, but we are intent on maximising the potential by funding the highest quality clinical and scientific research at the very best research institutions in the UK and around the world.



We rely on voluntary donations, so every penny you raise will help us make a positive difference. Over 80% of the money raised is directly invested into our charitable work, making us an extremely efficient and cost-effective charity.

**amrc**  
ASSOCIATION OF MEDICAL RESEARCH CHARITIES

## £15 Delivering educational content

We provide information, support and advice to thousands of people living with diabetes every year. A gift of £15 will help us to deliver our Diabetes Wellness educational event programme and provide our quarterly *Diabetes Wellness News* both of which support good self-management and improve quality of life. We can't do this without you!  
#stayingwelluntilacureisfound

## £40 Enhancing islet isolation

Optimal pancreas digestion, and islet extraction, is reliant on careful temperature monitoring. This gift represents the cost of a specialist temperature monitoring device, which ensures that the maximum number of islets can be extracted for transplantation.

## £50 Investing in research

A Senior Researcher develops their own cutting-edge research, aimed at optimising islet isolation and transplantation. This enables more patients with type 1 diabetes to benefit from an islet transplant. This gift represents the cost of an hour of their leading work.



# HANNAH

TYPE 1 STORY

**Trial and error is a huge part of running with type 1 diabetes (T1D), but don't ever let the hard days or the days where things don't go to plan, stop you. Don't let your T1D stop you from achieving what you want in life. Use your T1D as a reason to prove that you can!**

“ I was diagnosed with T1D 2 months before I turned 18, a year before I was due to go to university. During the first few years, I was in denial. I felt ashamed, I felt different, and I hated telling people. If I did tell people, I would often play it down which only meant that they didn't understand T1D and what that actually meant for me, making me feel even more alone. I didn't look after myself and during my time at university, I woke up in hospital after nights out drinking with friends, twice.

When I left university, I discovered the gym, and everything changed! It soon became apparent that exercise and being active was the key to managing my T1D. I began to accept my diagnosis and since then, exercise has been integral to who I am and without it my mental and physical health would have suffered greatly.

Fast forward 5 years to 2016, and at the age of 26 I was involved in a serious car accident while travelling with my friends in Australia. There were 5 of us in the car, and only 4 of us were lucky enough to survive.

I was knocked unconscious on impact. I suffered various injuries including 2 broken legs and a complete rupture to the posterior ligament of my left knee.

I had 8 weeks of intensive inpatient physiotherapy and hydrotherapy, before having surgery on my left leg; a complete reconstruction of my ligament and a plate to fix the fracture. I had lost the ability to walk. I could no longer care for myself; I had completely lost my independence. Exercise was something I could only dream of, and it was the one thing that kept me mentally and physically fit.

At the end of April 2017, after 6 months in a wheelchair and walking with 2 crutches, I finally walked without aids. As a result of my injuries

I was told I would probably never run again, due to the negative impact running would place on my already damaged knees. Five years on, in 2022 I completed the Cardiff Half Marathon, raising vital funds for DRWF!

**I am living proof that you can achieve anything you set your mind to, and that nothing is impossible if you believe in yourself.”**



**As a person living with diabetes, how do you stay safe whilst running, Hannah?:**

“ In terms of safety, I would highly recommend wearing some form of medical identification, particularly if you run alone.”



We have a selection of diabetes awareness wristbands available. Purchase yours for as little as £2.50 today. [fundraising@drwf.org.uk](mailto:fundraising@drwf.org.uk) or call **02392 637808**.



**CARDIFF HALF MARATHON!**



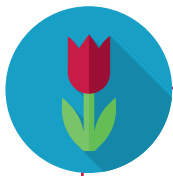
# INSPIRATION ALL YEAR ROUND



Our seasonal guide has lots of quick, simple and fun ideas, as well as some larger fundraising events which will take a little longer to plan.

Choose what is right for you or come up with your own fundraiser.

Give our Community Fundraising team a call on 02392 637808 and let us help you plan your fundraising idea. Every penny you raise will bring us closer to our ultimate goal of a cure for diabetes.



## SPRING

### EASTER EGG HUNT

Yummy Hide and Seek, charge an entry fee and remember where you hid them all.

### EBAY / ONLINE SALES

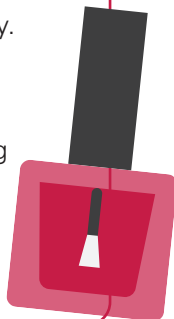
Donate a percentage of your eBay / online sales sales to us.

### MAD HATTER'S TEA PARTY

Fun for all the family! Hold your own Mad Hatter's Tea Party and fill those tea pots up with money.

### NAIL ART

Raise money through creating beautiful nail art on people.



## SUMMER

### BAKED BEAN BATH

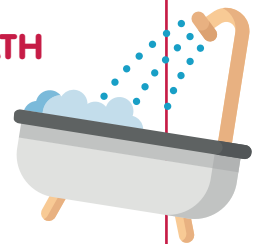
Get messy and gain sponsorship from friends and family!

### FOOTBALL TOURNAMENT

Bend it like Beckham. Whether you choose a kick about or organise a five aside tournament. Charge teams to enter or charge a player fee. Let spectators donate to take part in a penalty shoot out at the end.

### FAMILY FUN DAY

Hold a fun day, this could be different stalls and activities for all ages. Either sell tickets or ask for donations for each activity.





# AUTUMN

## QUIZ NIGHT

Test everyone's knowledge with a quiz night to raise money for DRWF. Ask each team member to pay to play and add a donation box to each table for loose change.

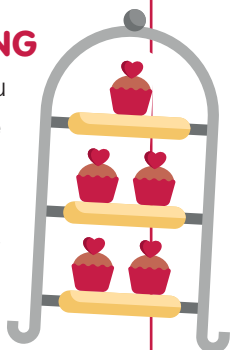


## WALKING CHALLENGE

Sign up to our national walking challenge or challenge yourself to walk a set distance every day in a month and get sponsored to do it.

## OFFICE FUNDRAISING

There are lots of ways you can fundraise in the office (*a lot of which are listed here*). From bake sales and sweepstakes to fancy dress days. Get the whole office involved!



## WAXING

Only for the brave! Get sponsored to have something waxed.



# WINTER

## CHRISTMAS JUMPER DAY

Get everyone into the festive spirit with a Christmas jumper day, ask people to donate to wear a Christmas jumper and offer a prize to the best or worst jumper.



## FILM NIGHT

Host a movie night, provide snacks and charge an entry fee.



## BIRTHDAY GIVING

Instead of birthday presents, why not ask friends and family to donate money to DRWF by creating a fundraiser on social media (eg. [Facebook](https://www.facebook.com)).

## QUIT SOMETHING

Get sponsored to quit something for a month - it could be drink, chocolate, going make-up free - it's up to you.



View our full A-Z breakdown of Fundraising Ideas containing over 70 fun and inspiring ideas.

Visit [www.drwf.org.uk/get-involved/fundraising](http://www.drwf.org.uk/get-involved/fundraising) to download your copy.

If you are unable to download, please call 02392 637808 and we will happily post you a copy to your home address.



# MEET SOME OF OUR AMAZING FUNDRAISERS



## KATIE BOOTS

**How:** London Marathon 2022

**Inspiration:** Her son, Eddie. Who was diagnosed with type 1 diabetes in 2022, aged 8.

“It was the least I could do to help the charity to continue funding research which I hope will lead to better management and ultimately a cure. Eddie has been amazing and has dealt with everything in a very positive way.”



**RAISED:**  
**£4,170.11**



**FUNKIDZ**  
CONFIDENCE THROUGH PERFORMANCE

## FUNKIDZ DANCE LIMITED

**How:** Dance for Diabetes

**Inspiration:** To provide a meaningful movement resource to primary schools in the UK. To help those living with diabetes but also raise awareness of the condition for those newly diagnosed or unaware of the impact it has on their friends, colleagues or family.

“Working alongside this charity is so important to me as it is a condition that not only impacts my family directly but affects so many of our children’s families too. This lifelong condition is something we don’t speak about enough, so I am thrilled to be able to raise awareness and funds by organising this danceathon.”

**Samantha Collins, Director, Funkidz Dance Limited.**

Find out more about our annual Primary School fundraiser by visiting:  
<https://www.drwf.org.uk/news-and-events/events/>



**OUR NATIONAL PRIMARY SCHOOL DANCE FUNDRAISER**

**HELPED RAISE OVER:**  
**£50,000**  
**SINCE 2022**







# WE COULD NOT DO IT WITHOUT YOU!

## MEGAN JANSEN

**How:** Spinnaker Tower Abseil, Portsmouth

**Inspiration:** Improving education around symptoms and having a greater understanding of diabetes management post diagnosis.



TYPE 1 WARRIOR

“Knowing the symptoms of diabetes is life saving and had it not been for the ICU team at Torquay Hospital I would have lost my life in 2016. Diabetes is not just as simple as controlling your glucose levels and DRWF has helped people develop healthy relationships with their diabetes. The abseil was exhilarating and it is so important for me to constantly challenge myself. Even more exciting was that my dad chose to take up a place as well, especially as he is living with type 2 diabetes.”

**RAISED:**  
**£1,059.59**



SPINNAKER TOWER ABSEIL

## JONATHAN 'Jono' JENNINGS

**How:** Great South Run

**Inspiration:** All those supporting and living with a diabetes diagnosis.

“Whilst I don't have diabetes myself, I am surrounded by people living with this chronic illness, due to no fault of their own. Daily management, trips to and from check-ups and for a large amount of people, medication has just become a new way of life.”

**RAISED:**  
**£1,381.69**





# CLAIRE

TYPE 2 STORY

**I am 63 years old and was diagnosed with type 2 diabetes in 2017 whilst working as the community fundraiser for Diabetes Research & Wellness Foundation.**

“ I developed some of the classic symptoms of a diabetes diagnosis. Very thirsty, tired and a change in the sight in my right eye. Luckily for me I had lots of information at my fingertips and so I understood a lot of the changes taking place. However, this didn't take away the guilt I felt that I had allowed myself to gain a lot of weight over the previous few years and that I had 'done this to myself'.

My GP in Hampshire was only interested in my HbA1c [your average blood glucose (sugar) levels for the last two to three months] before prescribing any medication, there wasn't any discussion of how I was feeling about the diagnosis and how I was going to manage.

I did go on to lose a substantial amount of weight, encouraged by my colleagues at the charity, and did reverse my diabetes for a few years.

I moved to East Riding, Yorkshire and over recent years my diabetes control has fluctuated, I was pleased I had lost the weight, but my HbA1c increased again and I had to increase my medications.

This now includes some basal insulin. I have been supported by the diabetes team at the Allam Diabetes Centre in Hull and my practice nurse at the GP surgery where I have had the opportunity to discuss my results and more of a long-term plan to keep my HbA1c in range.



The chance to discuss my diabetes and work together with the specialists had made a huge difference to my diabetes self-management along with the chance to hear from specialists at the DRWF wellness events, to hear about new drugs and regimes has made a huge impact on my understanding of living well with type 2 diabetes.

**I know what a difference it makes to be able to explain to health care professionals how my diabetes is affecting my mental health and to discuss with peers to share good practice and living well.”**

## Why is fundraising important, Claire?

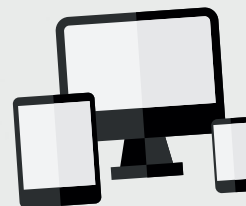
“ Fundraising for Diabetes Research & Wellness Foundation can make a real difference to the work of the charity. Funding research into the causes and treatment for all forms of diabetes as well as being able to offer education and support for everyone needing help from diet, exercise and understanding how to avoid complications. We know self-help makes a huge difference to living well with diabetes and staying well until a cure is found.”





Jon Young  
London Marathon 2024

# MAXIMISING YOUR FUNDRAISING ONLINE



## Set up an online fundraising page

It is easy to fundraise securely online. To set up your page, go to [diabetesresearchwellnessfoundation.enthuse.com](https://diabetesresearchwellnessfoundation.enthuse.com) or [www.justgiving.com/DRWF](https://www.justgiving.com/DRWF). Funds are collected and transferred to us directly behind the scenes, so you do not need to worry about collecting your sponsorship after the event!



## Use photos & tell your personal story

Use motivating, engaging and inspiring photos alongside your story. A picture, after all, speaks a thousand words.



## Share! Share! Share! Spread the word

Text and email your family, friends and colleagues. Circulate your bespoke fundraising link in your emails, on your social media pages (remember to use **#TeamDRWF** and tag us using our handle **@DiabetesDRWF**) and in all other ways you communicate with your friends and contacts. If you don't share your page, people won't know.



## Match funding with work

See if your workplace offers matched giving for the funds you raise. It is a great way to boost your fundraising total easily.



## Tell your story

Share your motivations for supporting DRWF. Are you fundraising on your own, with a friend or family member or are you taking on a challenge to remember someone special to you? Supporters will want to hear the story behind your challenge to inspire them to donate.



## Set a target

Supporters like to feel they are contributing towards a set goal. Set a realistic, albeit ambitious target and keep people informed of your progress towards it.



## Get the merchandise

If you would like some of our fundraising materials to help promote your event, then you can order these from us using the details below.

We have lots to offer including:

- T-shirts
- balloons
- posters
- pin badges
- collection tins
- buckets



## Gift Aid

The government allows DRWF to claim an extra 25p for every £1 donated by UK tax payers. Get in touch for a sponsorship or Gift Aid form. Make sure your supporters fill in the Gift Aid section of the sponsorship form or tick the right boxes if donating online. It will not cost a penny more to the donor, but its huge to us.



## Lastly... ALWAYS say thank you!

It goes a long way and could even lead to further donations or support for your next event. Never accept a donation without a thank you.

# BUILDING THE PERFECT FUNDRAISING PAGE

Kick-start your fundraising by personalising your page so that people feel connected and encouraged to support you as generously as possible.

## Background/Cover Image

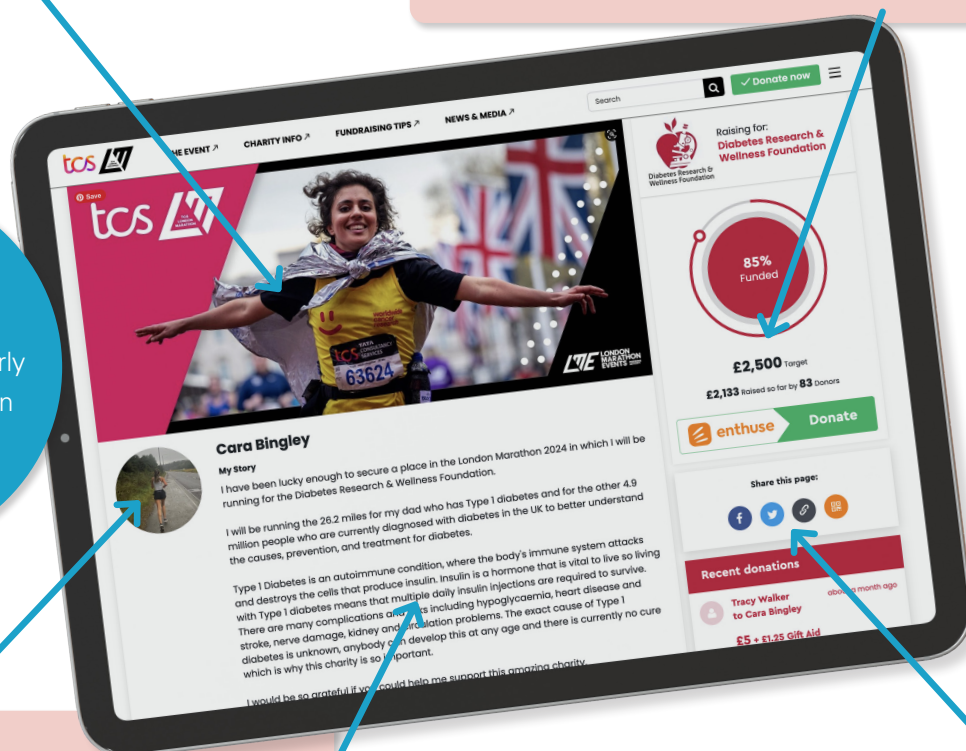
Choose a picture that represents you and your event and click upload. Email [fundraising@drwf.org.uk](mailto:fundraising@drwf.org.uk) if you are not sure, we will design you one.

## Your target

Enter your fundraising goal here. This amount will be shown on your fundraising page. Share your fundraising target with friends and family so they are clear on what you wish to achieve. If you have a charity place in an event, you will most likely have a minimum fundraising target - but this does not stop you being ambitious and surpassing it!

## Remember to say thank you!

Fundraisers who regularly thanked their donors on their page had 59% more donors on average.



## Profile Image

Fundraisers with a profile picture raise 26.2% more on average than those who do not.

## Story

Fundraisers with an updated personal story raise an average of 93% more so share your story about why you are supporting **#TeamDRWF**

## External apps.



Shared pages raise on average 440% more. It does not have to be a direct ask, although these are very effective, it could be a training update post or a general 'thank you'. Link your external running and cycling apps, like Strava, so your donors can follow your training plan.

# HOW TO DEPOSIT DONATIONS

The sooner we receive your fundraising proceeds, the sooner we can put it towards making a difference to those supporting, affected by and living day to day with diabetes.



## Online

If supporters donate using your DRWF fundraising page, the money is automatically transferred to us. It is safe and secure. There is nothing more you need to do.



## Website

You can donate directly through our website [www.drwf.org.uk/donate](http://www.drwf.org.uk/donate)



## Bank transfer

Get in touch for our bank details to pay your fundraising directly into our bank account.



## Cash

If you collect cash donations, then please pay in these funds using one of the methods above. Please don't send cash in the post.



## Telephone

We can take credit/debit card donations over the phone. You can reach us by calling 02392 637808.



## Cheque

Cheques can be made out to 'Diabetes Research & Wellness Foundation' or 'DRWF' and sent to our head office, **DRWF, Langstone Park, Havant, Hampshire, PO9 1SA**. When sending cheques, please include a note.



When we receive all your fundraising, we will send out a thank you letter and certificate as a record of your achievement. If you have any questions, please do not hesitate to get in touch.

*Thank you*

## Remember:

Please return any unused fundraising materials, collection buckets and tins, so that we can send them out to our other wonderful fundraisers across the country.





# THE LEGAL PART

**Some fundraising activities require approvals, safety checks or insurance, but don't let the red tape put you off. We'll help you ensure everything is legal and safe.**

## The legal line

To avoid any confusion and so donors know where the funds are being donated to, please make sure any posters, or information about your event, includes the line: **'In aid of Diabetes Research & Wellness Foundation (DRWF)'** and our charity number: **'Diabetes Research & Wellness Foundation (DRWF) is a registered charity in England (1070607), Company No: 03496304'**.



### Raffles and lotteries:

The most straightforward way to host a raffle is to make sure:

- all tickets cost the same amount
- sale and draw of tickets happen on the same day/night - you will need a licence if tickets are sold in advance (see website below)
- no more than £500 is deducted from ticket sales to cover the cost of prizes
- tickets are only sold to people aged 16 and over.

If you are looking to do something slightly different, please give our Community Fundraising Team a call on **02392 637808**. They will be able to advise you on whether you'll need a license. You will also find handy info on raffles and lotteries at [www.gamblingcommission.gov.uk](http://www.gamblingcommission.gov.uk)



### Collections:

To collect money in public places you might need a street collection licence - visit [www.gov.uk/street-collection-licence](http://www.gov.uk/street-collection-licence) for more information. If you are collecting on private land - a supermarket or train station for instance - you will need permission from the landowner or manager.



### Food and drink:

If your event involves food and drink, [food.gov.uk](http://food.gov.uk) is your one-stop shop for all the information you need before hosting an event.



### Child protection:

Children should always be accompanied by their parents or guardians at events. Anyone wishing to fundraise under the age of 18 will need the permission of their parent or guardian. Please make sure that you have made provision for lost children at events.



### Safety and Insurance

Some events will require insurance protection and a little more planning. We strongly advise in the early stages of planning your event that you check whether you need to complete a risk assessment or secure event insurance. If you are unsure of whether this is required, please call the fundraising team on 02392 637808 and we will confirm what your event needs.

If you have any doubts or questions about anything, as we pledged at the beginning of this pack, we are here for you. Just call or email us and we'll pull out all the stops to help.

**Thank you - Good luck  
and remember to have fun!**



**Diabetes Research &  
Wellness Foundation**

We receive no government funding and rely on voluntary donations, including gifts in Wills. For more information on how to support Diabetes Research & Wellness Foundation, please visit [www.drwf.org.uk](http://www.drwf.org.uk) or call **02392 637808**.

**[www.drwf.org.uk](http://www.drwf.org.uk)  
[fundraising@drwf.org.uk](mailto:fundraising@drwf.org.uk)  
**02392 637808****



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