



## Your guide to fundraising

GET INSPIRED AND SUPPORT THE CAUSE THAT YOU CARE ABOUT MOST



UNIVERSITY OF  
**ABERDEEN**

Welcome to the University of Aberdeen fundraising community! We're thrilled that you want to fundraise for the University and would like to say a huge thank you for your support.

Getting started is easy and here you will find all the information you need to begin your fundraising journey. If you'd like further help or advice with your plans please get in touch with **Lynne Black** on **01224 272087** or email at **[lynne.black@abdn.ac.uk](mailto:lynne.black@abdn.ac.uk)**. We'd love to hear from you!

# What will you support?

You may already know what you want to fundraise for, which is great! If not, below is a list of University priorities that you could support.

## Medical Research

The University is home to leading international scientists working at the forefront of medical research to advance our understanding of various devastating diseases including cancer, women's health, cardiovascular disease and neurodegenerative diseases such as dementia. The University also specialises in Women's Health Research, focusing on areas including fertility, pre-cancerous conditions, and pregnancy and childbirth.

Take a look at our website to see what your contribution could support or get in touch to discuss [www.abdn.ac.uk/giving/our-expertise-169.php](http://www.abdn.ac.uk/giving/our-expertise-169.php).

## Widening Participation Scholarships

Many academically excellent individuals are prevented from undertaking higher education due to financial restraints.

We strongly believe that access to a university education should be open to all, irrespective of personal circumstances. Given the financial pressures on students and their families today, there has never been a more important time to support access scholarships.

## Development Trust Student Fund

We aim to provide the highest quality student and learning experience at the University while creating a lively sense of community and belonging.

The Development Trust Student Fund allows students to broaden their experiences and develop the widest range of transferable skills but also provides vital support services for those who need help or advice, volunteering opportunities and the chance to participate fully in university life.



# Do what you love and fundraise your way!

Whether you plan to take on a once in a lifetime challenge, host a charity dinner or organise a crafty afternoon, we want to hear from you. You may want to keep it simple but if you do want to organise something more involved, make sure you have family and friends around you to help. And remember we are here to help!



## Fundraise at home

Take on an exercise challenge in your own time, host a quiz or race night, host a dinner or afternoon tea with your friends and family, give something up for a month, host a gaming marathon.

## Fundraise at work

Organise a knit and natter or bake sale, hold a dress down day, do a team challenge, organise an exercise bike marathon in the office.

## Take on an active challenge

Take part in one of the many marathons across the world, do a sky dive, walk the West Highland Way, cycle the NC500. Speak to us about getting a place on one of our annual events – Run Balmoral or the Kiltwalk.



# Hints and Tips to get you started

- 01: | Get inspired – research different fundraising ideas and find the right activity for you so that you can make a difference your own way!
- 02: | Create a JustGiving page by visiting [www.justgiving.com/uadt](http://www.justgiving.com/uadt) and clicking the orange **'Fundraise for us'** button. Remember to set a fundraising target and add in your own personal story.
- 03: | Make the most of social media – it's a great tool for spreading the word to your family, friends and networks. Tell your friends and family about the cause you are supporting and why – your passion for the cause can be infectious!
- 04: | If your chosen fundraiser is a distance challenge, set up an account with a tracking app like Strava and link it to your Just Giving page.
- 05: | Make sure you have the materials you need. We can provide you with various fundraising materials including collection buckets, posters, banners, sponsorship forms and our electronic logo. You can also request a speaker to attend if you're holding an event.
- 06: | Contact your local newspaper, radio or tv station to increase interest. Use your connections if you have any that could help.
- 07: | Ask your employer about matched giving which could double your donation.
- 08: | Nominate us as your company's chosen charity for the year.
- 09: | Say thank you! Let your supporters know how much you appreciate their donation – personalised messages can go a long way!
- 10: | Remember Gift Aid – fundraising platforms like Just Giving will take care of this for you but if you're using a sponsorship form there will be extra steps to follow (see later in brochure).
- 11: | Remember to update your supporters on how you get on and thank them again!

# Get inspired!

## Elaine's Story

Elaine started her fundraising journey in 2018 following a breast cancer diagnosis and following a meeting with Professor Valerie Speirs to hear about how her team are tackling breast cancer research at the University.

She started out with the target of raising £10,000 by selling gorgeous knitted hats and accessories which she branded '*Bressie Beanies*'.

They were so popular that Elaine quickly reached her target so decided to take on a new challenge of raising £40,000 by landing a skateboarding trick called the '*Shuvit*', having never stepped on a skateboard before. With Elaine's connection to the skateboarding community through her son in law, along with her endearing and positive personality, her story went viral and her hugely successful *#ShuvitCancer* campaign has raised over £43,000.

Elaine sadly passed away in June 2020 and she is missed by everyone that knew and loved her. Her family continue to fundraise in her memory and have established **World Shuvit Cancer Day** on 10th July. Elaine's positive outlook and innovative approach to fundraising caught the attention of a community and this was one of the main factors in her success.



# Get inspired!

## Noami's Story

When Noami Jorge graduated from the University in June 2020 she decided to commemorate her time here by fundraising to support Widening Participation Scholarships.

She was grateful for the time she spent at the University and was passionate about ensuring everyone, no matter their background, had access to an education. Noami decided to take on various challenges with the target of raising £600. Each activity she chose she knew would be a challenge for her and this, teamed with her enthusiasm and passion for the cause meant that family and friends got right behind her. The challenges included not speaking for an entire day, braving a swim in the North Sea in the middle of winter, and the Edinburgh Half Marathon. To date she has raised over £600.

Noa says *'The 4 years I spent at university in Aberdeen taught me so much and helped me grow in so many ways. A little saddened that I was about to leave Aberdeen and move on to my next chapter in life, I decided that the best way to thank the University for believing in me and giving me the opportunity to study there, as well as to commemorate my studies there, was to raise funds for the Development Trust'*.



### Top Tips from Noa

*'Most importantly be passionate about your cause. Passion is contagious and if you believe in your cause you'll inspire other people to care about that cause too. Inspiration not only raises vital funds, it also raises awareness. As for the more practical aspect of it, be creative, don't shy away from challenges that are fun and daring. And last but not least make use of the digital age we live in and constantly promote your cause on all your social platforms'*.

# Get inspired!

## Alison & Michelle's Story

Mother and daughter duo, Alison & Michelle Kinghorn, have raised thousands of pounds in support of Dementia Research at the University by selling a collection of fine piece recipes.

Alison and Michelle started their fundraising journey in 2019 alongside fellow fundraiser and long-standing Dementia Research supporters Charlie & Carol Bain. They decided to create a recipe book of their favourite cakes and bakes with all sale proceeds going towards Dementia research.

Dementia is close to Alison's heart, having worked as a nurse in a dementia unit for many years. She also lost her mother to the illness early in 2021. Alison has enjoyed baking for many years, collecting, sharing and creating recipes with family and friends over time, so this was the perfect fundraiser for her and Michelle to embark on.



## Top Tip from Alison & Michelle

Use your networks and contacts – Michelle says 'Mum knows a lot of people which helped to sell a lot of books. Word of mouth also helped to spread the word about what we were doing and we sold even more copies through friends of friends.'





# Get inspired!

## University staff and the NC500

In 2018 a group of 25 fundraisers, most of them staff & students of the University, undertook the challenge of cycling the North Coast 500 trail to raise money for the University of Aberdeen's Cancer Research Programme.

The challenge saw the group cycle the full 500 miles of the route over nine days while tackling a number of the toughest roads in the UK. The University's staff and students were joined by cycling hero and adventurer Mark Beaumont, STV journalist and cancer survivor Anne Smith, and NHS colleagues. The group raised over £28,000 towards cancer research.



# Legal information and Gift Aid

## Gift Aid is a simple way to increase the sum of money you raise at no extra expense to your supporters.

If your sponsor is a UK taxpayer then the University of Aberdeen Development Trust may be able to claim back 25p of tax on every one pound they donate. It won't cost your sponsor anything extra but will add 25% to their gift. If you're planning to ask for donations in return for goods or services, your donations won't be eligible for Gift Aid.

They need to be able to agree to the following declaration *"I confirm that I am a UK Income or Capital Gains taxpayer. I have read this statement and want the University of Aberdeen Development Trust to reclaim tax on this donation. I understand that if I pay less Income Tax/or Capital Gains tax in the current tax year than the amount of Gift Aid claimed on all of my donations it is my responsibility to pay any difference. I understand the charity will reclaim 25p of tax on every £1 that I have given."*

If you are using a paper sponsorship form, all you need to do is make sure that each of your sponsors has:

- > Read the Gift Aid Declaration
- > Provided their full name and address
- > If applicable, ticked that they are eligible for Gift Aid on the sponsorship form

## A raffle is a fantastic way to increase the amount of money you raise at an event.

Small raffles held as part of a larger event can really boost your fundraising total. If you want to hold a raffle we would recommend contacting your local authority to ensure you are following the proper procedures. Raffles on their own have strict regulations but are less complicated if:

- > They are being held as part of a larger event
- > Tickets are only sold on the night
- > You announce the winners at the event
- > There are no cash prizes



## Have you considered licences and insurance?

The University of Aberdeen Development Trust cannot provide you with a licence or insurance when you are fundraising in aid of us. If you are collecting money in a public place or door-to-door then you will require a licence from your local authority. Contact details for your local authority can be found at [www.directgov.uk](http://www.directgov.uk). We also strongly recommend checking that you have adequate insurance in place where appropriate, such as public liability insurance.

## We are happy for you to use our logo and charity number in the right way.

On your materials, you must state that your fundraising is in aid of the University of Aberdeen Development Trust which means you will be benefitting us as opposed to acting on our behalf or representing us. Please include the following text on all of your printed materials:

*“Our event is in aid of the University of Aberdeen Development Trust and all proceeds from our fundraising will go to this Trust, registered charity number SC002938.”*

If you would like to use our logo and charity number, please make sure you use this text too. We can provide you with the logo in various formats.



# How to make your donation



## Online

One of the easiest ways to raise money is by creating your own Just Giving page here [www.justgiving.com/uadt](http://www.justgiving.com/uadt).

or

Through the Development Trust website [www.abdn.ac.uk/giving](http://www.abdn.ac.uk/giving)

If you have any specific requests regarding the purpose of the donation, please choose from the drop down menu or note them in the comments box.



## By Cheque

To make your gift by cheque, please be sure to write the cheque out to '**University of Aberdeen Development Trust**' and send it along with a note stating what your donation is supporting to:

The University of Aberdeen Development Trust  
Powis Gate  
College Bounds  
Aberdeen  
AB24 3UG  
Scotland

Don't forget to send in your paper sponsorship forms so we can claim Gift Aid on your sponsors' donations and add an extra 25p to every £1 donated eligible for Gift Aid!

**To get in touch, please email [lynne.black@abdn.ac.uk](mailto:lynne.black@abdn.ac.uk)  
or call +44 (0)1224 272087.**