



Fundraising Guide

- Where to start
- Online fundraising
- Fundraising ideas
- Promoting your challenge
- Event planner

Diolch... Thank you



By choosing to fundraise for Kidney Wales, you will help us to continue our work supporting families and changing lives of kidney patients in Wales. At Kidney Wales, we will be with you every step of the way providing any guidance, materials and resources that you may need.

Whether you have taken the decision to fundraise for us because someone close to you has been affected by kidney disease or you just want to support us and the families affected, your involvement is greatly appreciated. Every single penny you raise for us will go towards helping those affected and improving awareness of kidney disease across Wales.

This guide has been designed to help enable you to ensure the success of your fundraising challenge. There are plenty of hints and tips on where to start your planning, fundraising suggestions and some great tips on online fundraising. You will also hear from our 'super supporters' for inspiration.

Whether you need information, advice or some moral support before your event, don't forget that we are always on hand to help. In the meantime, good luck and thank you for helping us to better the lives of kidney patients in Wales.

Best wishes,

The Kidney Wales Team

Collecting donations and sponsorship

It is now easier than ever to collect sponsorship money or make a donation no matter what event you are involved in. Here are four easy ways to ensure your money reaches Kidney Wales and starts to make a difference.



Bank Transfer

To make a donation in person, you can visit your bank or building society. Please contact Kidney Wales direct to obtain our account details should this be your preferred option.



Post

If you would like to post your donations then we gratefully accept cheques. These should be made payable to 'Kidney Wales' (Please do not send cash by post).



Give us a call

Should you wish to make a debit or credit card payment then please call us on **029 20343940** and we will happily take payment over the phone.



Online Giving

Why not set up your own Just Giving, Everyday Hero or Virgin Money Giving page? Money is collected directly from your supporters and sent to Kidney Wales automatically making it a convenient option for many of our fundraisers.



Please remember whatever option you decide, let us know about your fundraising efforts, your name and address and send us your sponsorship forms. We are always excited to hear about events being undertaken to support Kidney Wales and to be able to send you a thank you letter to acknowledge your achievements.

Where to start?

Planning an Event

Fundraising can be a challenge, but also a fun and rewarding experience. Here we highlight some key questions to consider before you get started.

What will my fundraising target be?

Set yourself a realistic but challenging fundraising target, and share this with your supporters. They will be impressed by your determination and more likely to reward your efforts.

Who will be my sponsors?

Whether it is family, friends, work or members of your local community, your sponsors are out there ready to be told about your fundraising challenge. Think about people you currently work with and those from previous jobs. Friends you currently socialise with and those who you went to school or university with. Family friends as well as family members. Members of the community can include your local pubs, schools and shops. You will be surprised how many people will be happy to donate to such a great cause.

Think also about how much your sponsors will be likely to donate. Thinking about this will help to reassure you that the target you have chosen is achievable.

What will I do to raise money?

If you would like to fundraise, but are struggling to think of what to do why not get your friends and family involved and use their skills and experience too? Alternatively if you are looking for some inspiration check out our fundraising ideas on page 8.





To get in touch contact the
Kidney Wales Team on
team@kidneywales.cymru
or call **029 2034 3940**

Online fundraising

Online fundraising is a fast, easy and effective way to promote your event and raise money for Kidney Wales. It makes your supporters easy to connect with and helps keep your donations safe and secure. Some fundraising sites also allow text message donations which makes it even easier.

Kidney Wales are registered with Just Giving, Virgin Money Giving and Everyday Hero. If you haven't used the provider before you will need to sign up and follow their online instructions to create your page. Don't forget to select Kidney Wales as your chosen charity.



Top tips when setting up your page

Get Personal

Let people know why you are raising money for Kidney Wales

Show your Face

Make sure you include a good photograph

Challenge Yourself

Aim for a specific amount and you will be more likely to achieve it

Ask and be persistent

People are more likely to donate if you let them know and ask them

Share updates

Keep your online site updated and use social media and email



Organise your event

Organising an event can be a great way to increase your fundraising potential. Here are our five simple steps to a creating a successful event:



Decide on the event you will organise



Choose the venue and any equipment you need



Decide on a suitable date



Ask your family, friends and colleagues for support



Send out your invitations



Fundraising ideas

Whether you are sporty or creative, love cooking or music, there is a fundraising event for everyone. Here are our top ten fundraising personalities and ideas to start helping you plan your event.



Socialiser

Why not organise an evening of fun and entertainment. Raffles, sweepstakes, auctions and quiz nights are all fun ways to raise money for a good cause.



Sporty

There are loads of different sports events you can organise to raise money – try 5 a side football, a zumbathon, sponsored walks, runs and cycles. Raise money while keeping fit!



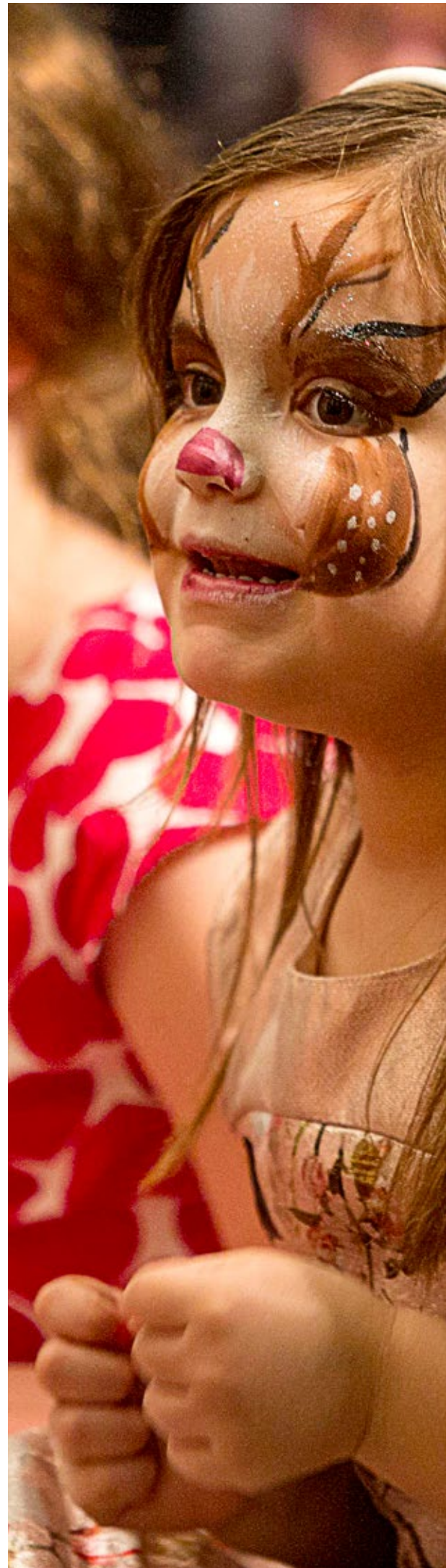
Entertainer

Whether it's a garden party, barbecue, cheese and wine event or tea party, get your friends and family together for a knees up.



Thrill Seeker

For the more adventurous fundraiser an abseil, bungee jump or sky-dive could be a memorable way to raise those pennies.





Worker

There are plenty of fun ways to raise money in work and engage your colleagues. Try cake sales, dress down days and even match funding could be an option for your employer.



Music Lover

For the musical fundraiser, putting on a music gig or arranging a themed evening of music could be the perfect way to get involved.



Resolution maker

Resolutions aren't just for January and can help you raise money whilst giving something up for the better!



Seasonal Fundraiser

Each season brings a new fundraising opportunity. From carol singing at Christmas to egg hunts at Easter, raise money and have lots of fun along the way.



Helper

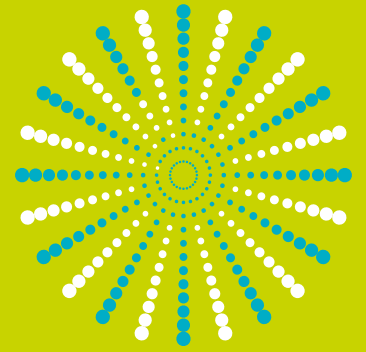
Why not use your fundraiser as an opportunity to do a good turn? Whether it's an auction of promises, sponsored car wash, or walking the neighbour's dog, what nicer way to raise money.



Fun Lover

Finally, let's have some fun. Sponsored head shaves, fancy dress days, talent contests, karaoke, there are loads of ways to make fundraising lots of fun!

Our Fundraisers



Kat Benson

I first started fundraising for Kidney Wales in 2017 when I was diagnosed with Polycystic Kidney Disease. Since then I have completed 3 marathons along with many other runs to raise funds, including the Cardiff 10k with a team of others from my workplace.

Other fundraising events have included coffee mornings, garden parties, barn dances, skittles evenings and flower festivals. In 2018 I was so proud to be awarded the fundraiser of the year award at the Kidney Wales Ambassador Dinner. The work that Kidney Wales do to raise awareness of kidney disease and to help and support patients and families is so important that I will continue to raise as much for them as possible.



Jean Schofield

When her son Mark was diagnosed with kidney failure over 30 years ago at the age of 23, Jean donated her kidney right away. Both rare blood types, she was a lucky match. Before getting ill, Mark had been a very good surfer, competing on behalf of Great Britain at international level. Jean's donated kidney lasted 13 years with Mark receiving a second transplant 10 years ago.

Jean has been involved with the Porthcawl Fundraising Committee for 29 years. Jean is involved with organising a variety of events including their Walk for Life, fundraising BBQ's, silent auction evenings, coffee mornings and Ascot Days. The committee's fundraising over the years has helped fund health care professional roles at the Kidney Wales Children's Unit, research, information back packs for children, e-readers and magazine subscriptions for dialysis units and a vein & bladder scanner for the transplant ward at the University Hospital of Wales.

For Jean and her fellow committee members many years as a volunteer and fundraiser we owe them a huge amount of gratitude.



Pam & Dai Harris

Our son Dewi has lived with a bladder problem since before he was born, resulting in kidney damage as a child. He went into Renal Failure in 2016 at the age of 23 and onto dialysis. After a few months, he was able to do home dialysis which was life changing at the time. Then in December 2018 he had the call that meant he had been offered the very precious gift of a kidney. As parents, it is hard to describe the immense gratitude we have for all those who have contributed, and continue to contribute to his well being. We have got involved in fundraising for Kidney Wales as a very small way of saying "Thank You".

- We started this year with my 60th birthday – we asked for donations at my party and raised over £1,000.
- Dewi's partner, Shelly, held a Coffee Morning in the Spring and raised nearly £2,000.
- Our office annual charity Golf day which I organise was held in May and we raised £6,000.
- We will continue to raise additional funds and have already planned a charity luncheon at the Vale Show.
- Some close friends of ours are getting involved too. They will be helping us organise a wonderful fundraising dinner at the Coed Y Mwsotr Hotel.

We are very grateful to the tremendous support we get from Kidney Wales, and the wonderful ways they help people living with kidney Disease.



Rachael Smith

I started fundraising for Kidney Wales back around 2017 more by accident than research to be honest. I had decided to enter into the Cardiff 10K and "roped" in a few of my work colleagues from HMRC to enter with me, next thing I had circa 5 teams of 6 individuals entered into the community team section of the race and we immediately started fundraising, we distributed sponsor forms and collectively raised around £400 as well as coming a respectful 3rd overall amongst the teams, from this we were invited to the Kidney Wales ambassador dinner where our eyes were truly opened to the hard work and dedication that goes into everything that makes Kidney Wales what it is today.

Listening to the ambassadors, workers and more touchingly the people who have needed the help of Kidney Wales encouraged us to fundraise some more and 2018 saw a much welcomed increase in monies raised and also an even larger team enter the Cardiff 10K with members of the team also entering the Invchl Obstacle courses, hosting tea parties in work and driving to raise awareness of Kidney Wales around the workplace as well as on social media and you can be sure that we are always donning our Kidney Wales vests and socks when we can which all led us to winning corporate team of the year 2018!!

2019 has already seen us enter the 15k Fonmon Castle Invchl and we are hoping to raise more money and awareness this year also to continue supporting the great work of Kidney Wales.

Be safe and legal

Before you hold your event it is important that you ensure that there is no legal or health and safety risks for you or members of the public. If you are in doubt, please contact our fundraising team for advice and guidance. Here are some of the basics:



Raffles

Small raffles within an event are fine as long as you charge a standard price per ticket, the results are announced during the event and no cash prizes are given.



Raffle only events and Lotteries

These have more complex regulations so please get in touch with our fundraising team if you are planning this type of event.



Collecting

On private property such as shops and pubs written permission must be sought from the manager. You must also state that you are a volunteer when collecting money. Collecting on the street or house-to-house requires a license – again if you are planning this then please get in touch first with our fundraising team.



Home Events

Although you may be planning an event in your own home it is still important that you consider whether your event is safe and legal for all involved



Publicly held events

Large (50+ people) or public events again require licenses so please get in touch with Kidney Wales if you are planning an event like this. There are also many things to consider such as first aid, traffic obstruction and health and safety.



Insurance

When you organise a fundraising event, you're responsible for making sure it poses no risk to others. That's why we'd recommend you take out public liability cover for events such as a sponsored walk or sports event. Unfortunately, Kidney Wales own policy won't cover you but we can advise you about the kind of cover you need. Just get in touch.



Food Hygiene

Great care should be taken when handling and preparing food to ensure that basic rules are followed and no-one is affected by poor hygiene.



Data Protection

If you hold any electronic or paper data about the people participating in your event then you must ensure it complies with the Data Protection Act and that no data is retained longer than required. Information should not be shared without prior knowledge or permission.



Personal Safety

Finally, if during your event you are carrying money on you then please consider your personal safety – walk with other people on well lit and safe routes and consider a personal alarm.

Promoting your challenge



Once you have decided what you are going to do, you need to let everyone know! Promoting your fundraising activity is key to your success. Here are some ideas to help you get your voice heard.

Let people know:

- What you are doing?
- Why you are doing it?
- When it is happening?
- Where it will take place?
- How much you need to raise?
- How they can help?



Tell people about Kidney Wales, why you are supporting them and how their money will help. Think about your audience and how you will talk to them – face to face, online, email, Kidney Wales website.

My event planner



Whether you are holding a quiz night or running a marathon, planning your fundraising event will help you get everything organised. Fundraising can be a lot of fun. We have created an event guide, breaking down the different stages of planning that you can use to help organise your fundraising event.

My fundraising event: _____

Where will I hold my event?

- Visit local venues
- Narrow down my favourite options
- Set a date and book it

My options _____

Who will I invite?

- Create an event on Facebook, with the time, date and location and invite all of my friends
- Make and hand out flyers at my school/work and local area
- Contact my local newspaper and ask them to promote it in their next issue
- Send out invitations to my friends and family

Extra invitation ideas _____

What will I need to do?

- Print tickets
- Find and book great entertainment
- Ask local businesses if they would like to donate prizes for a raffle

I must not forget: _____

How will I raise money?

- Print out a sponsor form
- Set up a JustGiving page
- Bucket collections
- Organise a raffle

More ideas _____

Why am I doing it?

When planning your event gets a little stressful, remember why you and who you are doing it for. This will act as your motivation and keep you going!

My reason _____

How your money helps



We are so grateful to have you as an ambassador for Kidney Wales. Your support will help us to continue our work, **Supporting Families and Changing Lives** of kidney patients in Wales.



Kidney disease affects over 10,000 people in Wales, and is increasing particularly in young children. It is a life-long and life threatening illness which dramatically changes the life of the patient and their families. Living with the condition can involve lengthy dialysis sessions, sometimes 10 hours a day EVERY DAY, and then there's the lengthy wait for a kidney transplant. Patients will also have strict diet restrictions to follow, overlooking these can result in fatal consequences.

Since 1967, Kidney Wales has been at the forefront of kidney patient care, wellbeing and research in Wales. With funds raised by amazing people like you we have, provided life saving

treatment, funded staff and refurbished the Children's Kidney Centre. We have supported families financially with costs associated to their treatment. We were the key drivers in the change to the Organ Donation 'Deemed Consent' which became law in December 2015. We have continued to support dialysis treatment for adults and children, including redeveloping the Puffin Ward at the Children's Hospital for Wales.

Kidney Wales puts patients at the centre of everything that we do. Understanding the physical and emotional impact of kidney disease on patients and their families listening to their needs and actively trying to better their lives is extremely important for us.

Our work is only possible because of the support we receive from fantastic people like you.

Where your fundraising money goes

We hope that we have inspired you to be part of our future and get involved whatever fundraising activity you choose. This is what your money could help us to pay for.

£24

A month for educational software for children on puffin ward

£105

A young patient and their family to attend a party organised by Kidney Wales

£501

To help train nursing staff to care for patients with kidney disease

£31

Back Pack for children on Dialysis

£168

Will fund 200 newly diagnosed kidney patients with fistula keyrings

£1,500

Delivers and supports one day of the Living with Kidney Disease Roadshow

£56

Helps cover a families costs of travel to vital clinics

£380

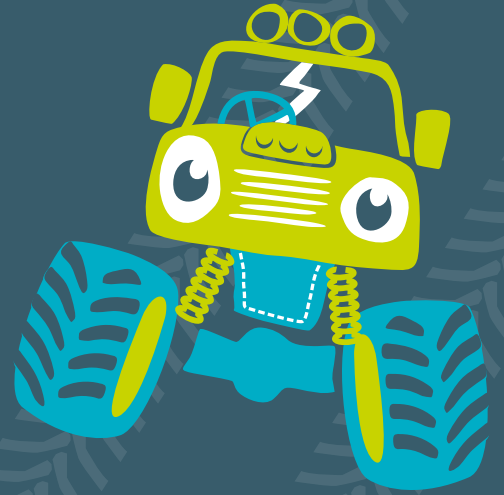
can supply a dialysis unit with Tablets and e-Readers, making a patients time on dialysis more comfortable.

£10,000

Life saving equipment for units across Wales



Barney's story



Barney was born with chronic kidney disease, which will lead to Kidney failure in the future.

Barney currently regularly visits the Children's Kidney Centre for check-ups which will increase as his condition becomes more unstable. He has regular blood tests, scans and meets with both his consultant, bladder nurses and his surgeon. Barney's mum tells us about her son's condition.

What was it like for you when you were told about Barney's condition?

We found out at week 34 of my pregnancy after having an additional scan. They spotted some potential cysts on the Kidneys and later told us it was a condition called PUV, I had no water left and it was all sitting in Barney's renal system.

We were told his bladder was badly damaged as well as both Kidneys. We were warned that Barney wouldn't live more than an hour after birth. It was the worst day of our lives.

How does Barney's condition currently affect him?

Barney currently has a vesicostomy high up on his tummy to enable him to pass urine. He takes medicine to calm his bladder and self-catheterises 3 times a day.

He's also at that age now where he's starting to realise he's a little bit different to the other children which must be confusing for him but is quite upsetting for us as parents.

Does Barney have any favourite toys, songs or children's TV shows which help to sooth him when he is in discomfort?

He likes to watch *Paw Patrol* and *Blaze & The Monster Machines*, which seems to take his mind off things.

His biggest love is Dinosaurs, on a recent museum trip he bought himself a cuddly Triceratops out of his Birthday money who he named 'Chomp' ... He takes him everywhere.



What do you think are the main benefits of having events such as the Walk For Life, the Children's Christmas Party and Cardiff 10K?

The Christmas party is amazing, poorly children get to be children for the day as well as parents meeting to support each other. The Walk for Life brings people together who have had some experience of Kidney Disease as well as raising awareness.

Do you think it's important to fundraise for and support Kidney Wales? If so, why?

Definitely! This money raised supports families in their darkest moments. It paid for a play therapist, who entertained Barney while he had his bloods checked. It provides support workers who have helped us claim money from the government to help us with Barney's illness. Without the Kidney Wales family, we would be at a total loss.



Thank you



Finally we just wanted to say thank you so much for raising money for Kidney Wales. We are so grateful for your support and do hope that you enjoy raising money for us

Every single penny raised will help make sure families living with this chronic condition are supported, and the best facilities are provided for them. If you have any questions about your activity we're here to help so please do not hesitate to get in touch.

At Kidney Wales we know the impact that kidney disease has on patients and their families, and we are here to support you. We have a patient team who can provide support networks and advice and guidance. So don't be afraid to get in contact with us.

Best Wishes

The Kidney Wales Team

Get in touch

Contact us at
team@kidneywales.cymru
or phone **02920 343940**

Keep up to date

See our latest news and events
on Facebook **Kidney Wales**
Twitter **@KidneyWales**
and Instagram **kidney_wales**

Send us donations

Post your cheques to:
Kidney Wales, 2 Radnor Court,
256 Cowbridge Road East,
Cardiff, CF5 1GZ



Volunteers

Without our wonderful team of volunteers who support the planning and delivery of many of our fundraising events, they certainly would not happen.

Volunteer roles include event day volunteers, Can Do project ambassadors, office volunteers, local committee members or anyone willing to lend a skill or service. Whether you have an hour or endless days to give, your efforts will make a huge difference to the thousands of people in Wales touched by kidney disease.



Charity of the Year



Whether a business, a college, school or club supporting Kidney Wales as a Charity of the Year is a great opportunity to bring people together to support us.

We will work with you to organise your own calendar of events, help you meet your individual goals and raise vital funds and awareness of kidney disease.



Cardiff 10K



The Cardiff 10K is Kidney Wales' flagship event, known for its magnificent race day atmosphere created by the local community supporting the event. It's always a happy occasion – from those who are looking for a personal best or friends and families running together in our 2k fun run. Since the launch of the race in 1986 with just a couple of hundred runners, the race has become an iconic event growing in numbers every year, raising an incredible amount of money to support those living with kidney disease here in Wales.

www.cardiff10k.cymru

Money return form

Please complete this form and send it back to us along with the money you have raised.

Please find enclosed a cheque(s)/postal order for £

Please ensure all cheques are made payable to **THE KIDNEY WALES FOUNDATION**

If your activity was sponsored, please include your completed sponsorship form so that we can claim gift aid from the HM Customs & Revenue. This is worth 25 pence for each £1.00 donated by your sponsors if they are UK tax payers.

Please note gift aid can only be claimed if the sponsor forms are completed in full and the gift aid box is ticked.

Please send this completed form back to:

Kidney Wales,
Elfed House Oak Tree Court,
Cardiff Gate Business Park,
Cardiff, CF23 8RS.

Please note this is a non staffed office, to meet with the team please call us.

Your name: _____

Address: _____

_____ **Postcode:** _____

Email: _____ **Telephone:** _____

Preferred method of receipt (please tick)

Post Email No receipt required

Alternatively, if you would like us to send money through a direct bank transfer please contact us for the details, by phone on **02920 343940** or by email at **team@kidneywales.cymru**

If you have raised money via the Just Giving or Every Day Hero websites this will come directly to the charity.

Thank you for your support

Best wishes,

The Kidney Wales Team





To get in touch contact the
Kidney Wales Team on
team@kidneywales.cymru
or call **029 2034 3940**



kidneywales.cymru



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