

Fundraising Guide



welcome to #teamNES!

THANK YOU

for choosing to support National Eczema Society, and welcome to #teamNES!

It's only thanks to amazing people like you that we are able to make life better for people with eczema and their families. With your support, we provide vital eczema information and advice, through our website, social media channels, publications and nurse-supported Helpline.

We've tried to include everything you need in this step-by-step guide, including some inspirational ideas, tips and tricks to really help with your fundraising. So, whether you're taking on the London Marathon, putting on a bake sale, a quiz night or whatever you choose to do, please know you're making a real difference!

Just remember, if you've got any questions, or need some advice, our fantastic team are just an email away at fundraising@eczema.org. As the UK's leading eczema charity, we're the voice of people with eczema, raising awareness of the condition, supporting research into new treatments and campaigning for better medical care.

Thank you again for thinking of us. We're very excited to have you as a member of #teamNES. Whatever shape your fundraising takes, we think you're amazing and we want to say a huge heartfelt **THANK YOU for the support you're giving National Eczema Society.**

• Ideas for fundraising	3
• Looking for inspiration?	8
• Legal and guidance	9
• Fundraising poster	10
• Fundraising checklist	11
• Gift Aid declaration	12
• Thank you!	13

National Eczema Society relies on donations to fund our work, so every penny you raise is vital in helping us to support the

1 IN 5 and **1 IN 10**
children adults

across the UK who suffer from eczema.

IDEAS FOR FUNDRAISING

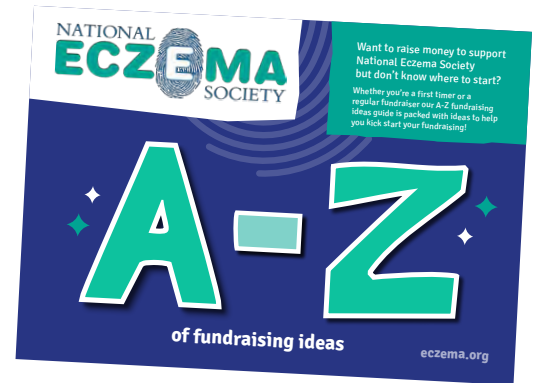
STEP 1

Choosing your fundraising idea

Fundraising is a great way of staying active and bringing your community together– and remember, you can't spell 'FUNdraising' without 'FUN'! So, always make sure you're having a great time while raising money for National Eczema Society.

If you have already decided on your fundraising idea, you can skip this section and head straight to Step 2.

For those looking for some inspiration, do check out our full A-Z guide of ideas on our website and think about which fundraising style suits you best.



The FUNdraiser

If you're looking for something new, why not challenge yourself by creating something everyone can participate in and be proud of. From 'Festive Fun' during seasonal periods to 'Giving Up' your favourite tittle, here are some of our favourite ideas for those who want to do something FUN.

- Tombola
- Dress Up/Down Day
- Treasure Hunt
- Christmas Jumper Day
- Office Collection Days



For Aspiring Athletes

If you're feeling energetic and want to push yourself while raising money, why not take on a physical challenge on your own or with a team? Whether you want to walk a mile or run 26 miles in a marathon, there are a host of events and activities to choose from.

- Yoga and Wellness Challenge
- London Marathon
- Climb a Mountain
- Tug of War Competition
- Fun Run



The Spotlight Seekers

If being in the bright lights is for you, take on an event to showcase your natural talent. There are numerous ways to profile your bubbly outgoing personality while at the same time raising much-needed funds for National Eczema Society.

- Open Mic Night
- Quiz Night
- Talent Competition
- Bingo
- Music Evening



The Super Socials

If your idea of a good time is company, laughs and socialising, then look no further. There are limitless opportunities for social butterflies to do good while having a great time among friends, both old and new.

- Cheese and Wine Party
- Curry Night
- Afternoon Tea Party
- Coffee Morning
- Quintessentially British Day



The Solo Stars

If you want to push yourself in the very best company – your own – then there are so many ways to get involved. Some of the most fun ways to raise money need a team of just 1. Here are a few ideas to get you going!

- Gaming
- Year Long Challenge
- Silent Auction
- Book Club
- Sponsored Silence



STEP 2

Setting a date

Now you've decided on your fundraising idea, it's time to get a date in the diary. Make sure your date doesn't clash with anything else and that all your friends and family are available to support you. It's also worth using our fundraising checklist to help you keep track of what you've already done and what's still left to do.

Top tip

Everyone has a favourite way of keeping in touch, so don't be afraid to use email, social media updates or WhatsApp messages to let everyone know about your fundraiser!

STEP 3

Finding the perfect venue

Whether you're having a coffee morning at home or hosting a quiz in your local pub, always try to source the best location for your event. Consider the size and scale of the activity – sometimes it can be better to organise your first event on a smaller, more manageable scale.

Always think about what kind of venue might suit your event best and any particular facilities you'll need. You will also need to find out if you need any permission or licences for things like serving alcohol, music and bucket collections. And finally, consider safety and access issues, and whether you will need insurance. Please see our legal guidance for more information.

Top tip

If you're planning on doing something active, don't forget to plot your route or even have a dry run before your event. This will help ensure things go smoothly on the day.

STEP 4

Setting a target

Whatever you're doing and wherever you're doing it, we're incredibly grateful to have you on **#teamNES** raising funds for our charity. You are making a big difference, making it possible for us to be there for everyone with eczema. National Eczema Society is dependent on donations and voluntary support, so every penny you raise means the world to us – THANK YOU!

You may already have a fundraising target, for example, if you've signed up to do a sponsored event such as the Great North Run. If not, setting yourself a target is a great way to stay motivated and raise more.

Setting up an online fundraising page on JustGiving is a great way to track your progress and share how you're getting on with friends and family. It also makes it easier for people to donate to your fundraiser. When you set up your page, it will prompt you to set a fundraising target – remember you can change this at any time.

Top tip

Get sponsored! Set up a JustGiving page then share your story, and your friends, family and colleagues will support you. Ask your employer if they will match fund you!

STEP 5

JustGiving™

Setting up a JustGiving page

Go to justgiving.com/nationaleczemasociety and click the blue 'Fundraise for us' button.

Log in to your account or create an account if you don't have one already. Select your event type. If your fundraising event doesn't fit easily into any of the categories provided, please choose 'doing your own thing'. Then fill in the form on the next page and choose your web address – this is the link you'll be sharing with friends and family when asking them to donate. Click 'Create your page' at the bottom and you're all done. It's that simple!

Top tip

Don't forget to upload a profile picture and add a personal story. Tell people what motivated you to start fundraising, why you chose #teamNES and why you are taking on this particular challenge. People who do this raise up to 74% more than those who don't.

STEP 6

Promoting your fundraising

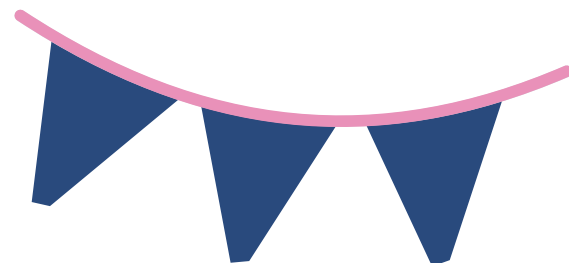
Word of mouth is an excellent form of free advertising – tell everyone about what you are doing. Social networks such as Facebook, Instagram, Snapchat, Tik Tok and Twitter are a great way of getting the word out. Why not register your event on Facebook and let everyone know about it? If you work for a company, see if you can promote your fundraising on social boards, intranets or via email. And it's always worth asking your employer if they will match the funds you raise, or support you in other ways.

We have posters and sponsorship forms you can use to tell people about any events you're organising. Check them out later in the guide.

Please note that all promotional information about your event needs to say 'in aid of National Eczema Society' as well as stating our Charity Registration Number (1009671) alongside the Society's logo.

Top tip

Why don't you follow local businesses on social media and tell them about your fundraiser? They could end up helping promote it, donating or even contributing some prizes or gifts.



LISTEN UP!

STEP 7

Very important, have FUN!

No matter what your fundraiser is, remember to have FUN and keep safe – **#teamNES**, you've got this!

We'd love to hear all about your incredible challenges, events, bake offs and give ups, so please tag us on social media and send us lots of pictures.

Here at National Eczema Society, we want to thank you for supporting us. Our vital work is only possible because of wonderful supporters like you. THANK YOU again!



STEP 8

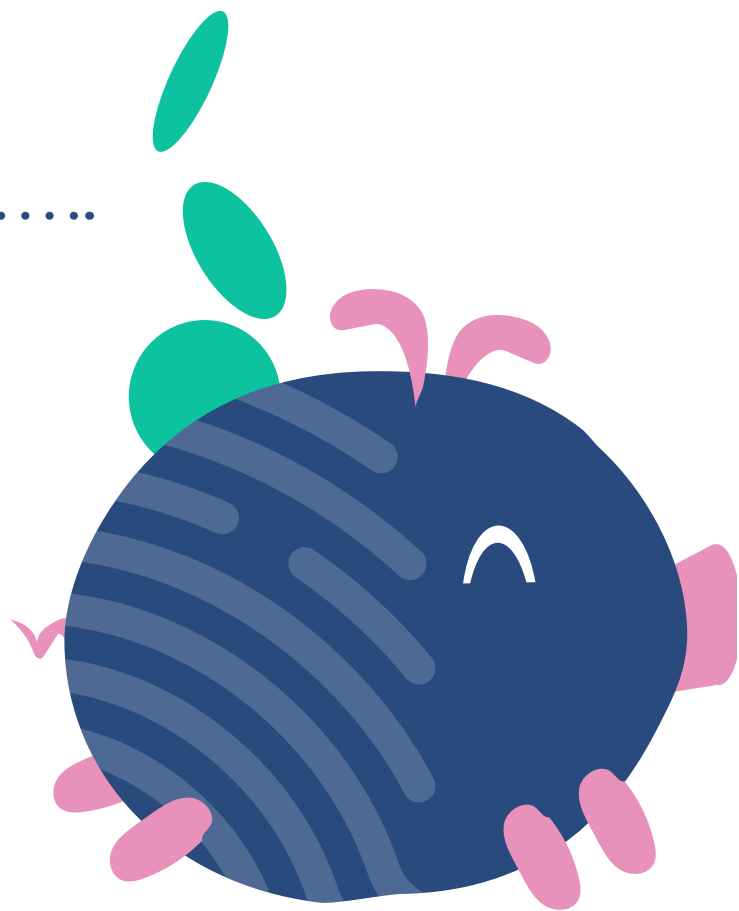
Paying in the money you've raised

If all your donations are through your JustGiving page, you don't need to worry about a thing. The money you raise is sent to us automatically and Gift Aid is collected too.

Gift Aid allows charities like National Eczema Society to claim 25p for every £1.00 that you donate. For example, if you give £10.00, it's actually worth £12.50 to us. That's a whole 25% on top of what you raise. Make sure that when people donate, they complete the Gift Aid declaration. For more information, please see our legal and guidance page.

You can bank your hard-earned donations online via our website www.eczema.org/donate. Just head to our homepage and in the right-hand corner you will see a blue 'Donate' button. Just follow the simple instructions.

If you prefer, you can also send us a cheque in the post. Remember to include your name, address and Gift Aid declaration form. Make your postal order and cheques payable to National Eczema Society and send to 11 Murray Street, London, NW1 9RE.



Top tip

Make every £1.00 worth £1.25. If you are a UK tax payer Gift Aid is a simple way to add an extra 25% onto your donation, at no extra cost!

LOOKING FOR INSPIRATION?

Here's a personal story that shows the impact eczema can have and why supporting National Eczema Society is so important.

“ Eczema hit me hard, I never had it badly before, but it spiralled to the point where I had no control. I was covered in a raw, itchy, flaky, bleeding, blistered rash. I tried endless creams, different medications, elimination diets, and even yoga, meditation (which do help!), but my eczema was too aggressive and kept coming back. I remember looking at my skin thinking there was no way out and I had **definitely lost all hope.**

I struggled to wear clothes and **couldn't even walk or move comfortably.** I was tired all the time too, as I hadn't slept more than a couple of hours a night in months! I was cut all over, but I was so itchy and couldn't help but scratch more. **While I had wonderful support, you never truly understand the feeling of living with eczema unless you've suffered this horrible condition yourself.**

Thankfully, I now no longer suffer from such severe eczema like I used to. Unfortunately, cases of eczema are on the rise, and there is no clear understanding on the cause or a cure. **It truly can be life limiting,** that's why I wanted to raise money for National Eczema Society. I ran the marathon for each and every person who feels uncomfortable in their own skin and can't seem to find a way out, physically or mentally. ”

THERE IS CURRENTLY NO CURE FOR ECZEMA

Finding a cure would significantly transform the lives of millions of sufferers in the UK. National Eczema Society supports research into this debilitating condition. The charity also provides people with independent and practical advice about treating and managing eczema, and raises awareness of the needs of those with eczema with healthcare professionals, teachers and the government.

That's why every penny you raise is vital in helping us to support the 1 in 5 children and 1 in 10 adults across the UK who suffer from eczema.

LEGAL & GUIDANCE

It's your responsibility to ensure your fundraising event runs safely and lawfully, and that you obtain any necessary licences, permits or consents for your event or activity. National Eczema Society cannot accept liability for accidents or damage, even when that event or activity is run to raise money for the charity.

Fundraising during Covid-19 Please ensure that you always refer to the latest government guidance on Covid-19 in your area when planning or taking part in a fundraising event. Most importantly, stay safe.

Branding The National Eczema Society name and charity registration number (1009671) must appear on all posters, advertisements and any other fundraising materials. It's good to include our logo too.

Insurance Ensure your venue has sufficient insurance to cover your event. If you organise an event that involves the public, you will need adequate public liability insurance. National Eczema Society has public liability insurance – check with us beforehand to ask if your activity is covered under our policy. If not, you will need to organise separate liability insurance for your planned events.

Food hygiene and alcohol Please be very careful when handling food, and work to basic hygiene rules for safe preparation, storage, display and cooking. You need a licence if you have alcoholic drinks at your event. It's often easier to hold your event on licensed premises, such as in a local pub or by asking a local pub to organise a bar at your venue. If you're selling food or it is available, please consider relevant food safety laws; to be sure, contact the Food Standards Agency at www.food.gov.uk

Street collections and collection boxes If you collect money from people in a public place, you must get prior approval from your council. Street collections require a licence from the council, which will also give you guidelines to follow. To collect money on private premises, e.g. in a supermarket

or office, you must get permission from the owner/manager.

Stay safe! It is important to make sure everyone at your event, including spectators, stays safe while having fun. National Eczema Society cannot accept responsibility for accidents, so make sure your event is safe for everyone involved. If you are going to be carrying money, take care – always use a safe route and always have someone with you.

If you have any questions, please do not hesitate to contact us at fundraising@eczema.org

What is Gift Aid and how does it work?

The Gift Aid scheme allows charities and community amateur sports clubs to reclaim tax on donations made by UK taxpayers from HM Revenue and Customs. This means that for every £1 you donate we will receive £1.25 in total, without costing you any extra.

By completing a Gift Aid Declaration it confirms that you are a UK taxpayer and that your charitable donations to National Eczema Society do not exceed the amount of tax you have paid during the tax year. If you pay less income tax and/or capital gains tax than the amount of Gift Aid claimed on all your donations in that tax year, it is your responsibility to pay any difference.

You are eligible if:

- you are a UK taxpayer
- the tax you pay that year is at least equal to your donations to charity

You are not eligible in these cases:

- Fundraising events that require purchasing tickets (e.g. prize draws, raffles)
- Proceeds from group collections
- Donations made by companies

For further information, you can read more at www.gov.uk

Fundraiser

In aid of

NATIONAL

ECZEMA



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SOCIETY

What:

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When:

Where:

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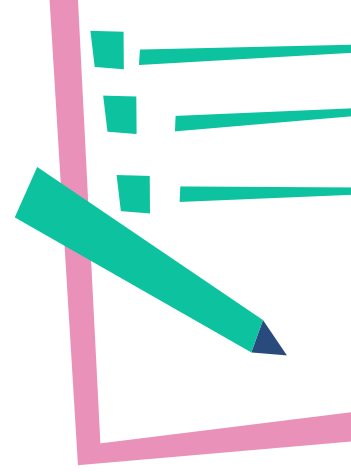
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Contact

eczema.org

In aid of the National Eczema Society, a registered charity in England and Wales (Charity Commission no. 1009671),
and a company limited by guarantee (no. 2685083).

FUNDRAISING CHECKLIST



Note down everything you need to do on this handy to-do list. It'll help you keep track of what you've already done and what's still left to do.

Thanks to you we are able to support more people with eczema!

A series of horizontal dotted lines for writing.

GIFT AID DECLARATION

giftaid it

1

Full Name:

Address:

Postcode

Email

2

If you are a UK taxpayer, please tick the box below to join the Gift Aid scheme. Doing so will mean that we can claim up to 25p extra for every £1 you give, at no additional cost to you.

- Yes, I am a UK taxpayer. Please treat all donations I make or have made to National Eczema Society for the past four years as Gift Aid donations until further notice.
- I am a UK taxpayer and understand that if I pay less Income Tax and/or Capital Gains Tax than the amount of Gift Aid claimed on all my donations to charities and Community amateur sports clubs (CASCs) in that tax year, it is my responsibility to pay any difference. National Eczema Society will claim 25p on every £1 donated.

Please let us know if you want to cancel the declaration, change your name and/or address or no longer pay sufficient tax on your income and/or capital gains.

3

It may be that having read the information on this form you feel that your donation does not qualify.

If this is the case, please tick the relevant box below and return this form to us. I cannot complete the Gift Aid form because:

- I am not a UK taxpayer
- I do not pay enough tax each year to cover the tax on the gift
- Other (please state)

4

Please return your Gift Aid form together with your donation to National Eczema Society, 11 Murray Street, London, NW1 9RE

Gift Aid Information

When National Eczema Society receives a donation from a UK taxpayer, we are entitled to claim an amount of tax (calculated at the basic rate of income tax in that year) paid on that donation. Once you have given your permission for us to do this on your behalf (by filling in this Gift Aid form), there is no need for you to do anything else.

All that is required is that you must be a taxpayer and that you would have paid or will pay sufficient Income and/or Capital Gains Tax to cover all the Gift Aid claimed on all your donations to all charities and Community amateur sports clubs in that tax year.

Please note that it is your responsibility to pay any difference. The amount of tax we claim will be 25% of the total value of your donations in that tax year. Furthermore, if you are a higher taxpayer, you are also entitled to claim the difference between the basic rate which we will claim and the amount of tax you have actually paid. For further details on how you can do this, please contact your tax office. If your tax situation changes and your gifts will no longer be eligible for the Gift Aid scheme, please contact us and we will amend your record accordingly.

Thank you

for being part of
#teamNES!

Whatever your reasons for choosing to support National Eczema Society, thank you so much; we cannot express how much it means to us and everyone we support.

Best wishes and good luck with your fundraising!

We'd love to hear all about your fundraising and see your pictures. Email us at fundraising@eczema.org

eczema.org

We are a registered charity in England and Wales (Charity Commission no. 1009671), and a company limited by guarantee (no. 2685083).

