Your Fundraising Guide



Registered with FUNDRAISING REGULATOR



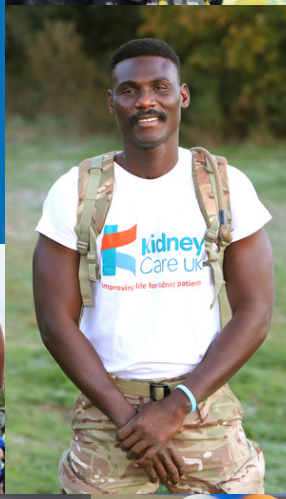





See what other #KidneyWarriors are doing on our **Supporter Wall of Fame**












Hello!

From everyone at Kidney Care UK and the families you're choosing to support, thank you for fundraising with us.

Whether you're hosting a quiz night or running a half marathon, this guide is for you. We know that taking the first step on your fundraising journey can be tricky, but we're here to help.

This guide will give you some top tips on how to get started, offer advice on things you may not have thought about and demonstrate the impact your fundraising will have!

Together we will ensure no one faces kidney disease alone.

We're here for you:

fundraising@kidneycareuk.org

01420 552 698

Thank you!

Why we're needed

Being diagnosed with a kidney condition is a worrying time. It impacts not only your health but your personal, professional and social life.

We exist to help improve the quality of life for everyone affected by kidney disease.

3.5 million
people living with CKD in the UK

70,000
have kidney failure

30,000
are on dialysis

Stats from UK Renal Registry (2023)

How we help

We offer a range of direct patient services across the UK.

From financial support to expert advice and free renal counselling, we're here to make sure no one faces kidney disease alone.

Our services are free of charge to thousands of kidney patients and their families.



Financial support

Grants to help pay for bills, household items, travel expenses, education and more.

Counselling

Confidential support for patients, their family and carers.

Advocacy and patient support

Advice on treatment choice, welfare, transport and many other issues.

Kidney Kitchen

Hundreds of kidney-friendly recipes and dietary advice.

Young Adult Kidney Group

Peer support group for kidney patients aged 16-30.

Hospital grants

Funding innovative patient support projects, new equipment or even staff posts.

Meet Judy

Used to working in a fast-paced environment in London, Judy's diagnosis of stage 4 chronic kidney disease (CKD) came as a huge shock.

Being admitted to hospital saw her no longer able to work and, for the first time, having to deal with constant financial worry as well as coming to terms with the diagnosis itself. She found it difficult to ask for help and had never felt so vulnerable.

Judy shared her financial concerns with her consultant and was advised to apply for a grant from Kidney Care UK. She was put in touch with our Patient Support & Advocacy team for guidance on applying for a grant.

Since then, we have also been able to offer Judy advice on her diet from the Kidney Kitchen, information about the side effects of CKD and are always there to support her on adapting to her new way of living.

> "I think I am now beginning to see the light at the end of a very dark tunnel. Just knowing Kidney Care UK are there to offer good, sound advice and support is a constant source of reassurance to me and makes it so much easier to continue my journey living with CKD."



Judy and her dog, Magic

Get fundraising!

1 Choose your activity
2 Fundraise online
3 Get sharing
4 Things to consider
5 Pay in your donations
6 Get in touch

1 Choose your activity

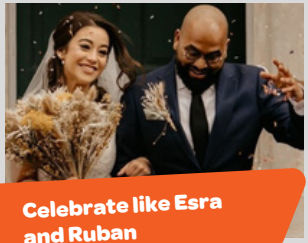
Our vital services are only possible thanks to the generosity of supporters like you. Whether you're fundraising solo, with family and friends, colleagues or in the community, we are here to support you every step of the way. You could...



Hold a bake sale like Saint Nicholas School



Take to the skies like Merryn



Celebrate like Esra and Ruban



Get crafty like Amy, with her kidney keyrings



Organise a walk like Heather



Become a collection tin champion like Sal



Get competitive like Ummar



Take on a sponsored shave like Shonagh and Siobhan

Visit our Fundraising Hub for more ideas and resources!

2 How to...

Set up your fundraising page

An online fundraising page is the perfect way to promote your plans. We recommend the platforms JustGiving or Enthuse. Scan the QR codes below to have your page created within seconds.

JustGiving

enthuse

Make the most of your page

Once you have your page ready to go, here are some simple steps to make it a success!

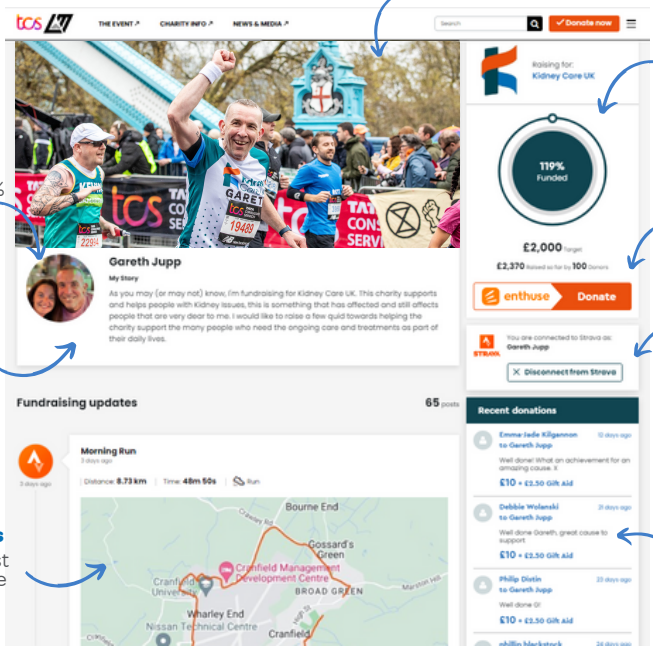


Image & stats from Enthuse (2023)

3 Get sharing

To make your fundraising a success, share your plans, activities and story with as many people as possible.

Spread the word!

Your networks:

Who do you know?

Think of friends, family, club members or local businesses that may be in a position to not only support but also help share your fundraising efforts with their contacts.

Social media:

There's no better way to get your fundraising seen by more people. Share your fundraising page, stories and most importantly, why you're raising money on your platforms.

Tag us @kidneycareuk

The press:

Read all about it!

Get in touch with local, regional or even national press. Share your story! Let us know your plans and we may be able to help with your approach.



At work:

Ask for your colleagues' support, but don't stop there! Can your employer support you by sharing on an intranet, allowing you to display posters or collection tins or even utilise space for events?

Could you nominate us?

If your employer is looking for more ways to engage staff and customers and have a positive impact, could you nominate us to be their Charity of the Year?

Find out more by scanning the QR code.

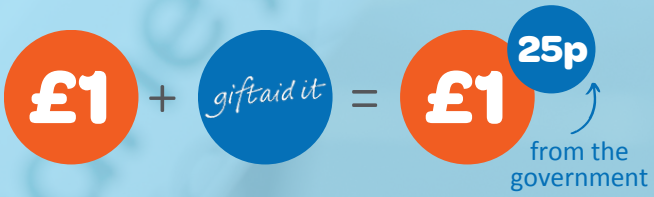
4 Things to consider

Letter of authority:
If you would like to approach businesses and companies for support, we can provide a letter of authority to prove you are a genuine fundraiser. We can also work with you to adapt the letter to your needs, so get in touch.

Matched funding:
Some companies offer to match employees' fundraised donations. This can be up to a certain value or unlimited. Check with your employer if they run a matched giving scheme that could support your fundraising. We can provide proof of your fundraising and any forms required.

Keep it legal:
Make sure your fundraising activities are safe. You can visit our online Fundraising Hub for advice on how to do this, from organising a raffle to carrying out risk assessments.

Gift Aid:
Gift Aid is a government scheme that means we can claim an extra 25p per every £1 donated at no extra cost to you or your supporters! Find out more on our website.



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Paying in your donations

Now that you've done all the hard work and your fundraising is complete, here's how to send your donations to us.

Fundraising pages

If you have an online fundraising page, all donations made will be transferred to us automatically. There is nothing you need to do, other than send any offline donations you may have also collected.

Bank transfer

You can deposit any cash or cheques at your bank (payable to 'Kidney Care UK') OR transfer donations online to:

Lloyds Bank
Kidney Care UK
Account no.: 24371060
Sort code: 30-93-20

(Please include your name as reference).

By post

You can send cheques (payable to 'Kidney Care UK') directly to us, at:

Kidney Care UK
3 The Windmills
St Mary's Close
Alton
Hampshire
GU34 1EF

Online

It's quick, easy and secure to make a one-off donation via our website www.kidneycareuk.org.

Over the phone

To make a donation using a debit or credit card, please give our Kidney Care UK Fundraising Team a call on 01420 552 698.



Thank you!

Every penny you raise will make a real difference to people affected by kidney disease - thank you for your support.

Need more materials or guidance?

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Get in touch

You can reach the Fundraising Team on 01420 552 698 or at fundraising@kidneycareuk.org

kidneycareuk.org @kidneycareuk @kidneycareuk

Together

we will ensure no one faces

kidney disease alone.

Kidney Care UK

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