

# Your kindness counts

## Fundraising pack



**UROSTOMY**  
ASSOCIATION

Registered charity 1131072 (England and Wales) and SCO47740 (Scotland)

Registered with



# Thank you so much for your support!

Being told that you will never wee normally again is terrifying, so everyone needing a urinary diversion deserves the very best support and information.

It can be such an anxious time, so knowing you are not alone, and that you can overcome your fears and life normally again, is so important. At the Urostomy Association, we understand this and it's why we provide our support free of charge. But we can only do this thanks to kind donations and fantastic fundraisers.

With kindness like yours, we can run our helpline and keep people informed and supported through our regular magazine, e-newsletters, group meetings, social media, and fact sheets.

Your generosity is also helping grow the services people receive, including new 'meet the expert' webinars, online support groups, videos and so much more.



Please know we spend every penny with great care, and your fundraising helps support urostomates and those who care for them, wherever they are on their personal journey.

Thanks to you, we can be there for them, however and whenever they need us.



# Welcome to your fundraising pack!

This pack is full of hints and tips to make your fundraising a success, whether you are organising a fun five-a-side tournament, a cosy coffee morning, or dizzying abseil! No matter how you are raising money for our charity, we will help you every step of the way, so don't hesitate to get in touch.

Thank you for your wonderful support, good luck and have fun!

## Meet Kevin

Kevin Davies trained for and completed a Couch to 5k running challenge in memory of his father Brian, who lived with a urostomy.

“Fundraising for the Urostomy Association is my way of saying thank you for being there for Dad in his time of need. The volunteer he spoke to was very caring, listening to his concerns and answering all his questions.

They understood how Dad was feeling because of their own experience of living with a urostomy and put his mind at rest about continuing to enjoy an active lifestyle beyond surgery.

Dad had his operation in 2006 and did indeed adapt well. He never forgot the kindness he'd received from the UA and went on to become a volunteer with the charity himself.

I'd completed a mini-triathlon for the UA back in 2011 but hadn't done an awful lot of exercise since, so training for the Couch to 5k was a bit of a slog. It was an opportunity to get fit and help a cause very close to my heart.”



**Thank you, Kevin,  
for raising over  
£500!**

# How to fundraise: the speed read

## 1 Pick something you enjoy

Whether you're a dab hand at baking, a cycling enthusiast, or fancy taking the plunge with a skydive, you can do almost anything you want to. Take a peek at the next page to see which activities inspire you - or come up with your own.

## 2 Choose your time, date and target

Good planning and having an end goal make all the difference. Get these sorted and you'll know where you're headed, and what you need to do to get there.

## 3 Set up an online fundraiser

Make it easy for people to support you, by collecting donations through websites like [JustGiving](#). They're super efficient, you won't have to collect the cash yourself and you can track your progress all the way to your goal.

## 4 Spread the word

You're doing something amazing, so shout about it! See page 8 for top tips on getting the word out.



## Stay safe and keep it legal

It's a challenging time at the moment, and we need fundraisers like you more than ever. But it's important to keep yourself and those around you safe.

Whatever fundraising activities you choose, remember to check whether there are any health and safety regulations you need to keep in mind.

Please see our '[keep it safe and keep it legal](#)' information on our website.

# Choose your activity

Already got a fundraising idea? Great! But if not, don't worry - here are some suggestions to get you started.

## Quiz night

An absolute classic! Prepare some questions suitable for your audience and ask teams or individuals for a donation to take part. You could offer clues for an extra £1 donation or £5 for another joker card.

You'll have raised loads in no time. And there are plenty of quiz questions online that you can plunder for inspiration!

## Sweepstake

Are you a Wimbledon watcher or a Six Nations fan? Perhaps the Great British Bake Off is more your thing?

Gather friends and family and place your bets! Ask everyone to donate a set amount (say £5) to enter before settling down to see which team/player/upside-down cake emerges victorious. Whoever guesses correctly wins a prize to celebrate their predictive skills.

## Movie night

Who doesn't love a movie night? Stream a film to enjoy with family and friends while donating what you would have spent on cinema tickets, drinks and snacks.

## Cheese and wine night

Can your guests tell their Rioja from their Shiraz? Can they tell their camembert from their brie? For a donation, host a cheese and wine evening.

## Helper for the day

Could you be a personal chef to your friends? Or perhaps help put up shelves or dig the garden? Offer a helping hand in return for a donation to the Urostomy Association.



# Rise to a challenge

Taking on a physical challenge solo or as part of a crowd is always a great way to raise funds, so put yourself to the test!

Apps such as Strava mean you can electronically track exactly what you're achieving and share it for others to see - they can watch your progress as it happens and see you meet your goals. Whether it's an activity you normally do or you're trying something completely new, set yourself a challenging target and a deadline and get that blood pumping. Here's some ideas to get you moving:

## New distance

Whether it's running, walking, cycling, swimming or even rowing, you can set yourself a new distance challenge: all in one session - or over the course of a month - keep on keeping on and see just how far you can go!

## Skills boost

Not all sports are distance related. There's martial arts, basketball, yoga or boxing and you can still set yourself a challenge. Try learning a new technique, or moves, and watch your ability grow.

## Speed run

Distance not your thing? Time to beat the clock! Set yourself a new time goal and show that PB who's boss.

## Push your limits

Fancy doing something a little more unusual? Serious or silly, make it count! It could be doing 1,000 push-ups, running a half-marathon in fancy dress or cartwheeling for 200m. Finding a challenge that people can't help but be impressed or amused by can boost the sponsorship you raise.

## Gaming

Gaming is a great way to have fun with friends (or solo)! And there are lots of ways to raise funds while playing:

### Sweepstake

Find a competitive game and a group of friends, each pay a certain amount to take part and then compete to find the ultimate winner. They get a slice of the winnings (or simply a prize) and the rest gets donated. One ultimate battle, or lots of little rounds - it's your choice!

### Donate to play

Find a co-operative multiplayer and host an online event with friends - everyone donates to join the team, and you beat the game together.

### Solo challenges

If solo playing is more your thing, how about a sponsored gaming marathon, or a trial to complete a game within a time limit? Google 'Gaming for Social Good' for more information.



# Set up a fundraiser

## Create a fundraising page on a site like JustGiving

Creating a fundraiser is easy - just log into one of the online platforms such as JustGiving and follow the instructions to set up your fundraising page in aid of the Urostomy Association. In a few simple steps, your page will be up and running. You can create a team page too, if you're raising funds together.

Your fundraiser page will automatically keep track of all the donations you receive, messages from your supporters, and your progress towards your target. And they'll send all donations straight through to us, so you can forget the finance and focus on doing your thing and spreading the word! Follow our tips for making your fundraising page as successful as possible.

### Add a target

People tend to donate more when there's something to aim for and they'll want to help you reach your goal. Get the first donation right, as people often decide how much to sponsor you based on the first donation made. Ask a generous friend or relative to get the ball rolling!

### Use emotion

Everyone loves a story so don't forget to include your 'why'. Share the reason behind what you're doing, how you feel about it (nervous/excited/absolutely blooming fantastic), and what you hope will happen. When people see what it means to you, they'll be rooting for you to succeed.

### Add pictures

A picture says a thousand words! Bringing your story to life with photos makes it more relatable, so add the best you have. If your challenge is over time, add images of you in action as you go. People will love to see how you're getting on and back you through your struggles and triumphs.

### Not online?

Not online? No problem! We can supply you with our own paper sponsorship form.



# Spread the word

Planning in full swing? It's time to start promoting! The more people you can tell, the more money you're likely to raise - and the more people you can help.

## Tell everyone

To let everyone know what you're doing and why, share the link to your fundraising page via SMS, WhatsApp, email, or on your social media.

## Social media

This is a biggie and it's the easiest way to keep everyone updated on your journey. Remind them why you're doing what you're doing and how they can donate. 'Likes' are great but it's donations that make the difference.

## Local media

Local papers, magazines and newsletters have space to fill, so tell them about your fundraising activity and your motivation for doing it. If you can, write a press release - feel free to get in touch with us for help and advice doing this. You could also contact your local radio to see if they're interested in your story.

## Keep us in the loop

We love to know what you're up to and help you spread the word, so drop us a line! If you mention us on social media and tag us in, we'll do our bit to get you heard.

Here are our pages:

Facebook: [@UrostomyAssn](#)

X (Twitter): [@UrostomyAssn](#)

Instagram: [@UrostomyAssn](#)

LinkedIn: [@urostomy-association](#)

## Boring but important

If you're going to create any publicity materials about your event, please include the following statement:

All proceeds/profits will be donated to the Urostomy Association, Registered charity number 1131072 (England and Wales) and SCO47740 (Scotland). The Urostomy Association provides support and information for people with, or considering, a urinary diversion.





# Day-to-day fundraising

Fundraising doesn't have to be a big event or a huge amount of effort. There are quick and easy ways you can raise funds to support us just with your day-to-day activities.

## Online shopping

Did you know you can fundraise for the Urostomy Association when shopping online at no extra cost to you? Our charity is registered with trusted sites [easyfundraising.co.uk](https://www.easyfundraising.co.uk) and [giveasyoulive.com](https://www.giveasyoulive.com), where you can complete your online shopping with your favourite brands as normal. It's the sites themselves that make a donation to us every time you use them for your shopping, so just like that, you'll raise funds for us without it costing you a single extra penny!

## Online selling

Are you a fan of selling things online? Whether it's a one-off declutter or regular selling, eBay for Charity means you can list items so that a proportion of the money goes to us when they sell. Have a look at [eBay for Charity](https://www.ebay.com/charity) to find out more.

## Celebrating a special occasion?

Whether it's a birthday, wedding or other milestone moment, support the Urostomy Association while celebrating good times. By asking your friends and family to make a charitable donation instead of giving presents, you can promote and support our ongoing work. For more on this, please visit [our website](https://www.urostomy.org.uk).



# How to get money to us

If you've set up a page on [JustGiving](#) or a similar site, then this bit's easy. These sites will automatically send the money you've raised to us once a week. It's also possible to include cash donations in your total - see the sites' FAQ and Help sections.

And if you've not done an online fundraiser and have all the cash yourself? First things first, make sure that you're safe! Don't carry large sums of money around with you. It's also really important that there are at least two of you there to count the money at the end of your fundraiser.

After that, please bank any cash or cheques made payable to you, and then write a cheque to 'The Urostomy Association' for the amount collected and send it to the address below.

Or you can transfer the money directly to our bank account, or use our online form. You'll find the details on [our website](#).

## We're here to help

Whether you need some advice on your fundraising or you've got a little stuck with something, please don't hesitate to get in touch. Drop us an email via [info@urostomyassociation.org.uk](mailto:info@urostomyassociation.org.uk) or give us a call on 01223 910854. We can answer any questions, offer ideas and help you get the most out of the fundraising you're doing for us.

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The Urostomy Association  
Office 205, No 9 Journey Campus  
Castle Park, Castle Hill  
Cambridge, CB3 0AX, 01223 910854  
[urostomyassociation.org.uk](http://urostomyassociation.org.uk)  
[info@urostomyassociation.org.uk](mailto:info@urostomyassociation.org.uk)

## Give your fundraising an extra boost

[Gift Aid](#) is a way in which charities can claim tax back from the government on donations - at no extra cost to the donor. Gift Aid means each donation is worth an extra 25% (if the donor is a tax payer).

That's an extra £1 for every £4 donated - so it's worthwhile and adds up fast! If you're using [JustGiving](#), your donors have the option to add Gift Aid to their donations automatically, so as a fundraiser you don't need to do anything except know you're making that extra difference to those in need!



## Matched funding

Many companies have matched giving schemes for employees who are fundraising for charity. It's worth checking if this is something your employer offers. If not, ask if you can email your colleagues about your event or post on your staff intranet or notice board.

## Thank you!

However you choose to get behind us, you make a vital difference and we couldn't be more grateful! Your kindness means so much to us and everyone we support. Thank you.