



MAKE A DIFFERENCE

PARKINSON'S^{UK}
CHANGE ATTITUDES.
FIND A CURE.
JOIN US.

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MAKE A
[DIFFERENCE]

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make it
different

Break the rules

Do something your friends and family will be talking about for years! Make them laugh, make them cry and make them love you more than they already do!

We want you to break the 'normal' charity event rules – make it different – so that you can raise as much money as possible and make a real difference to the lives of everyone affected by Parkinson's.



I've fundraised through car boot sales, Mad Hatter's tea parties, parachuting, Garden Gatherings, cycle challenges, bag packs, bucket collections and a host of other things to raise £40,000 so far!"

Leanne Owen from West Yorkshire, who was diagnosed with Parkinson's in 2011.



Hello

My name is Leanne Owen. I live in West Yorkshire with my husband, two boys and a dog. I was diagnosed with Parkinson's in February 2011, aged 42.

Since then it's been quite a journey. Battles with buttons, fried eggs and a body that doesn't always do what I ask. However, I've realised that with the right mixture of support, focus and optimism, you can hold on to your hopes, dreams and aspirations.

Following my diagnosis I have focused on raising awareness of Parkinson's as a condition and of Parkinson's UK as a charity.

This year is my biggest personal challenge so far. I'm cycling nearly 1,000 miles from Yorkshire to Edinburgh, Belfast, Cardiff and London, then home to a warm

Yorkshire welcome. I hope to raise £20,000 for research.

I recognise that my symptoms are getting worse and this will be my last mega physical challenge, but I'm already planning new and different fundraising ventures for the future.

With your help, we can really make a difference for people living with Parkinson's. Thank you for taking the first step towards fundraising by requesting this pack. As a fundraiser myself I recognise that it takes time and effort to raise these vital funds in aid of Parkinson's UK, but every penny really does help.

Good luck with your fundraising, and have fun!

Your money makes a huge difference

With all this talk of making your event different, it's heartening to know you'll be making an invaluable difference to the lives of people with Parkinson's with the money you raise.

From funding groundbreaking research to providing vital information, everything you raise helps us find a cure and support people with Parkinson's.

A graphic of the number '£40' in white and dark blue, set against a pink and orange brushstroke background.

could pay for a month of nutrients to grow brain cells in the lab for research, helping find new and better treatments for Parkinson's.

A graphic of the number '£500' in white and dark blue, set against an orange and pink brushstroke background.

could fund an MRI brain scan for an hour, to help our researchers learn more about the Parkinson's brain.

A graphic of the number '£170' in white and dark blue, set against an orange and pink brushstroke background.

could fund a clinical researcher for a day, allowing new Parkinson's treatments to be tested and better diagnostic techniques to be developed.

A graphic of the number '£2,100' in white and dark blue, set against a pink and orange brushstroke background.

could fund the Parkinson's UK Brain Bank for three days, supporting researchers in the UK and around the world in their mission to find a cure for Parkinson's.

The hard facts

Here are some handy hard facts to share with your supporters:

2 per hour

Every hour two people in the UK are told they have Parkinson's.

1 in 350
adults have
Parkinson's

That's around
145,000 people
in the UK.

No cure – yet

Parkinson's is a progressive brain condition, which means it gets worse over time. There are lots of different treatments and therapies to help manage the symptoms of Parkinson's but at the moment there's no cure.

All ages

Most people who have Parkinson's are 50 or over, but younger people can get it too.



3 main symptoms

Everyone's experience of Parkinson's is different, but the three main symptoms are tremor (shaking), slowness of movement and rigidity (muscle stiffness).

x2

By 2065 the number of people with Parkinson's is expected to have doubled.



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A decorative blue shape at the top of the page and a pink shape on the left side. The blue shape is a wide, slightly curved band. The pink shape is a large, rounded, teardrop-like shape on the left edge.

Who says you can't walk backwards for a day?

Who says you can't bust moves in your jim jams... in public? And who says you can't have a barn dance on ice?

So the last one is a little extreme, but you get our drift. Make it different and you make it memorable. And that's what we all want.

If you don't already have a different idea, visit our Z to A guide at parkinsons.org.uk/ztoa for inspiration.

Teamwork makes the dream work

We have a dedicated Fundraising team who love to hear from supporters like you and lend a hand! So if you have a question, aren't sure about something or just need ideas, then please give our team a call on **0800 138 6593** or email **fundraising@parkinsons.org.uk**

If you haven't already heard from your local regional fundraiser, they'll be in touch very soon to help you make the most of your fundraising. And because they're based in your area, they have great knowledge of local news and connections.

Making it different to make a difference is all about you finding an idea and turning it on its head to stand out from the crowd and smash your fundraising target.

You may have already settled on a truly wacky plan that is going to blow your mates away, or perhaps you want to jazz up a more traditional fundraising activity?

Whatever your idea, your regional fundraiser will be available to help as little or as much as you want.

My local regional fundraiser is:

I can call them on:

I can email them at:

[@parkinsons.org.uk](mailto:parkinsons.org.uk)

My fundraising idea is:

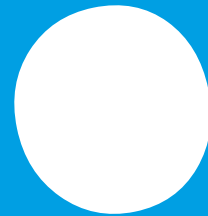
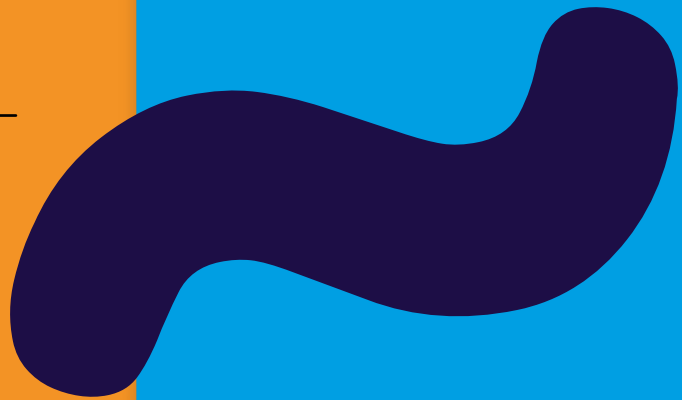
My fundraising date is:

My fundraising target is:

Delivering difference:

Enjoy yourself

Your event is your journey. Even for fundraising fanatics there's always a new skill or lesson to learn along the way – and of course new people to meet. So don't forget to take a moment to enjoy your achievements at each step!





Fundraising tools

Most fundraising needs the support of family and friends, and sometimes generous strangers! To help you shout about your fundraising, we have some great resources to create and download at parkinsons.org.uk/create

You can design your own posters, tickets and flyers to promote your event, and you can even print them directly through the website using our printing supplier.

We also have some other cool stuff that you may need:

- T-shirts
- Wristbands
- Bunting
- Banners
- Pens
- Pin badges
- Stickers
- Beer mats/coasters
- Collection boxes

You can order all of these from us – simply drop us a line at fundraising@parkinsons.org.uk

If you're planning a different take on a tried and tested classic, check out our ready-made fundraisers to help you on your way:

Par for Parkinson's

Create your own golf fundraiser.

Coffee morning

Don't forget to decorate your cupcakes.

Quiz

Organise an evening of quiztastic fun.

Organise a walk

Stroll with a few friends or hike up a mountain with a hundred others.

Find out more, as well as lots of virtual fundraising ideas and printable fundraising tools at parkinsons.org.uk/getinvolved



I am raising money for Parkinson's UK by knitting owls and selling them for £2 each. I have raised over £500 and my target for this year is £1,000. To keep my owls interesting, I come up with different ideas depending on the time of year. For example, Valentine's Day, Easter and Christmas. I chose to fundraise as I wanted to help my Dad, who has Parkinson's. I hope the money my little owls raise helps others with Parkinson's."

Sydney, who is knitting owls to raise money for us as her dad was recently diagnosed with Parkinson's.

Make it happen

Once you've decided what you want to do, it's time to get started with the nitty gritty.

Make some money

A simple way to fundraise is to set up and personalise an online giving page. If you haven't already done this then we recommend Just Giving or Virgin Money Giving. Once your page is created you can share on social media or email a link to everyone you know!

Printed sponsorship forms are also available – they're great to pass around your work or leave on a staff noticeboard. Get in touch and we can email or post one to you.

Handy tip

Make sure you have a generous first donor and hopefully the rest will follow with their generosity!

Make some more

Depending on the size of your company, they may offer matched funding. Ask someone at work about their charity policy – corporate matched funding is a great way of boosting your fundraising total.

If they do, be sure to quote your unique reference number found in your welcome letter/email or give us a call and we can let you know what it is.

Make some noise

Connect with us!

-  Like our Facebook page: facebook.com/parkinsonsuk
-  Tweet updates and pictures about your event. Don't forget to use our Twitter handle in your tweet: [@ParkinsonsUK](https://twitter.com/ParkinsonsUK)
-  Follow us on Instagram: instagram.com/parkinsons.uk

Post regular updates on your social media channels, including photos, and encourage your followers to share links to keep the posts active.

Contact your local media with your story. We can help you with a press release template, which you can send with photos and quotes to your local media editor.



Make it happen (continued)

Make sure it's legal

It's important your event is safe for you and your supporters. Here are some common areas of consideration – please just contact us for further information and advice.

Raffles: You don't need a licence if you're only selling tickets at your event and drawing the raffle on the same day. If you're planning a larger raffle or want to sell tickets to the public in advance of the event, you may need a licence and there will be ticket printing costs. You can find the regulations at www.gamblingcommission.gov.uk

Public collections: Holding a collection in a public place can be a great way to raise funds and awareness. You'll need permission from either the local authority or land/venue owner before you can begin your collection. We can provide you with proof that you're collecting for us, along with collection buckets. Please keep a record of what you've collected in case you're asked for the accounts.

Alcohol licence: Most venues will already have a licence to sell or supply alcohol. If not, you may need a Temporary Event Notice (England and Wales) or Occasional Licence (Scotland) from your local authority. Search www.gov.org.uk for further information.

Safety check: In light of COVID-19; to ensure your fundraising activity is safe and legal for all those involved please check guidelines for your local area or contact us if you have any questions. A risk assessment will help keep your event safe. Check the venue and look for potential hazards. We can provide a template and advice on writing a risk assessment.

First aid: Large events may need a first aider, so check with your local authority. The usual ratio is one first aider to every 50-100 guests. Some venues may provide this service.

Food: If you're preparing food, be aware of hygiene regulations. Visit www.food.gov.uk for more information.

Insurance: If you're organising your own fundraising event, you are responsible for making sure the event has sufficient insurance. Unfortunately, Parkinson's UK is unable to provide public liability cover, which you may need for some events to help protect you should a third party make claims due to injury or damage to property. Please check with your insurer or the venue insurer about suitable cover.

I'm making it happen

- Set up online giving page (if you don't already have one)
- Share online giving page across social media
- Pass around sponsorship forms at work
- Connect with Parkinson's UK on social media
- Write a press release
- Contact local media
- Post updates on social media
- Get raffle and alcohol licences (if required)
- Get permission for public collection (if required)
- Carry out a risk assessment of the venue
- Have a first-aider (or two) on hand
- Get insurance (if required)

Tips for the big day

The planning is over, the big day is here and it's time for the fun to begin!

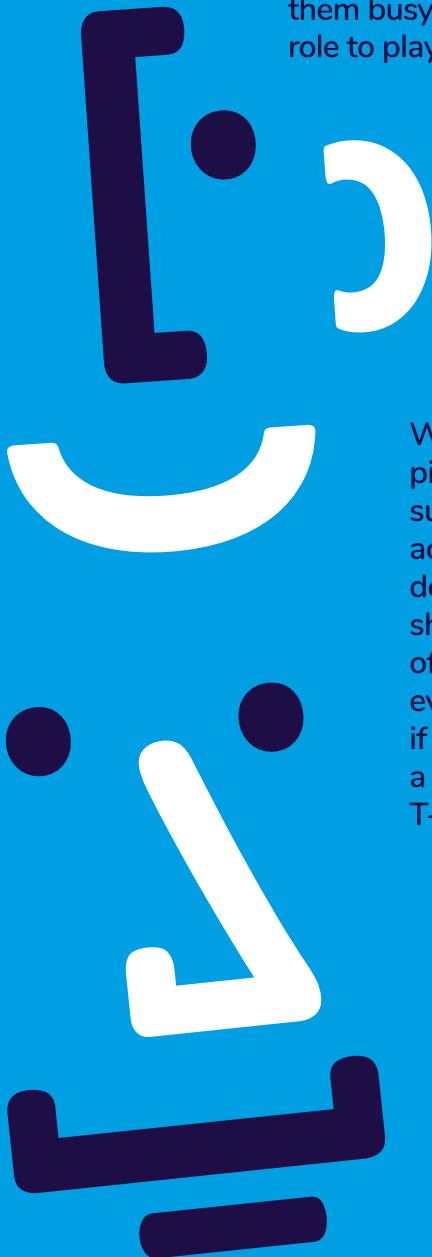
Friends and family are always happy to lend a hand in return for a slice of cake, so keep them busy and give them a role to play!

We love to see pictures of our supporters in action, so please don't be camera shy. Get a photo of you at your event – even better if you're wearing a Parkinson's UK T-shirt!

Finally, enjoy the day and remember why you're fundraising – your money really will make a difference to the lives of people affected by Parkinson's.

Banish those last minute panics by giving yourself plenty of time to get everything ready. Admin is your friend! Write a checklist and an order of events to help with timings.

Say cheese! Think about photos in the run-up to your event as well as on the day. Great photos can build anticipation on social media and help with press coverage, plus you want to capture the happy faces and memories created at your event.



Woo hoo – you did it!

Wow! That felt great, didn't it? All your hard work paid off! There are just a few final things to do and then you can put your feet up and feel incredible about making a difference.

How to pay in your funds:

Online giving

If you set up an online fundraising page then your work is done – they send donations directly to us. You'll get a thank you from us after your page closes so don't forget to put an end date on your page. If you'd like a certificate sooner then let us know and we'll happily send one out.

By phone

Call our friendly Supporter Care Team on [0800 138 6593](tel:08001386593) and pay using a debit or credit card.

Online banking

You can transfer the money to us directly using the following bank details:

Account Name:

[Parkinson's Disease Society of the UK](#)

Bank:

[Barclays](#)

Sort Code:

[20-00-00](#)

Account Number:

[13841057](#)

Please ensure you use your unique reference number (found on the letter/email with this pack) as your payment reference. Or give us a call to double check.

Pay in online

Visit parkinsons.org.uk/donate and pay online using a debit or credit card or PayPal. Please note we're unable to claim Gift Aid on collections or other group donations if you pay in your money this way.

By post

We're more than happy to accept your fundraising by cheque.

Please make your cheque payable to [Parkinson's UK](#) and send a note to remind us what you've been up to!

Send it to:

Fundraising

[Parkinson's UK](#)

[215 Vauxhall Bridge Road](#)

[London SW1V 1EJ](#)

Don't forget to include your completed sponsorship forms.

We also accept Charity Aid Foundation (CAF) vouchers and postal orders.

For security reasons, please don't send cash directly through the post. If you want to send us any cash donations you've received, please pay them into your bank account and then use one of the options on this page.



“

We set off on our crazy charity challenge from London to Scotland on public buses. No comfy coaches, no smooth motorways and no pre-booked accommodation! Mad, stupid or just looking to have some fun while raising lots of money for Parkinson's UK.”

Michael and Jo from London, a father and daughter team who raised more than £4,000 in memory of their friend, Ron.



THANK You!

Once we've received your funds we'll be in touch to confirm receipt of your money and to say thank you for all your hard work. We love thanking our fundraisers – it's our favourite bit of the job! So if you don't hear from us, please let us know.

Don't forget to say thank you to your friends, family and all the people who helped with your activity. Everyone loves to hear how much was raised – and it makes it easier to ask for their help again next time!

What's next?

At Parkinson's UK we appreciate how much work, effort and planning goes into organising a fundraising activity, no matter how big or small, so we won't ask you to do any more until you're ready.

If the thought of organising another event seems as appealing as a lukewarm cup of tea, then let someone else do the organising! Check out our events listings at parkinsons.org.uk/events for your next adventure.

Volunteering

We get it, there's only so many times you can ask your friends and family for sponsorship – it can get awkward after a while! So why not donate your time instead?

We're always looking for volunteers to help out at events, or support our regional fundraisers at community talks and cheque presentations.

If you have some time to spare, please get in touch with the Fundraising team and we'll point you in the right direction.



We are Parkinson's UK.
Powered by people.
Funded by you.
Improving life for everyone
affected by Parkinson's.
Together we'll find a cure.

Parkinson's UK
215 Vauxhall Bridge Road
London SW1V 1EJ

Free confidential helpline **0808 800 0303**
Monday to Friday 9am–7pm, Saturday 10am–2pm
(interpreting available)
NGT relay **18001 0808 800 0303**
(for textphone users only)
hello@parkinsons.org.uk
parkinsons.org.uk

So now you know
why and how your
fundraising makes
a difference, here's
how to do it...





Use the following pages to jot notes, make checklists and scribble ideas throughout your fundraising journey...

Notes

Handwriting practice lines consisting of 10 horizontal blue lines.

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Parkinson's UK is the operating name of the Parkinson's Disease Society of the United Kingdom.
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