



Fundraising Guide

2019

www.eczema.org

WHO WE ARE

The National Eczema Society supports people living with eczema and those who care for them in order to improve their quality of life. We support millions of people with information and advice about eczema and its management and treatment, which we deliver through our website, social media, publications and nurse-supported helpline. We are the campaigning voice for people with eczema, and raise awareness of the needs of people with eczema with healthcare professionals, teachers and the government.

ABOUT ECZEMA

Eczema (also known as dermatitis) is a dry skin condition, which is highly individualised, varying from person to person and coming in many different forms.

In mild cases of eczema, the skin is dry, scaly, red and itchy, while more severe cases may involve weeping, crusting and bleeding. Constant scratching leaves the skin open to infection due to the skin splitting.

Eczema affects people of all ages but is primarily seen in children. Those who *grow out* of their eczema during early childhood may see it recur in later life.

In the UK, one in five children and one in twelve adults have eczema, while eczema and contact dermatitis account for 84-90% of occupational skin disease.

WHY SHOULD I FUNDRAISE FOR THE NATIONAL ECZEMA SOCIETY?

Our organisation is entirely dependent on public funding, and so we need all the help we can get from people like you.

You would be helping us provide information and a supportive lifeline to millions of people with eczema during their worst moments. You will also make our voice stronger as we campaign to influence government and health services to create a better understanding of eczema and its effects.

Fundraising doesn't have to be a daunting task. With this guide we hope to make the process both easy and fun for you and anyone who gets involved. Every little helps, and we are so grateful for your generosity.

Do get in touch with us if you need any further support, or if you'd like to share your own activities with us. We'd love to hear from you!

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IN THIS SECTION YOU'LL FIND A WIDE RANGE OF FUNDRAISING IDEAS YOU CAN COPY OR USE TO CREATE YOUR OWN STYLE. FROM THINGS YOU CAN DO AT WORK OR SCHOOL, TO MORE EXCITING CHALLENGES – TAKE A LOOK AND SEE WHAT YOU WANT TO TRY!

WORK / SCHOOL FUNDRAISING

These are super easy to execute. Just speak to your employer or head-teacher, and get them on board! The great selling point is creating terrific team-building activities, boosting morale without much effort!

Bake Sale or Coffee Morning

You can always mix these two together for an even better morning! A great and simple way to start your day at the office. Ask colleagues to donate whatever they can before getting stuck in, or charge a small price per cup or slice and enjoy the added camaraderie!



Yoga Morning

With this one you might want to make sure you have an available instructor! Ask your colleagues to come to work a little earlier for a vitalising start to the day.

Dress Up/Down Day

As easy as it sounds. Just set a date and ask for donations.

Bonus Tip: set a theme and create a little competition to see who wore it best!

Rummage/Book Sale

If you have clutter at home you want rid of, fill two needs with one deed and set up a sale at work or school and donate the proceeds to NES!

Body Waxing/Head Shaving

Simple: set up a JustGiving page, download our sponsorship form, and watch the donations come in!

Bonus Tip: offer the highest donors to pull the first wax strip/first shear of the clippers!



Bake/Cook-Off

In the spirit of GBBO, why not challenge colleagues or school classes/friends to a bake-off? Charge people to sample your creations and then vote on their favourites!



Intramural Sports Tournament

This one will take some extra planning, but setting up your own tournament isn't just a great way to fundraise, but could pit employer against employee, teacher against student! Check in on interest and be wary of gruelling activities. Easier to execute: tennis, badminton, rounders, cricket and track races. Bragging rights are the best motivation.

COMMUNITY EVENTS

If you want to get your neighbourhood, town or your own community involved in a bigger style of event then these could be great options for you. It's an opportunity to build stronger connections where you live, make new friends, and really challenge yourself by creating something everyone can join and be proud of.

Car Wash

A movie style approach to fundraising! Check with your local council on restrictions and guidelines, and then advertise away! Make sure you get some help – your friends, kids, anyone! Make sure you have signs up as passing traffic will get you hitting your target!



Community Activity Day

This can be as big or small as you desire. There are no limits. Think of a school summer fete for inspiration if you need, and create your own theme with chargeable activities (that way you don't have to charge entry). Get local businesses involved to support logistics or provide food or drinks – they'll get some great brand awareness out of it!
Extra Ideas: public BBQ, family or teddy-bear picnic; face-painting; three-legged races; egg & spoon races; bouncy castle; rounders.

Dog Grooming/Walking

Find a weekend in a local park and get local dog owners to lend their support. For a £10 donation you could give their pups a thorough cleaning, and enjoy a great run around the park. Especially awesome to get dog lovers who can't have their own involved!

Bonfire Night

While typically reserved for November, why not set up your own occasion in a warmer month? Throw in some drinks and snacks, and make it a fun evening at your local club – just make sure you check with the authorities on how to manage!

Car Boot/Yard Sale

We all have stuff at home we want rid of. Why take it to the charity shop when the charity shop can come to you! Ask neighbours to join in, and put up advertisements where you can to get local residents browsing! Get involved yourself - you never know what treasures you might find!



Rowing Boats on the Local Park Lake

If you have a local park lake with either rowing or pedal boats then why not see if you can get a day dedicated to NES? Have a portion of the proceeds be a charitable gift, and advertise it to the local community, with signs in the park and local businesses? You can always attach other activities to boost interest and your fundraising target.

FUN NIGHTS

These you can do with friends, or invite the general public. Easy execution will depend on the activity you choose. Just make sure you drum up the excitement to get people involved (and the donations rolling in!)

Quiz Night

Local pubs and community spots LOVE a themed event night in order to boost the numbers coming through the door. Do the hard work by prepping the questions, finding an MC, and collecting donations.

Bonus Tip: Why not make it a weekly or monthly challenge with leader boards, and see which team comes out on top!

Movie Night

Create your own cinema! Speak to your local school or community centre about hosting this – or the cinema if you have one. Find a projector (and an audience appropriate film!) and don't forget to make popcorn to sell along with tickets and drinks.

Karaoke Night

Find a local venue in your town, a karaoke machine, a playlist of tunes, and get people embarrassing themselves for charity! It's harmless fun that can be super beneficial for a local pub looking to bring more patrons in for a night. You could always ask them to donate a portion of their income to NES to boost your target.



A Question of Sport

Much like the [Quiz Night](#) but with a specific theme, building on top of an already popular brand. As well as your average bar dwellers, make sure you market it to the right social groups including football, rugby, tennis, and athletics clubs.

Comedy Night

First, you need to find a suitable venue. A local pub is always a great choice; drinks, snacks, and a communal atmosphere. Your local might be open to it since it brings in more customers. However you can always go your own route and work with your local community centre, club house or local school. Charge for entrance, drinks, food... Just make sure you have the comedians in advance willing to showcase their skills!

Concert or Talent Show

You can do this in several ways. Either attach to an existing event, offering a charity partner, or – if you like a challenge – set up your own! Bring in local bands who are looking for a stage to play their music. Or open it as a talent show with a variety of performers and performances.

SPORTS OR CHALLENGE EVENTS

Challenge events are challenging. But that's part of the fun; raising money for us while testing yourself. Whether athletic competition, a (very!) long walk, or a thrill of a lifetime, these events are sure to hit the highest funding targets, and give you your own personal accomplishment.

Running Events

There are so many local, county and national races all over the UK for you to participate in. Just get in touch with us and we can help get you a place at one of the big races: London Marathon; Great North Run; Great South Run; Great Manchester Run.

Bonus Tip: join your local running club and get some help on training pointers as well as making new friends to support your effort. Plus, you may get more people to help with the cause!



5-a-Side Football Tournament

Speak to some friends, colleagues and your local football teams and set up your own Charity Shield! See if local businesses want to help donate for a prize to heighten the stakes for this competition. **Bonus Tip:** depending on success, why not make it an annual event? (Football can easily be switched out for other sports).

Swimathon

If you're not big into running and like spending time in the water then why not create a Swimathon? Easy enough to set up at your local leisure centre, open it up to the public and have a portion of the entry fee as an NES donation. Or switch to a fun swim for families to get involved in.

Mud Runs

From Tough Mudder to Rough Runner, this is an endurance challenge like no other. Look online to sign up, create a JustGiving page, download the sponsorship form, and get yourself prepared for a test of your strength and wits!

Long Distance Walks

Whether it's cross country or cross country (John O'Groats to Land's End), get yourself sponsored for the daunting task.

Bonus Tip: have friends, grandchildren and other family members join you along the way to keep you company for the long journey. For those not wanting to walk, you can always change course and switch it up with cycling or even kayaking!

Sponsored Sky Dive, Climb, Abseil etc.

Not for the faint of heart! With plenty of opportunities all over the UK, this is a trial for the thrill seekers and dare devils – just make sure you find a certified provider. The harder the challenge the greater the reward – both your victory and the fundraising total! Look at what suits you, set a fundraising target, a training schedule if needed and don't look back.

Bonus Tip: get some friends to join your adventure (and fundraise too!)

CLASSIC FUNDRAISING

If you want to fundraise in a traditional way, to raise money without a daunting challenge, then why not collect yourself or with friends? Speak to the manager of wherever you'd like to stage your collection, and donate a portion of your day or week to hitting your own target.

Classic Fundraising Options Include

- Supermarket Collections
- Bagging Groceries
- Train Station Collections
- Office Collections
- Public Collections

Don't forget that you may need to plan this well in advance as dates may not always match up. It is vital for you to speak to those in charge straight away so you know what works and what doesn't.

FUNDRAISING TIPS

Below you'll find some pointers to get you going faster and hitting your targets sooner!

- Set up a [Just Giving](#), [Virgin Money Giving](#) or [Go Fund Me](#) account and share the link with friends and family across your social media platforms. Unlike hard-copy sponsorship forms, you can get more donations from complete strangers looking to support the cause.
- But you can still use one! **Download** our sponsor form if you prefer.
- Authorisation is needed for any public event, so make sure you speak to the right people (local council, school administrators, employers). Seek permission *before* you do anything else. Fundraising on public or private property requires an agreement; you need to follow rules, regulations and health & safety standards. Make sure you do this first!
- A successful event needs publicising. This includes social media and local media (both newspapers and radio stations). But don't forget putting up posters in local businesses, centres & schools, and handing out flyers. Consider why your event is exciting and use that excitement to sell your message to the press and public.
- Involving community or social groups, local businesses and organisations is a great way to take the pressure off yourself. They can help with event logistics, costs, refreshments, and even advertising through their own networks – the more eyes on the event is always better! With businesses, speak to them about their corporate social responsibility and how it not only helps the worthy cause, but generates their own brand awareness.
- Don't forget to tell us about your events so we can share the details with our own NES network.
- For station, supermarket or shopping centre collections, please speak to the managers to find out how to set this in motion. For stations, different ones all over the UK fall under various jurisdictions, so rules will vary. The same goes for supermarkets and shopping centres.
- Make sure you have enough collection tins from us, as well as any NES materials you can share to provide further information on eczema.
- **MOST OF ALL** – *have fun!* Whether you raise £10 or £1,000 towards your target, your efforts help our goals and we are extremely appreciative. So make sure whatever you do - *enjoy yourself!*

WHAT HAPPENS NEXT

So now comes the time to consider what you're going to do! Take your time, and be creative. Start small if that's easiest, and always have a plan.

Ask yourself these primary questions:

What would I like to do?

What is practical and possible in my area?

When do I want to do it?

Where are the best locations for it to work?

Who do I know who can help with strategizing and execution?

The answers here will be the foundation in putting together your fundraising event. Once you have that sorted it's really time to get to work!

Should you need advice then reach out to us and we can see where we might be able to help.

**Thank you again for your time and energy in supporting the
National Eczema Society!**

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