



THE  
HAEMOPHILIA  
SOCIETY

## Your Fundraising guide

Everything you need to know to get your fundraising off to a flying start.



**For everyone affected by a genetic bleeding disorder**

To find out more, visit [haemophilia.org.uk](http://haemophilia.org.uk) or contact us on 020 7939 0780 or at [services@haemophilia.org.uk](mailto:services@haemophilia.org.uk)



HaemophiliaSocietyUK



HaemoSocUK



thehaemophiliasociety

Charity no. 288260 (England & Wales) SC039732 (Scotland) UK company 1763614

**Hello!**

Thank you so much deciding to fundraise for The Haemophilia Society. We are delighted to have you.

This pack has been designed to support you every step of the way along your fundraising journey.

We have filled it to the brim with ideas to inspire your next fundraiser, suggestions for how to plan and a healthy dose of health & safety so we can keep you on the side of the law!

Whether it's at work, school or among friends and family, this pack provides everything you need to organise a fantastic event.

You can contact the Fundraising Team at The Society to ask for any further advice or information - we are here to help you!

**Call: 020 7939 0780**

**Email: [fundraising@haemophilia.org.uk](mailto:fundraising@haemophilia.org.uk)**

***Membership of  
The Haemophilia  
Society is free and  
open to all***

## Why we need your help

We are the only UK-wide charity for all those affected by a genetic bleeding disorder; a community of individuals and families, healthcare professionals and supporters.

For almost 70 years we have campaigned for better treatment, been a source of information and support, and raised the awareness of bleeding disorders.

30,000 people in the UK are diagnosed with a bleeding disorder and contrary to common belief more than half of those are women and the number rises every year. Access to our membership and services is FREE and open to all. We could not deliver this level of support without the generosity of our local community – people like you!

Through your support, fundraising and raising awareness of women affected by a genetic bleeding disorder you will be providing over 5,000 members with the services they deserve and need to live the best life they can.

The money you raise will make a difference.

*Buy your nail varnish at  
[www.haemophilia.shop](http://www.haemophilia.shop)  
today!*



## What is Talking Red?

The Haemophilia Society's campaign to get women talking about bleeding disorders.

A bleeding disorder can be a serious lifelong condition often requiring daily treatment and specialist care. There is a lot of misunderstanding about bleeding disorders and many people don't know that women are affected too. In fact, tens of thousands of women across the UK are living with the symptoms of a bleeding disorder without even knowing it.

The **Talking Red** campaign was launched to make women more aware of the symptoms of a bleeding disorder – heavy periods, easy bruising and prolonged bleeding after a procedure or childbirth – and to promote better understanding of what it means to live with such a condition.

Bleeding disorders can't be cured but there is effective treatment available, so our message is get **Talking Red** to help the thousands of women who are suffering in silence. We need your ongoing support to reach the tens of thousands of women unaware they have a bleeding disorder.

We are now in the fourth year of **Talking Red**, and thanks to the fantastic support of women across the country we have spread the message right across the UK, but we have lots more to do. **Talking Red** is growing every year so please join us in raising awareness of women with bleeding disorders.

Every year we have at least one event for women with bleeding disorders. All family and friends are welcome to attend our FREE events. For more information, please check our events calendar on our website.

***Empowering Women  
Dispelling Myths  
Sharing Knowledge***

If you would like to fundraise for Talking Red please get in touch!

services@haemophilia.org.uk  
020 7939 0780

## How to plan your event

We've created a handy little questionnaire that should get your creative juices flowing:

### What will your event be?

What type of event do you want to run? Can you cash in your skills? e.g. are you a gym freak or a star baker? Theme your event along lines that suit your personality. Have you run an event before that was a success? Do you fancy the challenge of doing something new altogether?

### Where will your event be?

Do you need a venue for your event or could you run it at home? Do you need a space at all? Will it be inside or outside? If you require a venue is it licensed to host the number of people you plan to invite? Can you bag a free venue from your connections? Do you need to comply with any laws or hire any equipment?

### When will you hold your event?

If your event is outdoors, remember British weather and plan for the worst. If there are events going on in your area consider becoming part of one e.g. requesting a stall rather than starting from scratch. Many council websites list their community events publicly. If you are inviting friends and family, try to work around birthdays, holidays and school commitments. Avoid clashing with any wider events such as cup finals, particularly if you want your event to have wider appeal to the general public.

### Who will join your team?

Organising an event can be a lot of work, so we don't advise to do it alone. Who do you know who might like to join your team? Who would you like to invite and where can you approach them to tell them all about your fundraiser? Are you keeping it to friends and family or the public too? Can family, friends and local businesses join forces with you to sponsor you or provide freebies like food, drink and raffle prizes? Could you reach out to a journalist in your local paper to photograph and write up your event?

### How will you make it all happen?

Planning can be fun, we promise! Use your calendar to work out how long you have before your event and allocate tasks and deadlines for all the things that need to be done. Be realistic in setting expectations. How will you cover the cost of your event and still turn a profit? Think of other ways to fundraise that combine well – for example you could run a raffle during the break at a pub quiz. How can you promote your event using social media, local press and radio, and posters in local shops & services? Try to wangle as much free or discounted stuff as possible!

# A-Z of Fundraising Ideas

It's no mean feat coming up with ideas to raise money. That's why we have our handy A-Z of fundraising ideas. If you have a great idea that isn't on the list then let us know!

## **Awareness #TalkingRed**

It all starts with awareness. Everything you do can make a real difference in getting the word out about #TalkingRed and raising awareness of women affected by genetic bleeding disorders. Use our hashtags, find a venue who would like to support charity and host your fundraising idea or event (or you could hold it in your own home!) and get out into the local community, putting collection pots in local businesses and shops!

## **Bake it Red!**

Bake sales are a fantastic way to raise awareness, and to bring people together for yummy treats! Don't forget to tag us if you take photos, and to use the special hashtag #BakeltRed (Cheating and buying cakes is also allowed!!) If you would like an extra flair of red, you could ask that the cakes people bring are red-themed, and use a red table cloth!

## **Coffee Morning**

Coffee mornings bring the community, friends, and family together for a great cause. You could charge for entry, which includes a free tea and biscuit, and ask people to save the date!

## **Dinner & Dancing**

Whether its barn dancing, disco or salsa that gets your feet tapping, everyone wants an excuse to get moving, so hire a local hall or your school gym and paint the town #teamRED. If possible, make more money by setting up a bar.

## **eBay**

Need an excuse to declutter? Raid your house and sell your stuff on eBay. As they say, 'one man's trash is another man's treasure.'

## **Fancy dress & face paint**

Dressing up isn't just for Halloween! Hold a fancy dress contest at work or school, perhaps with a dash of #wearRED with red lipstick or red trainers, or even a red wig! You could even hold

a vote and hand out prizes for most recycled, most original and most fancy!

## **Give up something**

Here's an incentive to kick the habit – whether it's chocolate, cigarettes or alcohol that's your vice, give it up and donate the money you would have spent to us! Or if going silent for the day or forgoing your mobile phone/social media sounds like your worst nightmare, get friends to sponsor you to do the impossible!

## **Holidays and Special Occasions**

Make your fundraising seasonal! If there is a special holiday coming up, from Christmas and Easter to wedding Anniversaries, Birthdays, and Christenings, celebrate in style and raise awareness of #TalkingRed and women with genetic bleeding disorders.

## **Indoor market**

Hire a local hall and rent out stalls to local traders. What about a vintage suitcase flea market where the suitcases themselves are the stalls?

## **Jumble Sale**

Another way to cash in your old stuff, or get all your mates to bring unwanted books, toys and household items to sell.

## **Karaoke**

Why not arrange your very own X-factor? Love it or hate it, all you need is a karaoke machine, a well-stocked snack table and a well-insulated room so as not to put off the neighbours.

## **Loose change collection**

Stash all your coppers in a jar for a month and you'll be surprised how it adds up. Add foreign coins too! #TeamRed

## **Murder Mystery night**

Host a murder mystery evening and bring out the super sleuth in everyone. You can even buy

ready-made kits cheaply online and charge a ticket price for participation.

### **Nominations**

Tap into people's competitive nature by nominating them in a sponsored challenge! You could challenge them to give up their favourite food for a month, to #WearItRed or to raise awareness at their work/school. #TheReddertheBetter

### **Office Fundraising and Awareness**

Pass around our special Quiz, or even hold an Easter Egg Hunt/ask them to sponsor a bauble on the work Christmas tree if you would like to fundraise seasonally!

### **Paint It Red!**

Paint your pinkie nail red, to start a conversation about women affected by genetic bleeding disorders. Take a picture of your red nail, post it on social media and nominate three people to do the same! Use our hashtags #PaintItRed #TalkingRed and our text donation code TalkingRed70085.

### **Quiz night**

Guests pay to play, and you could even have a round on bleeding disorder facts and figures!

### **Raffle**

An old classic, ask local firms to donate prizes and sell tickets. If you can, source unusual prizes like experience days (a driving lesson, a spa day? A takeaway?) alongside the traditional champers.

### **Sponsorship**

Take part or organise a sponsored challenge, such as a run, cycle, a hike, or a swim. Simply set up your online fundraising page with Virgin Money Giving or Just Giving or even use Facebook Fundraising, and share with all of your friends and family.

### **Treasure Hunt**

Hide chocolate treats and lay out clues for a tasty hide and seek. Parents will pay handsomely for you to babysit their children for the afternoon. You may be able to get companies to sponsor chocolate eggs at Easter, and you could finish with a BBQ or picnic.

### **University**

At uni, or know someone who is? They can raise awareness on campus with collections, book or bake sales, fancy dress in class days, or parties/ karaoke nights! If you or someone you know is part of a university Society, ask them to select The Haemophilia Society as their charity of the Year, or to hold a one-off fundraising/awareness event.

### **Variety show**

Plunder your friends' talents calling on all comedians, magicians, singers, dancers! Get a venue, sell tickets and you could even roll out the red carpet and go black tie.

### **Wear It Red!**

The possibilities are endless! You could wear red one day in the office as a whole team, challenge yourself to wear red for a month, or hold a non-uniform or casual clothes day at school- spread the word and tell everyone to #WearItRed for every woman affected by a genetic bleeding disorder!

### **X-pletives**

Make a swear box, and charge for every time they drop a rude word! Low budget, all you need is a jar, some blasphemous workmates and you'll raise a \*\*\*\*load!

### **Yes day**

NO is not an option, quite literally! Sign up to a day of saying YES and have people pay money for their requests (within reason!) you're bound to be in demand.

### **Zzzzz**

Hold a sponsored sleepover at school. To make this event even bigger you could join up with other local schools and hold one giant sleepover. #RedNight

## Make the most of your fundraising

Here are some tips to make sure that you are making the most of your fundraising.

### Set a target

This will help to give your fundraising a focus.

### Make it unique

People enjoy taking part in something new and interesting – try to think of ways to make your event different.

### Online fundraising

See our online fundraising guide for more information on setting up a Virgin Money Giving fundraising page, available on the fundraising section of our website!

### Social Media

Don't forget to use some of our special Talking Red hashtags!

#TalkingRed #PaintItRed #WearItRed #THS

You can also share our Text Donation Code for additional fundraising with your posts!

Text TALKINGRED to 70085 to donate £3.

When you use our hashtags and campaign for TalkingRed, you can nominate three friends on Social Media to spread the word, share their story, post a picture with your pinkie nail painted red #PaintItRed and tag us in the post with our text donation code: TalkingRed 70085

### Local Media

See our Press Pack on the Talking Red section of our website for tips on approaching the local news to share your story! If you would like to share your story with us to use in our publications and in the news, as a Talking Red Case Study, just get in touch! We would love to hear about your experience with a genetic bleeding disorder. Email services@haemophilia.org.uk with your story today!

### Fundraising materials

We have lots of materials that can help you with your event, including:

- Leaflets
- Collection pots
- Talking Red signature nail varnish
- T-shirts
- Wristbands
- Pin badges

You can find these merchandises on our Online Shop, available on our website! If you would like additional awareness materials such as booklets or posters, please get in touch at fundraising@haemophilia.org.uk

## Keep it legal

Make sure you stay above board when it comes to rules and regulations.

### Health and safety

Take precautions to hold a safe event. If you are organising a large scale or physical event you will need to make sure that you have first aid cover. Organisations such as St John's Ambulance ([www.sja.org.uk](http://www.sja.org.uk)) or the British Red Cross ([www.redcross.org.uk/first-aid/get-first-aid-cover-for-an-event](http://www.redcross.org.uk/first-aid/get-first-aid-cover-for-an-event)) can help you to decide the type of cover you'll need.

Venue - Don't exceed maximum venue capacity. Check with the venue whether they have insurance which covers your event - you may need to apply for public liability insurance. Risk Assessment. Does the venue require you to complete a risk assessment before the event? Ask them to advise you on this.

### Food hygiene

Take care when handling food to follow basic food preparation rules. If you're supplying food, think about what ingredients are used. Some people may have allergies to certain foodstuffs so you'll need to be able to let them know if they need to avoid certain foods.

### Promotion

When promoting our event please make sure that you use the poster which includes our logo and registered charity numbers.

### Raffles, tombolas & collections

If you are collecting money in a public place local to you, check first with your local council as you may need a licence. Collections on private property won't require a licence but you will need permission from the owner, for example, asking the store manager of your local supermarket, if you would like to collect in their store or car park.

### Legalities

If you need any further advise on any of the rules and regulations you may need to follow, please get in touch at [fundraising@haemophilia.org.uk](mailto:fundraising@haemophilia.org.uk)



The Haemophilia Society cannot accept any responsibility for your event or anyone who participates in it.

## How to pay in the money you raise

Thank you for fundraising for The Haemophilia Society. There are several easy ways to pay in the money you raise.

### Online

Go to [haemophilia.org.uk/donate](https://haemophilia.org.uk/donate) or phone 020 7980 0870. You can also make a BACS transfer by contacting [fundraising@haemophilia.org.uk](mailto:fundraising@haemophilia.org.uk)

### By post

Send a cheque made payable to 'The Haemophilia Society' along with your paying in slip to:  
The Haemophilia Society  
Willcox House  
140 – 148 Borough High Street,  
London  
SE1 1LB

**Please do not send cash!**

### Other ways you can support us

Thank you so much for your interest in fundraising with us. It's a fantastic way to support us but it's not the only way. It's also possible to:

- Give a one off donation online or through the post
- Set up a regular gift – arrange a monthly donation through our website
- Take part in one of our challenge events – we have places at lots of running, walking and cycling events
- Remember us in your will and leave a legacy





THE  
HAEMOPHILIA  
SOCIETY



### Your Society: getting in touch

The Haemophilia Society  
Willcox House  
140-148 Borough High Street  
London SE1 1LB  
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Email: [info@haemophilia.org.uk](mailto:info@haemophilia.org.uk)  
Web: [haemophilia.org.uk](http://haemophilia.org.uk)

 [HaemophiliaSocietyUK](https://www.facebook.com/HaemophiliaSocietyUK)

 [HaemoSocUK](https://twitter.com/HaemoSocUK)

 [thehaemophiliasociety](https://www.instagram.com/thehaemophiliasociety)

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Members of the European Haemophilia Consortium and the World Federation of Hemophilia

President: Baroness Meacher

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