

Buddies Who Brunch

YOUR FUNDRAISING GUIDE

Eat, drink and have fun!

Hello!

Thank you for choosing to support The Haemophilia Society.

Get your friends and family together and hold a special fundraising brunch to raise money for people affected by a bleeding disorder.

Brunch is a great excuse to catch up with friends, family or colleagues to raise awareness, support people in your community and raise money while enjoying some tasty treats. You can help us provide vital resources, services and support for everyone in the UK living with a genetic bleeding disorder.

Thanks to the support of incredible people like you, **we can provide our services to members free!**

This pack has been designed to help you every step of the way on your fundraising journey. We've filled it to the brim with ideas to inspire your next fundraiser, including how to plan it and keep it legal. Whether it's at work, school or among friends and family, this pack provides everything you need to organise a fantastic brunch. Remember, every pound you raise will make a real difference!

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

Membership of The Haemophilia Society is free and open to all, do join via our website if you haven't already.



THE
HAEMOPHILIA
SOCIETY

Why we need your help

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

We could not deliver this level of support without the generosity of our supporters – people just like you! The money you raise will make a huge difference to our community. We are here for people throughout their lives, wherever they live in the UK. Whether your child, a family member or you yourself have a bleeding disorder, our services, information and support are here to help.

Our Newly Diagnosed Weekends for families whose child has recently been diagnosed with a bleeding disorder connect the people who need it most. For many parents, this is the first time they will spend time away from home since their child's diagnosis and for most children, it's the first time they spend away from their parents' supervision, thanks to our trusted childcare facility. Parents hear from specialist nurses, physiotherapists and psychologists, enabling them to feel more confident in their child's ability to live a full life, and work alongside their haemophilia centres.

Our annual Youth Camp helps children learn to be adventurous in a safe environment, often as their first time away from their parents after diagnosis. Spending a week with other children who have the same experience is life changing for those that attend and helps them build confidence, make friends and feel less isolated.

Our Talking Red campaign helps women with bleeding disorders to feel confident in managing and talking about their periods. We help them understand their options with family planning and what care may be available to them. The women who come to our events leave feeling empowered, connected and confident in living their day-to-day lives.

Our information for older members of the community supports them in managing their complex and multiple conditions, and understand what services they are entitled to.

We are a tight-knit community and thanks to your generosity, we hope to grow to become a 'one-stop shop' for everything related to genetic bleeding disorders. We also lobby for the best possible treatment and care to be available for our community across the UK. We don't receive any government funding and serve a community that is largely invisible to the public eye. Every year, we have to raise around a million pounds from scratch to ensure that we are there for the community when it needs us. It's thanks to the generosity and hard work of people like you, who give their time, energy and expertise to our cause, that we can continue to do this.

How to plan your event

To help you start your fundraising journey, we've put together some top-tips on how to set up your brunch and get the pounds rolling in.

Where will your event be?

The great thing about brunch is that you can hold it wherever you like! Whether it is in your house, at work, a community hall or a local restaurant, as part of a community group you attend or in the park, think about what excites you and theme your brunch accordingly. Are you a cocktail mixologist or a star baker? Show off your expertise and help us raise vital funds for our community. Remember, outdoor events are fun but always have a back-up plan, in case the weather turns nasty! Try to make sure your event doesn't clash with any major events/holidays either, or you might find yourself brunching without buddies!

Who will join your team?

Fundraising is more fun with friends! Ask your family, friends and even local businesses to jump aboard and help you run your event, don't be shy in asking it's amazing what shops and companies will donate when they see how passionate you are about the cause when you ask. Can your local bakery provide you with some freebies? Could your mum compete on Bake-Off? Think about who could help, by providing freebies, sponsorship or publicity.

How will you make it all happen?

A little bit of planning always pays off! Pick a date for your brunch and leave yourself enough time to organise it. Try to be realistic with your expectations – fundraisers should always take in more money than they cost to run. Think of other fundraising activities you could combine your brunch with, like raffles, competitions and community games. Spend time promoting your event as much as possible, using social media, local press and radio, posters etc. Remember that quite often you can get a lot of stuff for free if you ask! And if you feel you could still use some help, get in touch with our fundraising team at fundraising@haemophilia.org.uk and we'll be happy to help!

Join our online community and enter our Red Pancake Challenge competition – stack them up!

Got Facebook? Now you can connect with other 'brunchers', share tips, recipes and experiences, compare your delicious masterpieces and post best pictures from your event. And if you love a challenge, why not take part in our Red Pancake Challenge? During your brunch, create a pancake stack using our red velvet pancake recipe and measure the stack with a ruler or tape measure. Submit a photo of it and how tall it is to our Buddies Who Brunch Facebook group and include the hashtag **#RedPancakeChallenge**. There will be a prize for the tallest pancake stack, and we will announce a new winner every three months!

Help us to keep growing our community

These brunches are a great way to bring people from outside the 'bleeding community' together with people who have been directly affected by genetic bleeding disorders. This helps us raise awareness and connect with others. It's always fun to share a meal with loved ones, but even better when it is for a great cause!

Once you've had your brunch, keep the momentum going! Tag two of your friends, colleagues or family members and challenge them to host their own brunch event. Make sure you put a time limit on it e.g. within two weeks, and a fun penalty if they fail to complete the challenge. Pass on the torch and see if they can beat your total raised or maybe your pancake record!

How to fundraise and methods of payment

There are lots of different ways you can fundraise for your brunch. Any contribution, no matter how big or small will help to significantly improve the lives of people with haemophilia and bleeding disorders.

Online fundraising

You can set up a fundraising page via a site such as JustGiving, Virgin Money Giving or GoFundMe so the money comes direct to us.

Remember to include some fun photos of your delicious food, your fundraising target and a personal message about why you are taking part.

You can then share this website link with your friends, family and/or colleagues via email, text message, WhatsApp or your social media channels such as Facebook, Twitter and Instagram, to make it as easy as possible for people to sponsor you and your brunch.

Social media

Did you know that you can create a fundraiser directly through your social media channels, such as Facebook? This can be set up to donate directly to The Haemophilia Society. Create a fundraiser from your personal account and select The Haemophilia Society as your charity of choice. Facebook will take care of the donation processing with no fees. For instructions of how to set up your page visit <https://www.facebook.com/fundraisers>.



For all those hosting a brunch we have set up a Buddies who Brunch Facebook group to share your fabulous photos, add your own recipes, share the successes from your event and support others.

Make sure you follow us on **Facebook @HaemophiliaSocietyUK**, **Instagram @thehaemophiliasociety** and **Twitter @HaemoSocUK** and tag us in your posts about your brunch using the hashtag **#BuddieswhoBrunch**. We will share/re-tweet your posts to help drive awareness and support for your fundraiser!

Advertising

We have created promotional materials, including a poster and flyer that are included in your pack, which you can also download and personalise with your event details. You can post this on noticeboards at work or at school or hand them out, so that your friends and family know you're holding a brunch, encouraging them to participate.

Have a moneybox or the sponsorship form at the event

You can also fundraise at the event on the day, using a money box or the sponsorship form included in this pack, and then pay the total amount directly to The Haemophilia Society.

Whatever method you use, any money raised will go towards funding our continued support for people living with genetic bleeding disorders.

How to pay in the money you raise

There are several easy ways to pay in the money you raise.

Online

Go to haemophilia.org.uk/donate or phone **020 7980 0870**. You can also make a BACS transfer by contacting fundraising@haemophilia.org.uk.

You can also make a one-off payment online by visiting <https://donate.haemophilia.org.uk/>.

Make sure you declare gift aid when donating to increase the value of your generous donation. For UK taxpayers, the gift aid scheme means that for every £1 donated, we receive 25p extra from the Government at no cost to you. There is a gift aid form included in this fundraising pack.

By post

Send a cheque made payable to '**The Haemophilia Society**' along with your paying in slip to:
The Haemophilia Society
52B Borough High Street,
London,
SE1 1XN

Please note that although we gratefully receive all fundraising support, we are unfortunately **unable to accept cash payments**.

Other ways you can support us:

- 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.
For more information email events@haemophilia.org.uk
- Remember us in your will and leave a legacy

