



Your



Fundraising



Guide

guts  
UK!

# Thank you so much for choosing to fundraise for Guts UK!

It means so much to us and to the people we support who are affected by digestive symptoms and conditions every day.

Whether you're a quizmaster, baker, gamer, runner, party goer, or something else, we've got you covered!

However you choose to fundraise for us, we'll be here to support you every step of the way. Our work is powered by amazing people like you - thank you!



# Why fundraise for us?

**People are suffering. People are dying. All because of a lack of knowledge about our guts.**

Our guts have been underfunded, undervalued and misunderstood for decades. Guts UK exists to change that and supporters like you make it possible.

We are the national charity for the digestive system. We provide expert information and support for people affected by a range of digestive conditions and symptoms, and we fund life-changing research into the digestive system from top to tail, covering the gut, liver and pancreas.



## Lillie's story

**Lillie decided to fundraise for Guts UK in memory of her mum. She tells us:**

"I lost my mum very suddenly to diverticulitis; something I'd never even heard of. She was the most important person in my life and she raised me, my sister and my brother all alone

With new knowledge, we will end the pain and suffering of the millions affected by digestive diseases, which is why I ran the London Landmarks Half Marathon to raise money for Guts UK. I want to help prevent other families from going through what mine, and millions of others, had to."



# The A - Z of fundraising

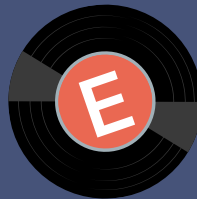
From arts and crafts to zumba-thons, we've got lots of suggestions to help kick-start your fundraising plans. Here are a few ideas to spark your imagination...



is for **arts** and **crafts** - get together for an afternoon of craft making.



is for **dancing**. Dust off those shoes and hit the dance floor.



is for **eighties night**. Host an evening of 80's music and fashion.



is for **brave**. Challenge yourself and get sponsored to face your fears.



is for **football**. Organise a 5-a-side tournament for some friendly competition.



is for **green**. Ask your workplace, school or family and friends to dress in green for Guts UK.



is for **coffee morning**. A great excuse to get together over a cuppa and cake.



is for **hair**. Dye, cut or grow your locks for charity.



is for '**I don't know!**' We are here to help you decide what you could do to raise money for Guts UK.



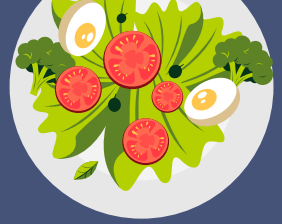
is for **jumble sale**. Sell unwanted clothes and items you no longer need online or at an event.



is for **karaoke**. Have fun and sing your heart out while raising much valued funds.



is for **lunch**. Organise a tasty lunch for family, friends or colleagues in lieu of donations.



is for **music**. Host a band or open mic night and sell tickets to raise funds.



is for **nomination**. Nominate friends or family to take on a challenge with you, from press ups to parachuting.



is for **office**. Arrange a get together with colleagues with a bake off competition, quiz, or something else.





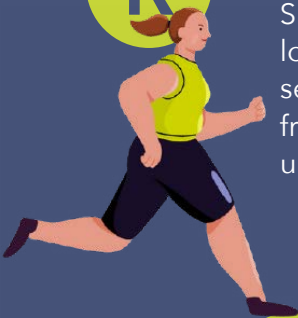
is for **party**. Host a pyjama party, pizza party or pot luck dinner party and ask guests to donate in return.



is for **quiz night**. Host a quiz at work or even better, at the pub. Ask your local to get involved.



is for **running**. Sign up to a local race and set your goal, from a 5k to an ultra marathon.



is for **swimming**. Whether it is outside or inside, set a distance and sponsorship target and get splashing.



is for **theme**. Choose your favourite movie, book or travel destination and theme an event around it.



is for **upcycling**. Transform old items or furniture into treasures you can sell.



is for **velodrome**. Inspired by Olympic champions? Get on your bike and pick your own distance or join an event.



W

is for **walking**. Plan a sponsored walk for family, friends and pets too.



X

is for **eXtreme**. Push yourself to the limit with the challenge of a lifetime.



Y

is for **yoga**. Ask your local studio to host a class for a relaxing way to raise funds for charity.



Z

is for **Zumba-thon**. Don't stop until the music does.



Our team is on hand to support you every step of the way and can provide guidance if you are unsure about what to do. Contact us at [events@gutscharity.org.uk](mailto:events@gutscharity.org.uk) – we'd love to hear from you!

# Planning an event

Need some help with planning an event?  
Here are our top tips to get you on your way:

1

**Start now:** Decide what you want to do, set yourself a fundraising target, and go for it!

2

**Set the date:** Be sure to check your calendar to avoid any clashes, such as an important sporting event or national holiday, and make sure you have given yourself enough time to organise it.

3

**Make a checklist:** Use this guide to help you understand what you need to do.

4

**Get your loved ones involved:** Drum up support from family and friends to help you with your event.





# Raising money

## Set a fundraising target

Once you've decided what you're going to do, set yourself a fundraising target. This gives you a goal to work towards and will motivate your friends and family to help you reach it too. If you surpass your initial target, you can always increase your goal as you go along.



## Fundraise as a team

There is nothing like getting together with friends, family and colleagues to support the same cause. Ask others to join you and form a team. This will help you to raise more money and the atmosphere of doing it together will help foster friendly competition and motivation!



## Fundraise online

To make it easy for your supporters to donate, create an online fundraising page on JustGiving. Personalise your page with a photo and share the reason why you are supporting Guts UK - it really does make a difference and encourages people to support you. Share your online fundraising page widely with your friends, family and colleagues. You can share a link via SMS, WhatsApp, email or on social media.

## Share on social media

Use social media to tell your family, friends, colleagues and networks that you're raising funds for Guts UK. If you have an online fundraising page, share it on social media.

Encourage others to share your page too. Don't forget to share regular updates to let people know how you're getting on.

The Guts UK community would love to hear about your fundraising, so don't forget to tag us on social media @gutscharityuk.

## Not online?

We can supply you with our own paper sponsorship form. Once you have collected all your sponsorship, please return it to us by post or email (please do not send any cash to us by post).



## Fundraise the old fashioned way!

While emails are quick and effective, there is something special about letting everyone know about your fundraiser by writing handwritten cards. The time and effort you put into this is bound to have good results and will be a great prompt for your supporters to donate to you. Why not send thank you cards to all your supporters at the end of your fundraising as a thank you?



# Give your fundraising an extra boost

## Reach out to local media

Contact your local newspaper or radio station and tell them what you're doing. They might feature a story about what you're doing and why, which could inspire donations from local people and businesses.

## 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.

## Gift Aid

Gift Aid is great as it means we can claim 25p for every £1 donated, at no extra cost to you or your supporters. Online pages enable your supporters to automatically Gift Aid their donation, or people can simply tick the Gift Aid box on your paper sponsorship form.

## Ask local businesses for support

Check if they could support you with sponsorship, a raffle prize or a collection tin. We can provide you with an official letter to confirm you're fundraising for us.



# Keeping things safe and legal

To help your event go as smoothly as possible, it is important that you make sure any activity or event you do to fundraise in aid of Guts UK is legal and safe, for you and for the public taking part. We've shared our handy tips here, but please get in touch with us if you need any help!

## Branding

When referencing Guts UK or using our logo, you must include the wording 'In aid of'. Please also include our Registered Charity Number: 1137029 in any printed or digital materials promoting your event.

## Insurance

It is your responsibility to have any necessary insurance in place for fundraising activities or events that you hold, for example, public liability insurance. We cannot be responsible for any liability. Please do contact us for further advice, if needed.

If you are holding an event at a venue that has liability insurance, such as a pub or village hall, please check that they have the appropriate insurance and that this will cover your event.

## Raffles

Small raffles held within a larger event are acceptable if the ticket sales and the announcement of the winner takes place at the event and there are no cash prizes.

## Safety

We recommend that you carry out a risk assessment. We would be happy to help you with this. Make sure you cover things such as the likelihood of an accident, first aid, and how you will keep the money collected safe and secure.

## Food hygiene

If you have food available at your event, make sure to store it correctly and keep children and animals out of the preparation area. Check all use by dates and remember to label all food with any potential allergies.

The logo for Guts UK, featuring the words "gUTS" and "UK!" in a stylized, rounded font. "gUTS" is in white with a blue outline, and "UK!" is in blue with a white outline. They are set against a solid blue circular background.

gUTS  
UK!



## Get in touch

**Call us:**

020 7486 0341

**Email us:**

[events@gutscharity.org.uk](mailto:events@gutscharity.org.uk)

**Find us on social media:**



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Registered Charity No. 1137029



Registered with  
**FUNDRAISING  
REGULATOR**

