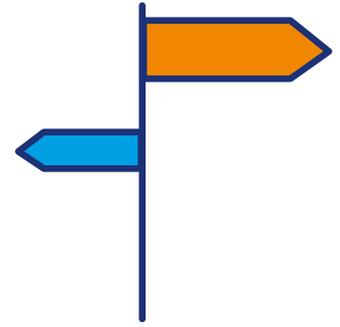


Creating a world where
diabetes can do no harm



your  way



Hello

First off, thank you for downloading this Your Way pack and thank you for supporting us.

You'll have your own reason for downloading this pack. Whatever that reason is, with 4.5 million people living with diabetes in the UK your support could not have come at a more vital time.

As you may know, each week thousands of people in the UK suffer heart attacks, strokes, amputations and blindness because of their diabetes. But when people manage their diabetes well they can often avoid these life-threatening complications and stay healthy.

Your support matters. The money you raise means we can continue to provide services like our Helpline. We offer free information about diabetes from a team of specialist counsellors who really know diabetes and can help with emotional, social and psychological or practical difficulties.

This pack is called Your Way for a reason because now it's over to you to find your way of fundraising. It contains lots of brilliant ideas, from the silly to the strenuous, and loads of simple ways to make sure you can raise as much as possible.

We'll be in touch again to see how you're doing and if there's anything we can do to help. If you need us, just get in touch.

However you choose to fundraise for us you're helping us achieve our vision of a world where diabetes can do no harm.

Thank you,

Laura Kirkwood
Head of Community & Events

Patron: Her Majesty The Queen

Diabetes UK is the operating name of the **British Diabetic Association**.
Company limited by guarantee. Registered in England no. 339181. Registered office:
Wells Lawrence House, 126 Back Church Lane, London E1 1FH. A charity
registered in England and Wales (215199) and in Scotland (SC039136).

DIABETES UK
KNOW DIABETES. FIGHT DIABETES.

We love a natter so get in touch

You can talk to us about absolutely anything to do with your fundraising. We're here to help.

To find out who from our team is in your area or to get in touch with our Events team, visit www.diabetes.org.uk/fundraise

Call **0345 123 2399***

Email fundraising@diabetes.org.uk

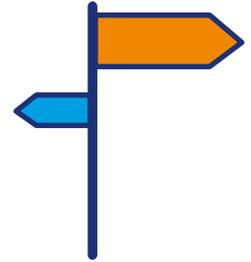
Don't forget to follow us online where you can share your pictures and stories.

Join **#TeamDUK**

 **/diabetesuk**

 **@diabetesUK**

 **@diabetesUK**



Thank you

The money you've raised will help us achieve our vision of a world where diabetes can do no harm. You can find out more about how we're working towards that vision in this pack.

Once you've collected all your money you'll need to take it to the bank. Then dig out your cheque book and send us a cheque made payable to Diabetes UK:

Community and Events Fundraising Team, Diabetes UK, Wells Lawrence House, 126 Back Church Lane, London E1 1FH.

Or pay it in over the phone by calling **0345 123 2399*** or by visiting www.diabetes.org.uk/your-way

This is your fundraising kit

You've decided to fundraise for us your way. This Your Way pack contains loads of information, ideas, tips and inspiration to help you with your fundraising. Whatever your way is we're here to help make it a roaring success.

Shout if you need us.

Raising money online is easy

Setting up a fundraising page on JustGiving is quick, simple, secure and great for sharing. Plus it will save you loads of time and means you don't have to find that cheque book.

www.justgiving.com/diabetesuk

It's time
to do things



your way

DiABETES UK
KNOW DIABETES. FIGHT DIABETES.

1 You can pick an event

It doesn't matter if you're just starting out or have years of experience, if you're a runner, a rider, a swimmer or skydiver, we've got the perfect event for you.



- **Run, Forrest, Run**

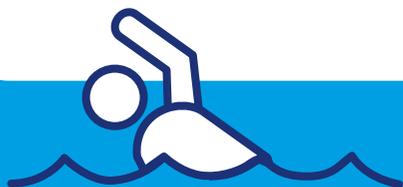
Grab your trainers and get moving because we can keep you running all year if you like. We've got something for all abilities from local 5km runs right up to the London Marathon.

- **Pedal power**

Get on your bike for people with diabetes. We've got plenty of options including Ride London or you can join our London to Paris ride and finish under the Eiffel Tower. Allez, allez, allez.

- **Make a splash**

Get your goggles on and dive into one of our swimming events. Our own Swim22 challenge gives you three months to swim the equivalent of the English Channel in your local pool.

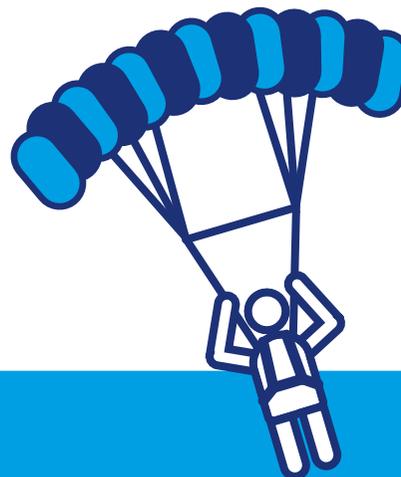


- **Step to it**

Fundraising for us can literally be a walk in the park. Sign up for our 1 Million Step Challenge or join thousands for our London Bridges walk. We can even help you set up your own event.

- **Argggghh**

Maybe hurtling through the sky, white water rafting or jumping off the side of a building is your sort of thing? Because if it is we've got something for you too.



Sign up at

[www.diabetes.org.uk/
fundraising-events](http://www.diabetes.org.uk/fundraising-events)

2 You can pick an idea



Don't worry if those events aren't for you. There are plenty of other ways you can support us and help create a world where diabetes can do no harm.

All these events are great for raising loads of money and having fun. And our fundraising team is ready and waiting to help you get them off the ground.

There's plenty of handy hints for all these ideas here...

www.diabetes.org.uk/fundraise-how-to-guides

The bucket list

Round up your family and friends to help you harvest everyone's loose change with a bucket collection. We'll let you know how to get permission and give you everything you need. We've got buckets, bunting, crazy hair and stickers ready and waiting.



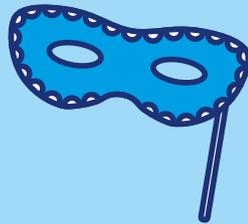
Work it

Whether it's the ultimate office Olympics, a sweepstake or a mammoth lunchtime bake sale there's a fundraising idea suitable for everyone's work place. Don't forget you can bolster your fundraising through your company with match funding.



Glam up

If you're looking for a bit of glitz and glamour, get your gladrags on and organise your own gala dinner or charity ball. Kick start your fundraising by selling tickets and see it soar by holding a raffle or an auction on the night.



Pop the kettle on

Fancy a brew? Having a natter over a cuppa at your very own coffee morning is a simple way to raise money. You could hold it at home, or with your local church, club or cafe. It's also a great way to talk about diabetes and why what you're doing is so important.



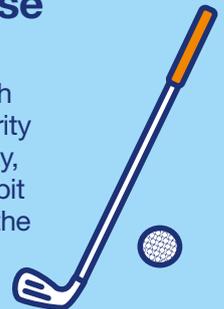
Hottest tickets in town

We've all won something at a raffle that looks like an unwanted gift. And not even a very recent one. But we can help you set up a raffle remembered for the right reasons. Start by asking your local community to donate prizes and your raffle will soon be a sell-out occasion.



A fairway to fundraise

You've always wanted to wear those plus fours so why not pitch in with your pals and hold a charity golf day? Whether it's match play, foursomes or nearest the pin, a bit of friendly competition will help the green roll in.



Step by step

Step towards fundraising glory by setting up a sponsored 'Walk for diabetes'. You could organise one with your friends, get colleagues involved or try to walk to school or work for a week – the choice is yours. Find out more at www.diabetes.org.uk/walk-for-diabetes



But that's not all. We've got loads more ideas over the page.

3 You can do it entirely your way

This pack is all about making your fundraising suit you. So if there's something you'd like to try, ask. We're here to support you however you decide to support us.

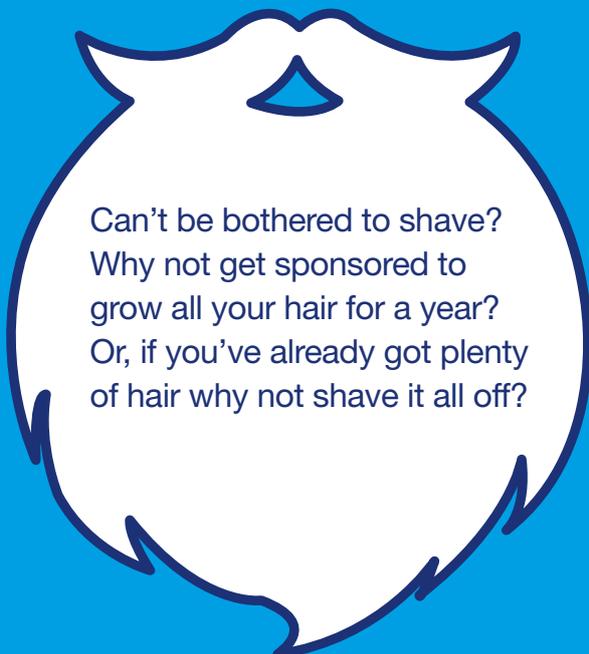
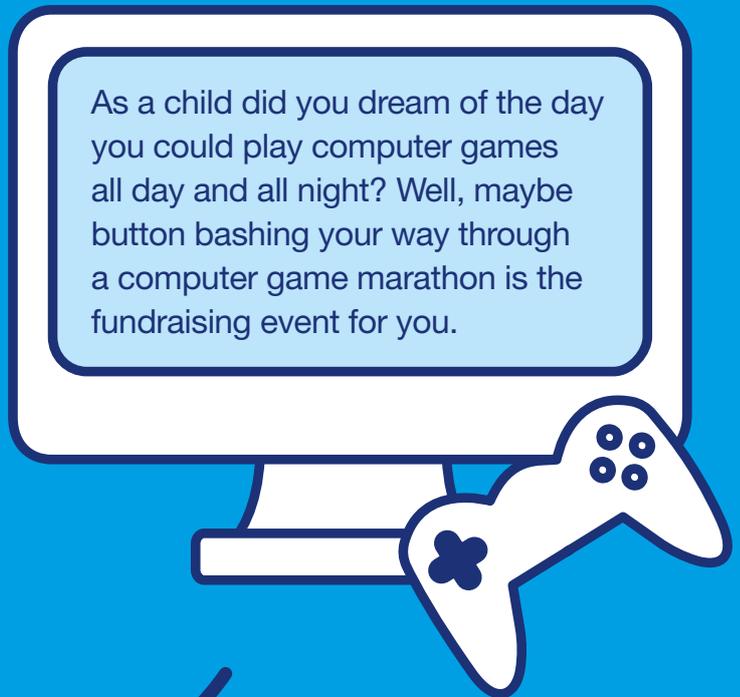
But if you're looking for a few more suggestions how about these?

Ready player one?

As a child did you dream of the day you could play computer games all day and all night? Well, maybe button bashing your way through a computer game marathon is the fundraising event for you.

A pursuit for the hirsute

Can't be bothered to shave? Why not get sponsored to grow all your hair for a year? Or, if you've already got plenty of hair why not shave it all off?

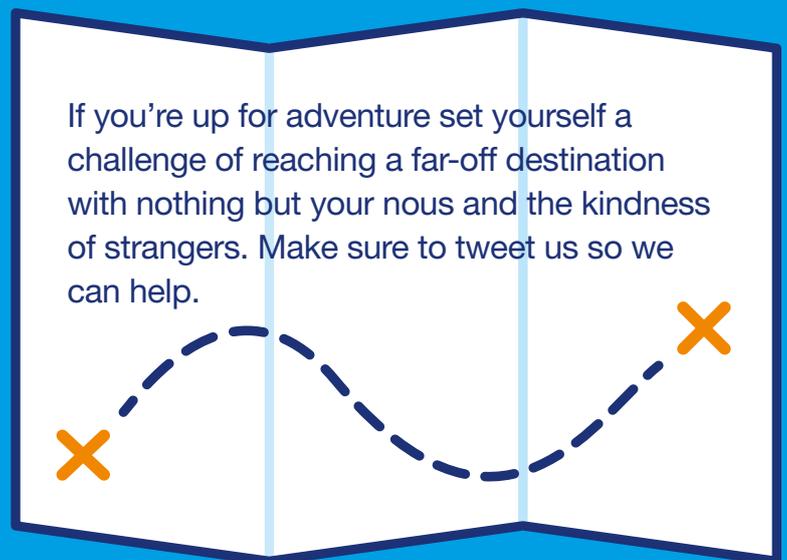




Sparkle with song



Getting from A to B



We're here to help

Each day we're helping people manage their diabetes. We're offering advice, care and support while our life-changing research and campaigns are making sure living with diabetes gets easier for more and more people.

But we couldn't do it without people like you.

And because of that, however you choose to fundraise for us, we'll be there right alongside you the whole time.

Thank you.

Call 0345 123 2399*

Email

fundraising@diabetes.org.uk

Join #TeamDUK

 /diabetesuk

 @diabetesUK

 @diabetesUK

Say hello

Once you've decided how you're going to fundraise drop us an email or give us a call to say hello and let us know your plans. Make sure you keep us updated with photos and videos, we love seeing and sharing them.

We're local

Our fundraisers live and work all over the UK. They're going to be your go to person for advice, support or if you need a question answered. They're ready, waiting and eager to help.

Find out who your local fundraiser is at www.diabetes.org.uk/meet-your-fundraiser



Making you a star

We can't promise you Beyoncé levels of fame but we really want to share your fundraising story with your local newspapers, radio and television stations. It will help boost your fundraising, raise awareness and you'll get some much-deserved praise. Let your local fundraiser know if you'd like us to share your story.

Getting ready for the big day

We've got loads of helpful stuff to make sure your event is brilliant and looks the business. Things like balloons, bunting, banners and those all-important collection boxes and buckets. Contact your local fundraiser to find out more. We like to keep them busy.



giftaid it

Don't forget Gift Aid

Gift Aid is lovely, it's like a big warm hug for your fundraising. We can claim 25p on every pound donated with it. Ask your sponsors who are UK taxpayers to tick the Gift Aid box on your sponsorship form if they're able to claim.

Find out more about Gift Aid at www.diabetes.org.uk/gift-aid

A different kind of help – Helpline

The chances are you know someone living with diabetes. Remember our Helpline is available for anyone affected by diabetes. Our trained counsellors really know diabetes and provide support, information, advice and a comforting ear during difficult times.



Call 0345 123 2399*
Monday to Friday, 9am–7pm

Email helpline@diabetes.org.uk

If you're in Scotland:

Call 0141 212 8710*
Monday to Friday, 9am–7pm

Email helpline.scotland@diabetes.org.uk

The legal stuff

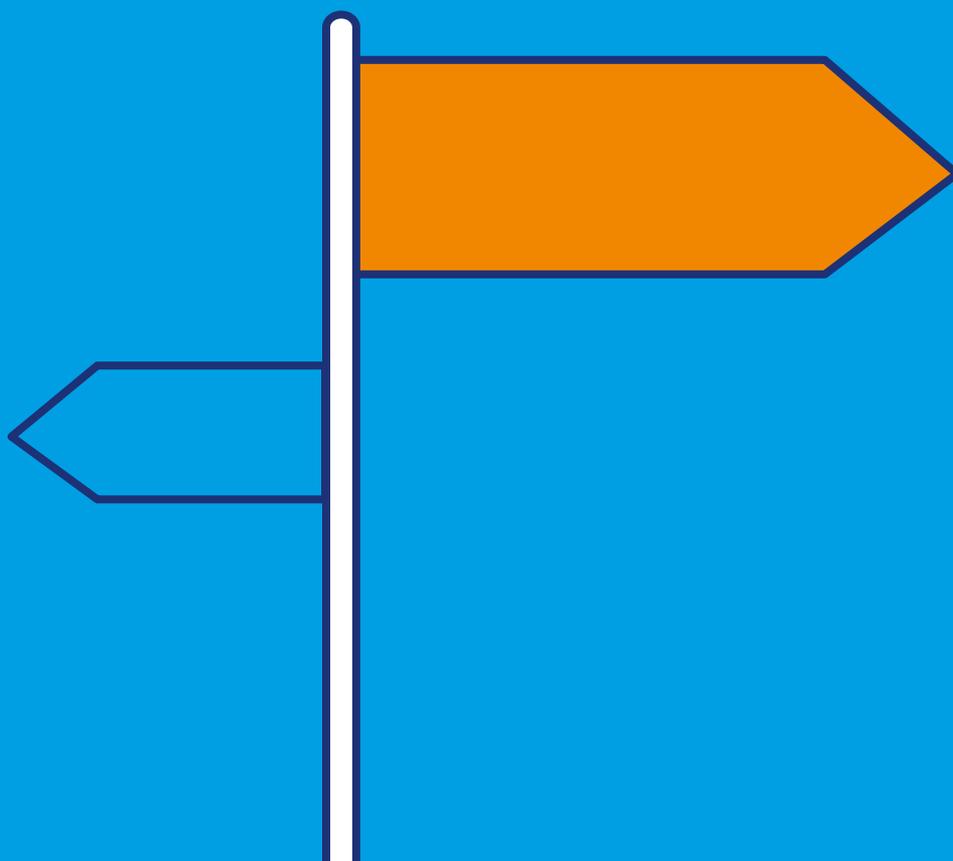
It might sound like the boring bits but we need to make sure you stay safe. For some events you'll need the right licences and insurance and you'll have to follow health and safety regulations. If you're handling money in public there's also the odd thing you need to know. Don't worry, we'll help with all of this.

Find out more at
www.diabetes.org.uk/your-way



Keeping money safe

With a JustGiving page your donations and Gift Aid come directly to us, you don't have to worry about a thing. You'll probably have some notes and coins too though, which you can take directly to the bank. Then just pop a cheque and your sponsorship forms into the envelope included in this pack and your fundraising will be with us in no time.



Online fundraising

Think of JustGiving as your trusty fundraising friend. It makes donating online easy and these simple tips will boost your fundraising with just a few taps of the keyboard.

First things first, set up your page at www.justgiving.com/diabetesuk

Tell your story

Let everyone know what you're doing and why. Explain what it means to you, why you're supporting Diabetes UK and how we help.

Get snap happy

Believe it or not just adding a photo to your page will raise more money. Whether it's a sweaty training shot or your latest baking triumph for a cake sale, add it to your page and get sharing.

Great reasons for JustGiving

- Easy to set up and manage.
- Completely secure.
- 24/7 – no matter the distance or time family and friends can donate.
- Easy to share on social media.
- Easy to claim Gift Aid.

Set a target

Another simple trick is to have a target. It increases the chances of people donating so be bold (we'll help you get there) and if you go past it keep setting it higher.

Spread the word

People will be impressed with your fundraising and want to support you. So let them know how it's going by adding updates to your page and sharing it with everyone.

Ask people to join you

Friends and family keen to help? Get them to take part and JustGiving will make it simple to set up a team and bring your pages together.

If you do need any help with your JustGiving page just let us know.

fundraising@diabetes.org.uk

Get social

Say hello to all your friends, followers and contacts.



You've decided how you're fundraising, you've got your JustGiving page, now share that link and make a racket on social media.

- **Facebook for starters**

Once you've asked your friends to donate let them know they can help by just sharing your status. And don't be afraid to remind people to sponsor you more than once.

- **Liven up your LinkedIn**

Bolster your CV and share your fundraising with your LinkedIn contacts. That guy from your last job always liked you – Ken from accounts, I think – he's bound to donate.

- **Tweet. Sleep. Repeat**

If you can, tweet right through your event. If that's not possible then let people know what's happening before and after. Include pics, your JustGiving link and don't forget to tweet us **@DiabetesUK**.

- **WhatsApp**

JustGiving works a treat on mobiles so pepper your WhatsApp groups with your fundraising plans, especially the one that keeps your phone buzzing every single minute of the day.

- **Instagram**

Little known fact but every single Instagram filter makes you look incredible when you're fundraising for us.

- **YouTube yourself**

From passionate video blogs to Rocky style training videos, put your recordings on YouTube and send them out with your page.

Join **#TeamDUK**



/diabetesuk



@diabetesUK



@diabetesUK



's sponsorship form

Office use only
form reference number:

I'm trying to raise £

Help me get there and maybe even beyond. Thank you for your support.

Title First name Surname.....

Address

..... Postcode

Telephone Email

Sponsor's full name (Title, first name and surname)	Sponsor's home address Only needed if Gift Aiding* your donation. Don't give your work address if you are Gift Aiding your donation.	Postcode	Donation amount	Gift Aid*	Date paid	Contact**
Miss Anne Example	10 Example Street, Example	EX1 1EX	£ 25	✓	01.01.2017	✓
			£			
			£			
			£			
			£			
			£			
			£			
			£			
			£			
			£			
			£			
			£			

Turn over for more.

*Increase your gift at no cost to you



By ticking the box headed 'Gift Aid', I confirm that I am a UK taxpayer. I have read this statement and want Diabetes UK to reclaim tax on the donation detailed below, given on the date shown. I understand that my donations are eligible for the scheme if I pay enough UK Income and/or Capital Gains Tax to cover the amount of tax that all charities I donate to will reclaim in that tax year. If I pay less it is my responsibility to pay back the difference. I understand the charity will reclaim 25p of tax on every £1 that I have given.

Remember: You must provide your full name, home address, postcode and the Gift Aid box for Diabetes UK to claim tax on your donation.

**Can we keep in touch?

Diabetes UK would like to send you information by post about our work and the different ways you can support us, including financial support. Please tick here if you are happy to receive post from Diabetes UK.



Registered with
**FUNDRAISING
REGULATOR**

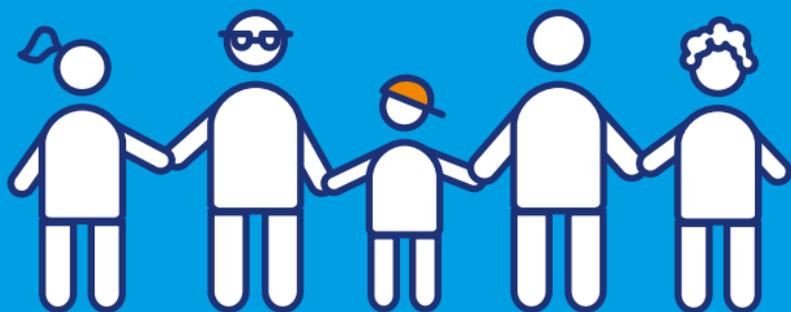
Our vision is a world where diabetes can do no harm.

www.diabetes.org.uk

A charity registered in England and Wales (215199) and in Scotland (SC039136). © Diabetes UK 2016 0977E



How you make a difference



DiABETES UK
KNOW DIABETES. FIGHT DIABETES.

A world where diabetes can do no harm

**Every two minutes someone learns
they have diabetes.**

Each day 65 people with diabetes die early. Every week thousands more suffer heart attacks, heart failure, strokes, kidney disease, blindness and amputations.

People can avoid these complications and live well if they know how to manage their diabetes. And that's exactly what Diabetes UK helps people do.

This booklet shows you some of the ways we help people manage their diabetes and how fundraising your way will bring us closer to achieving our vision of a world where diabetes can do no harm.

Thank you.





Our research has played a critical role in shaping today's diabetes care

Whether it's saving someone's sight or developing the artificial pancreas, we're always at the forefront of diabetes research. Your fundraising will help our researchers keep discovering pioneering treatments and new technologies that make living with diabetes easier. One day we will find a cure and it will have been made possible by fundraisers like you.

www.diabetes.org.uk/research

“A major breakthrough could come from anywhere, so Diabetes UK has to have the funds and flexibility to support new approaches from unexpected directions.”

Dr Tim Tree,
King's College London

Every year we're forced to turn down promising research proposals because we simply don't have enough funding. The money you raise will help make sure we can invest in as much crucial research as we possibly can.



Coping with a condition with no known cure affects life every single day

Living with diabetes is complicated. It can be tough, confusing and exhausting. Our Helpline is there for anyone affected by diabetes. Our trained counsellors really know diabetes and provide support, information and advice, or just a comforting ear during difficult times.

www.diabetes.org.uk/helpline

“Diabetes UK is like a security blanket. They provide me with a link to people with a massive amount of knowledge. There is no question you can’t pose – you will always get an answer.”

Susan, Diabetes UK supporter

The money you raise means we’ll be able to keep supporting people like Susan. It means when someone has a question about how best to manage their diabetes we’re always there to answer it.



We help people get to grips with their diabetes

There is an awful lot to learn about diabetes. It can be isolating too. Our Type 1 Events for children, teenagers, families and adults help people understand their Type 1 diabetes, build confidence and let them know they're not alone.

www.diabetes.org.uk/type-1-events

“I cannot stress enough the positive impact the event had on my daughter. She loved every minute, made great new friends and said it was the best week of her life.”

Chris, parent of a child with Type 1 diabetes

Your generosity means more children, teenagers and families can attend one of our Type 1 Events, giving them the encouragement, advice and confidence they need to live well with diabetes.



Our campaigns change lives

We don't stop fighting for people with diabetes. We win big victories like changing the law so schools in England have to give the right care for children with Type 1 diabetes. We work with our supporters to make change happen locally. And we work with the NHS to make sure care keeps getting better for everyone with diabetes.

www.diabetes.org.uk/campaigns

“I have been campaigning for many years and seen some remarkable improvements. By working together with local people and the NHS, I've been able to make a real difference to diabetes care in my area.”

Fred, Diabetes UK campaigner

We know there is an awful lot more we need to do before everyone is living confidently with their diabetes. Your support means we can keep making change happen.

Fundraising your way means we can:

- dramatically improve diabetes care
- help everyone to manage their diabetes
- increase spending on diabetes research
- achieve a world where diabetes can do no harm.

Thank you.

To find out more about
the difference your
fundraising will make visit
[www.diabetes.org.uk/
how_we_help](http://www.diabetes.org.uk/how_we_help)

Join **#TeamDUK**



/diabetesuk



@diabetesUK



@diabetesUK



Registered with
**FUNDRAISING
REGULATOR**