



**Caudwell**  
**LymeCo**  
Charity

# Fundraising Pack

*Become a Lyme Legend and  
raise money for Lyme disease research*



Registered charity no. 1169342

# Welcome to our Fundraising Pack!

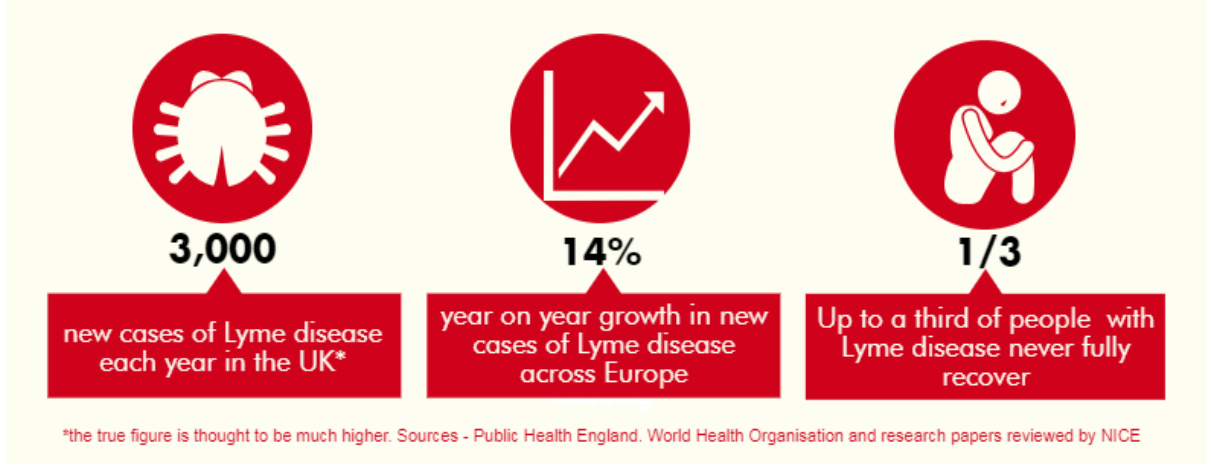
Thank you for choosing to raise money for Caudwell LymeCo.

Our mission is to fund research that helps improve the current delays in diagnosis of Lyme disease, and finds proven cures for every patient.

Our vision is that every UK Lyme disease patient can be treated and cured on the NHS.

We also aim to raise awareness and improve knowledge of the disease, so that it's more easily spotted by doctors and patients alike, and given the prompt treatment it needs.

If you've downloaded this pack, you've likely been personally affected by Lyme disease in one way or another. Here are some sobering statistics around the condition.



We conducted the largest ever UK Lyme disease patient survey in 2016, which found the following statistics:



## How Your Fundraising Helps

With your help, we can fund desperately-needed research into Lyme disease, which aims to find an accurate diagnostic test and a proven cure for every Lyme patient, on the NHS.

The current tests available have been found to be only 80% accurate at best, meaning many Lyme disease sufferers are being misdiagnosed, or simply left without the treatment they need.

Any amount you raise will be gratefully received, but here are some examples of what funds raised can help make to happen:

**£200** can go towards research that finds a reliable diagnostic test.

**£500** could fund research which helps us understand exactly how Lyme affects the body, and identify all definitive symptoms of the disease.

**£1,000** will enable us to carry out research into improving treatment for every patient and increasing recovery rates.

**£3,000** could fund research which helps identify whether there are any genuine Lyme hotspots in the UK, so people understand where they are most at risk.



# Fundraising Ideas - things you could do

## Sporty challenges

Running



Bike ride



Swimathon



## Events & Community

Quiz Night



Ladies Night



Coffee morning



Music gig



Raffle



Games night



## At work

Bake sale



Dress down



Office Olympics



## Or how about these?.....

- Car boot sale
- Wine tasting
- Clothes swap
- Dog walking
- Sponsored head shave
- Parachute jump
- Crafting
- Abseiling
- Dinner party
- Karaoke night

## Fundraising Tips & Checklist

Below are some recommended steps and tips on how to make your fundraising a success! Feel free to tick them off once done.

### 1. Pick a challenge, date and target

Play to your strengths or interests. Nobody's good at everything.....but everybody is good at something! Or take on that challenge you've had your eye on for a while.

Once you've done this, **get in touch with us** to let us know what you're planning in case we can help! Or simply just so we can say thank you.

### 2. Set up a fundraising webpage

Go to [uk.virginmoneygiving.com/giving/fundraisers](http://uk.virginmoneygiving.com/giving/fundraisers) to set up your personalised challenge or event page.

Include photos if you can, as this helps people engage with your cause.



### 3. Spread the word with friends and family

Let your friends and family know what you're planning, and share details of your sponsorship page or event on social media. **It's your chance to tell your story.** People will be impressed by your fundraising and want to support you.

You could post updates from your training or planning to let them know how it's going.



### 4. Get your charity branded t-shirt or vest

We can provide you with branded t-shirts or vests for your challenge or event, for you to wear on the day or during training.

This will help people to spot you, and show which charity you're supporting. Just let us know your size and preference.

## 5. Share with local press

Local newspapers and publications will usually be happy to feature a fundraising story, so do think about approaching them with your challenge or event. It'll raise awareness, boost your fundraising and earn you some well-deserved praise!

**Make sure you get in touch at least two weeks before your event is due to happen, so they have enough time to feature it.**



## 6. Get support from local organisations

If you're holding an event in your community, it may be worth getting in touch with some of your local organisations and businesses to see if they'd be willing to **support your fundraising by donating some goods.**

This could be some food or drink items, or even prizes for a raffle.

## 7. Have fun! (and share your photos)

The challenge you take on may be hard work, but we want you to enjoy the fruits of your labour and the good feels that come with fundraising!

**And make sure you take plenty of photos.** If you upload them to social media, you can tag us on Facebook, Instagram and Twitter.



## 8. Say thank you to your supporters

Remember to let your supporters and donors know how you got on, and say thank you for their support.

## Anything else?

You can visit our fundraising webpage for more tips, and to download helpful documents such as:

- a gift aid and sponsorship form.
- notes on how to write a press release.

## Keeping it Legal

We want you to have fun and enjoy your fundraising and organisation. But depending on your type of event, there may be certain laws or guidelines you need to follow, and it's worth making sure you're covered.

### Fundraising Events

If you're hosting some kind of event for the public, you'll be responsible for the Health & Safety of those involved, so it's worth checking that you're covered for insurance purposes and anything else you might need, such as risk assessments.

You can find some useful information on the Institute of Fundraising website - [www.institute-of-fundraising.org.uk/guidance/events-and-community](http://www.institute-of-fundraising.org.uk/guidance/events-and-community)

### Food & Drink

If you'll be serving food at your event, you'll need to comply with food safety regulations. You can contact the Environmental Health Department at your local council for guidance.

If you want to serve alcohol, you'll need a licence to do so.

### Raffles, Lotteries & Prize Draws

There are regulations around these types of fundraising. Visit the Fundraising Regulator website for more information ([www.fundraisingregulator.org.uk](http://www.fundraisingregulator.org.uk)), or call us for advice.

## How to get your money to us

### Online

If you've set up a fundraising page, all donations will come directly to us, and the Gift Aid from your donations will all be taken care of as well! We prefer Virgin Money Giving as their site is easy to use and fees are low, but you can use other crowdfunding websites too, if you prefer.

You can also send funds raised to us by direct bank transfer. Please call us for more information.

### Post

If you've got some cheques or separate Gift Aid or sponsorship forms, you can send them to us in the post at Caudwell LymeCo, The Coach House, Broughton Hall, Broughton, ST21 6NS.

Cheques should be made payable to "Caudwell Lyme Disease".

## Our supporters' stories



**Saskia & Lottie**  
Charity Quiz Night

Lottie (pictured right) has suffered with Lyme disease for over three years, enduring painful and draining symptoms.

She says she is lucky enough to be able to seek and receive the treatment she needs, but knows this isn't the case for everyone, and wanted to raise money towards finding reliable treatments and a cure.

Lottie and her sister Saskia hosted a fundraising quiz night in Oct 2018 with family and friends and raised over £2,800!



**Karen & Hazel**  
Ladies Pamper Evening

Karen's daughter, Fizzy, a young and vibrant woman loved by many, sadly took her own life after suffering from Lyme disease. She struggled for years to get a diagnosis. By the time she did, it was too late.

In Nov 2018, Karen and her sister Hazel hosted a Ladies Pamper Evening for women in their community. Local companies lent their support by donating food and drink, or services such as massages and manicures. They ended up raising over £2,200 for the charity and the work we do!

### **Martin** - John O'Groats to Lands End Bike Ride



Martin is taking on this epic bike ride for us in Sep 2019. He says: "In June 2018, a close friend was admitted to hospital. After a number of lumbar punctures and weeks as an inpatient, Lyme disease was identified as the underlying cause. At times he has been in a medically induced coma and intensive care.

Throughout this time I've felt little ability to support one of my closest friends, aside from 'just being there'. Research, care and education costs money, and we need to do more to increase early diagnosis to reduce the number of people who suffer as significantly as my friend and his loved ones have."



## Get in touch or get social

If you have any questions, or want to chat with us about your fundraising idea, you can contact us via the details below.

### By Phone

Call us on 01630 620523.

### Email

Send us an email at [lymecocharity@caudwell.com](mailto:lymecocharity@caudwell.com).

### Social Media

You'll find us on Facebook, Instagram and Twitter. Follow our pages for stories on fundraising and make sure you tag us in any photos you share on social media about your fundraising.



[facebook.com/lymeco](https://facebook.com/lymeco)



[instagram.com/caudwelllyme](https://instagram.com/caudwelllyme)



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

## Thank You!!

Thanks again for choosing Caudwell LymeCo. We wouldn't be able to achieve the fundraising results that we do without our community fundraisers.

Together, we can make a difference and improve the lives of thousands of Lyme disease sufferers.

