



**FUNDING  
RESEARCH,  
FINDING HOPE**



**Action for A-T  
Fundraising Pack**



## **We are delighted that you have decided to raise funds for Action for A-T. We have put together a fundraising pack to help you get started...**

There are many ways to raise money for Action for AT from holding a coffee morning to climbing Mount Kilimanjaro and everything in between! If you are stuck for ideas and looking for inspiration check out our A-Z of fundraising ideas at the end of this pack.

## **The easiest way to collect sponsorship money is to set up an Action for A-T fundraising page**

The majority of our fundraisers find the easiest way to raise sponsorship is to set up their own personal Action for A-T fundraising page on <https://mydonate.bt.com/charities/actionfora-t> (it's simple, click on the link and follow the directions) or you could search for Action for A-T on the Virgin Money Giving or Just Giving websites and follow the instructions on these sites to set up your own page.

Or, if you prefer, you could use the paper sponsorship form which has been included at the end of this pack or can be downloaded separately from the Action for A-T website. If you decide to collect funds this way please don't forget that gift aid may be able to be applied to sponsorship amount if the person sponsoring you is a UK tax payer so ensure you get the relevant signatures! A separate gift aid form is also included at the end of this pack should you need it.

## **Some People prefer to donate directly to Action for AT**

Should you wish to donate directly to Action for AT you can either use our 'donate' button on the website or send a cheque made payable to Action for AT to:-

Action for AT, Aruna House, Haslemere,  
Surrey, GU27 2QA

## **Merchandise**

We have a range of merchandise available to buy on our website: t-shirts, wristbands and pin badges please check out our Shop for further information.

[www.actionforAT.org/shop](http://www.actionforAT.org/shop)

## **We love to hear what you are up to...**

So please contact us and let us know what you are doing. We may be able to publicise it for you through our social networks or website. Also we would love it if you could e-mail a photo for our gallery.

## **Finally...**

We wish you good luck with your event. Your support is greatly appreciated and will not only raise important funds but will help raise the profile of the charity and importantly more awareness of A-T.

Please contact [jo.cork@actionforAT.org](mailto:jo.cork@actionforAT.org) if you need any help getting started.

## A-Z OF FUNDRAISING

### A

**Auction** – hold an auction night. Source items that people can bid on with the proceeds going to the charity or rather than an auction selling specific items could you hold an auction of promises – where people offer services to be auctioned (eg cleaning a car, decorating room, an afternoon of gardening, haircut etc).

**Artwork sale** – it could be friends work or a local artist who is happy to support the cause and give a percentage of the sales to the charity.

**Angling competition** - participants pay to enter. Maybe you could get sponsorship from a local shop.

**Assault course** – sign up for one and get sponsored to do it.

### B

**Babysitting** - donate your earnings to us.

**Ball** – you could hold a ball or a black tie dinner. Lots of people enjoy dressing up and having a nice evening out.

**BBQ** - held in your garden. Guests could pay a fee to attend and then you provide them with food and drink for free.

**Bike rides** - you decide on the route and distance. Entrants could pay a fee to enter and could also get sponsorship. There's lots to keep in mind when organizing an event like this not least the safety aspects.

**Book sales** – ask all your friends to clear out their book shelves and donate the books to you to sell.

Buy some Action for A-T merchandise in our shop  
[www.actionforat.org/shop](http://www.actionforat.org/shop)

### C

**Caption competition** - Get a photo of your chairman or MD at work doing something unusual and then get everyone to submit a caption for £1. The winner could get a proportion of the money as a prize and the rest goes to the charity.

**Car washing** – get a group of you together and go to a busy car park one Saturday afternoon and offer car washes in return for donations to the charity.

**Car boot sale** – organise a car boot sale charging each car an entrance fee whether they are a buyer or a seller.

**Cinema screening** - could your local cinema be persuaded to do a preview for Action for A-T? Increase the price of each ticket by a small amount the proceeds going to the charity.

**Coffee mornings** – get your friends together for a chat over coffee and cake. Charge them each a small amount and you could even see if there are any local traders who might like to come along (eg Virgin Vie, Pampered Chef, Usborne Books, Phoenix Trading etc), set up a stall and donate a percentage of their takings.

**Concerts** - ticket selling and publicity are vital but it might not be as hard as you think to find a band to perform. They are often on the lookout for opportunities to perform for good causes and in good venues.

**Curry night** – would your local curry house provide food for a curry night? You could charge more than the cost of the curry per ticket.

**Comedy** – it's not that hard to find up and coming comedians to perform at such evenings. Get a few of them together charge an entry fee. You could combine it with a curry night.

Climb a mountain and ask for sponsorship for it. You could even try 3 mountains in 24 hours and give the National Three Peaks a go!

## D

**Dances** – whatever the type of music you like organise a night of it eg disco, ballroom, salsa or a barn dance or Céilidh. Charge for the tickets. You'll need a venue, band/DJ and a drinks licence (if you intend on selling alcohol).

**Dog walking** – offer to walk dogs in your neighbourhood and get paid for it.

**Dinner party** – host a dinner party and charge your friends to come along.

**Dress down day** – hold a dress down day at work and charge employees to for the privilege.

## E

**Expeditions** – Always wanted to walk the Inca Trail, Climb Kilimanjaro, canoe down the Mississippi or something else...? Sign up for an organised expedition and do it for Action for A-T. Contact us if you would like more advice on how to do this.

**eBay** - register yourself on [www.ebay.co.uk](http://www.ebay.co.uk) and auction off your old, unwanted items.

**Easter Egg Hunt** – organise an easter egg hunt and charge parents for their children to take part.

**Easyfundraising** - Do you shop online? If you do, you could do it via [www.easyfundraising.org.uk](http://www.easyfundraising.org.uk) and nominate **Action for A-T** as your chosen charity. Shopping through this website is simple, costs you nothing and donations will be made to the charity every time you shop. That's right no extra cost to you! Just register at the link above and nominate **Action for A-T** as your chosen charity. Easyfundraising works with thousands retailers including Amazon, Boden, M&S, Argos, John Lewis, Debenhams, Disney Store, GAP, Early Learning Centre, Sainsburys and many many more. If you buy something online the retailer will donate a percentage of your spend to Action for A-T when you shop with them through the easyfundraising site.

## F

**Fancy dress** – get sponsored to wear a fancy dress outfit all day.

**Family Fun Day or Fete** – organise a fun day with stalls for all the family and a BBQ and drinks stall.

**Fun runs** - organise your own; you decide the venue and the distance or book a place in an officially organised event and ask friends to sponsor you. Don't forget to tell us you're doing it and we'll send you a T-shirt to do the run in!

**£5 into £50** - Give friends or volunteer fundraisers a sum of money (£5) and a time limit to devise a money-generating activity. Ideas include: holding a cake sale, growing vegetables,

## G

**Garden party** - or hold an open garden afternoon; open your garden to the public and charge people to come in

**Guess the weight competition** – you decide what!

## H

**Halloween party** - hold a fancy dress party at your house or some other local venue. Ask guests to pay an entrance fee.

**Head and tails auction** – often goes down well at an evening event. Get everyone to stand up and pass a bucket around to collect an entrance fee from each person in the room (loose change or a note – you decide). Everyone decides whether they're heads or tails by putting a hand on their head or their bottom. Flip a coin on stage and announce the results. Those who get it wrong sit down. Continue until only one person is left. Winner gets a prize (bottle of champagne or a proportion of the prize fund works well).

**Head shave or grow a moustache or beard** - get friends to sponsor you.

## I

**Individual...** do something unique and individual that's never been done before and get sponsored for it!

**Ironman** – a real test of endurance – sign up and get sponsored for Action for A-T [www.ironmanuk.com/ironman-uk](http://www.ironmanuk.com/ironman-uk)

## J

**Jelly eating competition** – a great idea for kids.

Jewellery collection - ask people to donate unwanted jewellery. Auction off the best items and sell the remainder at a car boot or jumble sale.

## K

**Karaoke night** – organise one and charge people to attend or hold a karaoke competition.

**Knockout darts or pool tournament** - at your local pub.

## L

**London to Brighton** – On a bike or walk it and get sponsored for it.

## M

**Masterclasses** - are you good at something? Organise a small class to show other people how to do it? Charge people a small fee for coming along.

**Mile of coins competition** - how many coins will it take? The person with the closest guess gets a prize.

## N

**Non uniform day** - for kids at school.

## O

**Open Garden** - ask visitors to donate an entry fee to come and spend time in your garden

## P

**Poetry recital** - get people to read their own verses over some wine.

**Pub quiz evening** - teams pay to enter and you could also hold a collection.

## Q

**Quiz night** – rather than organise a pub quiz why not organise a quiz night at a school or church hall. You could provide fish and chips and start off with a round of heads and tails?

## R

**Race night** - organise an event at your local dog or horse racing stadium or arrange a 'fake' racing night at a local pub using footage from previously run races?

**Radio campaign** – speak to your local radio station to see if they might be interested in helping you in your fundraising effort.

**Raffles** – Source some prizes and sell some raffle tickets.

## S

**Santa Run** – organise a local run in December and ask participants to dress up as Santa. Charge participants a small

**Skydiving** – do a skydive and get sponsorship for it.

**Slim** - raise money as you lose the pounds? Get friends to sponsor you.

**Sports events** - do you belong to a sports club? Why not persuade them to hold a charity day or dinner?

**Swimathon** - kids and adults can do sponsored distances in a pool or you could try something bigger like swimming the Solent.

**Swap shop** – hold a swap shop morning at your home and invite people bring along clothes and toys that their children have outgrown for them to swap. Charge a small entrance fee and maybe sell tea and cakes.

## T

**Talent competition** - charge for entry.

**Treasure hunt** - get some prizes donated and organise a set of clues leading people from one location to the next. All participants pay a fee to enter. Finish with a BBQ?

**Triathlon** - organise a place in your local triathlon and ask friends to sponsor you. Don't forget to let us know you're doing it and we'll send you a T-shirt!

Tribute night – Hire an Elvis or Frank Sinatra impersonator and charge an entrance fee

**Three Peaks Challenge** – organise a group to do this with or sign up to an organised event.

## U

**Underwear out** - wear your underwear on the outside for a day, ask your friends for sponsorship. Make sure it's clean!

## V

**Vintage Tea Party** – transport yourself back to the 50s and hold a vintage tea party. Charge your guests an entrance fee

## W

**Walk** – take part in a sponsored walk. 10k, 50k, 100K! Organise a group of you or join an organised event.

**Wine tasting evening** - spend an evening tasting wines. Ask attendees to pay an entry fee.

## X

**Xmas Fayre** – hold a Christmas fayre and ask local traders to come along to sell their festive goods. Charge a fee for stall holders and an entrance fee for the public. You could also charge for drinks and mince pies.

**Xmas card donation** - instead of sending cards this year, just wish your friends, family and colleagues a good Christmas verbally and ask them to do the same. Donate the money you would have spent on cards to Action for A-T.

## Y

**Yes day** - say yes to everyone's demands (within reason!) and ask people to sponsor you to do so.

## Z

**Zany events** - throw a custard pie at someone, ask people to guess how many marshmallows you can fit in your mouth, sit in a bath of cold baked beans, grow an unusual moustache, dye your hair blue.... The list goes on. Get people to sponsor you.

**Zumbathon** – arrange and take part in a zumabthon. Get sponsored for it!

**Zoo** – organise a day trip to the zoo. Take advantage of group discounts on tickets and transport and charge a little extra for the tickets.



## GIFT AID DECLARATION FORM



NAME:

ADDRESS:

POSTCODE:

I enclose a donation cheque for ..... payable to 'Action for AT'

Please send this form **including the completed gift aid section** and cheque to:

**Action for A-T**, Aruna House, 2 Kings Road, Haslemere, Surrey, GU27 2QA

If you are a UK taxpayer the charity is able to claim gift aid on your donation. In order to do this we need you to complete the section below:

### Gift Aid It

Gift Aid is a scheme run by the government which allows charities to claim basic rate tax on every pound donated.

This money is at no extra cost to you and comes from the government.



**Please tick the appropriate box**

I am a UK taxpayer

I am not currently a UK taxpayer

I do not require a receipt for my donation

**All the money raised will go into medical research into the condition Ataxia-Telangiectasia with the specific aim of finding a cure or a treatment that will delay the disabling effects of this unrelenting condition.**

**We thank you very much for your support**

**Aruna House  
2 Kings Road  
Haslemere Surrey  
GU27 2QA**

**t: 01428 853313  
e: [info@actionforAT.org](mailto:info@actionforAT.org)  
[www.actionforAT.org](http://www.actionforAT.org)**

**UK Registered Charity: 1145303**