



Making the most of your fundraising

This factsheet provides you with some ideas and guidance to help make the most of your fundraising. Remember our team is here to support you from start to finish. To talk about your fundraising please contact us on fundraising@jostrust.org.uk or call on 020 7936 7498.

Fundraising materials

The charity can provide fundraising materials to help promote and make the most of your event.

You can order the following fundraising materials:

- Jo's Cervical Cancer Trust leaflets.
- Fundraising posters (the poster has space to personalise for your event).
- Branded balloons.
- Sponsorship and Gift Aid Forms.
- Collection tins: Tins will be sent with an Agreement Form for fundraisers to complete and abide by the conditions.
- T-Shirts: We generally ask for a suggested donation of £10/t-shirt to help cover costs.
- Pin badges: suggested £1 donation per badge

Materials can be ordered by using the Materials Order Form enclosed in this pack or by going to the Resources section on our website.

Producing Materials

If you choose to print personalised materials for your event please read 'Keeping your event safe and legal' for the requirements regarding use of the charity logo. Should you need to discuss materials or have specific requirement please call the team on 020 7936 7498.

Gift Aid

A really easy way to boost your fundraising income is to ensure donations include Gift Aid. This is a tax reclaim scheme which does not cost the supporter or charity anything. So long as the donor is a UK taxpayer,

Gift Aid can boost the value of the Jo's Cervical Cancer Trust donation by 25p for every £1 given.

So, for example, on a donation of £10 to Jo's Cervical Cancer Trust we will be able to reclaim an extra £2.50 from HM Revenue & Customs. Also higher rate taxpayers are entitled to claim tax relief on donations, enabling the donor to reclaim as much as 25p from every £1 donated to charity.

For a donation to be eligible for Gift Aid you must have all of the following:

- The donor's full name.
- The donor's full address including postcode.
- Specify the amount donated and the date given.
- The donor must read and accept the Gift Aid agreement (see below).

To simplify the process the charity can provide Gift Aid forms for donations or sponsorship forms for events.

The Gift Aid Agreement

I am a UK taxpayer and would like Jo's Cervical Cancer Trust to claim back the tax on all donations I have made for the six years prior to this and all donations I make from the date of this declaration until I notify you otherwise.

I understand that I must pay an amount of income tax or capital gains tax at least equal to the amount to be reclaimed by the Charity. I am under no obligation to make any further donations and I can cancel at any time.

Online giving

Fundraising on the internet is effective, easy and low-cost. When holding an event setting up an online giving page offers your family, friends and colleagues an easy way to donate or sponsor you.

We're partnered with JustGiving.com (www.justgiving.com) and Virgin Money Giving (<http://uk.virginmoneygiving.com/giving/>) which means it is easy for you to set up your own internet-based sponsor form.

Top tips:

- Always personalise your page with a photo and explain why you are supporting Jo's Cervical Cancer Trust.
- Send a link for your page to your contacts and add this to your email signature.
- Ask your close family and friends to sponsor you first to get you started.
- Always thank supporters and keep them updated on your progress.

Both online platforms incur small fees to the charity for up to date information on these please visit the websites below.

JustGiving

<http://www.justgiving.com/about-us/what-it-costs/>

Virgin Money Giving

<http://uk.virginmoneygiving.com/giving/about-us/fees.jsp>

Sending in the funds you've raised

Firstly a massive thank you for considering supporting us. We understand the commitment involved in holding a fundraising event and greatly appreciate the efforts of our supporters. Fundraising such as yours really will make a difference.

- Cheques should be made payable to: Jo's Cervical Cancer Trust.
- Please do not send cash in the post for security reasons.
- Credit/Debit secure online donations should be made via our website: www.jostrust.org.uk/donate

- Paper donation forms and Freepost envelopes can be requested on 020 7936 7498.
- Online giving pages (JustGiving.com and Virgin Money Giving) automatically send donations to the charity and claims Gift Aid on the charity's behalf.
- When returning collection tins you can request a pre-paid envelope on 020 7936 7498.

Send donations to:

Jo's Cervical Cancer Trust
16 Lincolns Inn Fields
London
WC2A 3ED

Once all your fundraised income has been received we will send a letter of thanks for your support. Your donation will be used to continue our work raising awareness and supporting those affected by cervical cancer and cervical abnormalities.

Your fundraising will make a difference

If you raise:

- £100 you will allow us to answer five calls to our Helpline and offer vital confidential support and information.
- £400 you enable us to train a volunteer to run a local group, providing personal support to women living with cervical cancer.
- £1,000 you will allow us to print and distribute 10,000 materials for health professionals to give to their patients.
- £4,000 you could help us fund Let's Meet our annual information day enabling us to bring together women affected by cervical cancer, help them build vital networks and share experiences.

Thank you for supporting Jo's Cervical Cancer Trust.

Version 1.0
Date last updated: February 2012
Date due for review: February 2014

Jo's Cervical Cancer Trust
16 Lincoln's Inn Fields
London WC2A 3ED

T 020 7936 7498
E info@jostrust.org.uk
www.jostrust.org.uk

Registered in England and Wales
Company Limited by Guarantee: 7111375
Registered Charity Number: 1133542
Registered Scottish Charity Number: SC041236

