



THE PIGGYBANKKIDS GOLD CHALLENGE FUNDRAISING PACK



Dear Gold Challenger

Welcome and thank you so much for signing up to the Gold Challenge for PiggyBankKids. It is such a brilliant initiative, and a great way to be part of the countdown to the Olympics, and to encourage everyone to get involved. So whether you're trying a new sport, or polishing up your existing skills thank you for taking part. We will make sure the money you raise goes to supporting the groundbreaking work at the Jennifer Brown Research Laboratory, where our team of researchers are working hard to help solve pregnancy difficulties and help save newborn lives.

The Gold Challenge website is a great resource for finding out more about your chosen sport and how to connect with the right clubs or national federations so do take a look at www.goldchallenge.org.uk/sports/the30sports. In this pack we've also put some handy hints on fundraising for you, and we will also put in the post to you a special pack of goodies as a way saying thank you! If you have any questions please do not hesitate to get in touch with Konrad Caulkett kcaulkett@piggybankkids.org or Victoria Keene vkeene@piggybankkids.org

Most important of all we hope you have fun taking part and thank you once again

Good luck and best wishes

Sarah Brown
President, PiggyBankKids

PS I've got my family signed up to take part and to see how we're getting on please go to facebook.com/piggybankkids or follow us on twitter [@piggybankkids](https://twitter.com/piggybankkids)



What does PiggyBankKids do?

PiggyBankKids is about changing children's lives. Every single child is precious and unique. At PiggyBankKids we work hard to give children the best possible chance of living a healthy and happy life, here in the UK. We want to help as many children as we can: from the vulnerable babies whose lives could be saved with the right scientific breakthroughs, to those kids and young people who have the hardest start in life.

The charity was founded by Sarah Brown in 2002 to help inspiring professionals continue their world-changing work in saving and transforming children's lives.

Supported by the Jennifer Brown Research Fund, our talented and dedicated team of doctors, scientists and research midwives are advancing pioneering research projects. Their aim is to make real progress towards resolving some of the life threatening complications that can arise during pregnancy for both mums and babies. The work in the laboratory furthers understanding of what causes early labour, how we can develop treatments to prevent it, and how we can better help treasured tiny newborns in those first crucial hours and days after birth.

The Jennifer Brown Research Fund also supports small innovative community based schemes led by nurses and midwives.

Launched by PiggyBankKids in 2004, and based at the Queen's Medical Research Institute, University of Edinburgh, in a purpose built facility adjacent to the Royal Infirmary of Edinburgh, the Jennifer Brown Research Laboratory has recruited a team of 14 highly talented and motivated researchers, trainee obstetricians and paediatricians, scientists, midwives and technicians, who are making significant progress towards resolving some of the life threatening complications that can arise during pregnancy.



Where does the money go?

£5 will pay for a pack of centrifuge tubes or a sleeve of disposable petri dishes, for the laboratory

£50 will pay for two hours of a research midwife's time supporting new mums when they help us with our research

£150 will pay for a days work from a laboratory technician, taking us one step closer to vital breakthroughs

£250 will pay for an MRI scan using the state of the art clinical research imaging facility located next to the Jennifer Brown Research Laboratory

£500 will pay for two days use of the confocal microscope – a specialist piece of equipment that can explore samples at the cellular level

£1000 will pay all the consumable costs for a month of experiments for a PhD student in our laboratory

£3500 will pay a months salary for a clinical research fellow working in the laboratory

£6000 will pay for an incubator to grow cells for research or an ultra low freezer to keep samples in for our biobank

£10,000 will pay for three months research from a post doctoral scientist, or purchase specialist equipment such as a microscope or a centrifuge for the laboratory

£20,000 will pay for an international scientific meeting, held in Edinburgh where we can invite scientists and clinicians from all over the world to discuss and showcase the latest research



Fundraising

Is easier to do then you think, and you can make it fun to do as well!

The easiest way to get started is to set up your online sponsorship page – where anyone you know, from anywhere in the world can go onto your page and sponsor you as much as they want, (and find out who else has sponsored you), and the money comes straight to PiggyBankKids so you don't have to worry about collecting the money from all of your supporters

Go to **www.justgiving.com/piggybankkids** to sign up and make your own sponsorship page and set your fundraising target

- Having your own page is a secure place for friends, family and colleagues to securely and quickly donate money using a credit or debit card. Make your page unique by including a photo or video of yourself, (maybe one of you out training!), write your own message explaining why you've chosen to take the Gold Challenge for PiggyBankKids, and you should also post regular updates on your training and fundraising – this will encourage people to come back to your page
- You don't have to worry about collecting the money or looking after it, as it is transferred directly to our bank account and we can start putting the money to good use straight away. PiggyBankKids can also apply for Gift Aid on all donations received from UK taxpayers – allowing us to receive even more money. So remember to get your donors to tick the box saying that they are a UK taxpayer
- **And remember to use twitter and facebook to share your sponsorship page with your followers and friends;** and ask your workplace to publicise your efforts on their website or intranet site too
- Get a few people, such as close friends or family to sponsor you first so that when your friends do look at your page there are already a few people there and it will encourage others to donate; and if the first few have been generous then that may well encourage everyone else to be generous too
- Put details of the challenge and links to your sponsorship page in your email signature, to spread the message even wider; print off flyers and posters to put up in your gym, school, church, college or university



- Keep hassling people to sponsor you. Lots of people will have every intention of doing it, but day-to-day things get in the way, but if you keep reminding them they will sponsor you
- Once you have received sponsorship it is very important to thank that person quickly, reminding them how important their donation is in helping us save lives. You can also ask them to let their contacts know about what you are doing as well, and see if that generates more supporters for you.
- If you would like share your story of why you chose to take part in the Gold Challenge for PiggyBankKids with us then please do. We can feature you on our website and tweet links to your story so that more people will know what great efforts you are making

There are other ways to raise money which will help highlight your challenge, and maybe raise a few laughs along the way as well! These ideas are regularly used by people in their fundraising for various challenges, and of course you can choose which ones suit you best, or come up with your own ideas, and don't forget to keep your supporters updated on your justgiving page:

- **Give change, change lives** Ask your family, friends and colleagues to empty their pockets every evening for a week for charity
- **Matched giving** Many companies offer a matched giving scheme where the total amount you fundraise is matched by your employer – why not ask your boss?
- **BigNightIn** Organise a BigNightIn, which could be themed around watching a sporting event such as the Wimbledon finals, or a time to suit you, invite your friends over and you can play games, have a dinner party, or play computer games, just remember to ask all of your guests for a donation to your fundraising target
- **Sweepstake** Why not have a sweepstake on the Grand National, the Christmas No 1 single, who wins X-Factor or the 6 Nations Rugby!
- **Sponsored bike ride or walk** As part of your training for the Gold Challenge organise a sponsored bike ride or walk where the money you raise can be added to your fundraising target



- **Or you could go for ...** a car boot sale
asking your local sports bar to host a quiz night with money going to PBK
organise a works outing to a park and have a softball tournament
a cheese and wine party
greeting card sales
coffee mornings
a craft fair
organize a dress down day, or a fancy dress day at work
do some home baking and sell your produce around the office
get your head shaved... the options are endless!

... and remember to get your local radio station and local papers involved to help with generating publicity and donations



What to do with the money once you've collected it

Please do send us the money you raise as and when you collect it from your sponsors, the sooner we receive it, the sooner we can put it to good work helping improve and save lives of babies and children across the country

The best way to send us the money is for you to bank the money and then send in a cheque or postal order, made out to PiggyBankKids. Please do not send any cash through the post.

We will send you an acknowledgement for the money we receive from you, every time you send in a portion of what you raise.

Whenever you send money to PiggyBankKids please enclose one of our collection slips, included in this pack on the next page, so we can keep a record of the money you have raised for us.

PiggyBankKids is entitled to apply for Gift Aid (reclaim tax) on all donations received from UK taxpayers. You will need to tick the box on your completed sponsorship forms and send copies of all sponsorship forms to PiggyBankKids Towers for us to be able to claim the Gift Aid. If people are donating to you online please remind them to select "I am donating my own money" in the Gift Aid section.

Please forward all sponsorship monies and collection slips to PiggyBankKids, Broadgate Tower, 20 Primrose Street, London EC2A 2RS. Do let us know when you have sent something to us so we know to look out for it. You can email us at goldchallenge@piggybankkids.org or call on 020 3116 2735

Thank you again for all you do in raising money and awareness of the important work which we are funding, which is saving and improving lives for babies and young people across the country.

And we hope you have fun completing your challenge and raising money.

GOOD LUCK!



Collection Slip: Gold Challenge

First Name.....Surname.....

Address:.....

.....

..... Postcode.....

Telephone Email

Please find enclosed £

Please be aware that I (please tick below)

- Expect to send in more funds (£)
- Have no more funds to send in

Signature Date:

PiggyBankKids is a registered UK charity, No 1092312

Collection Slip: Gold Challenge

First Name.....Surname.....

Address:.....

.....

..... Postcode.....

Telephone Email

Please find enclosed £

Please be aware that I (please tick below)

- Expect to send in more funds (£)
- Have no more funds to send in

Signature Date:

PiggyBankKids is a registered UK charity, No 1092312



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Gold Challenge Sponsorship form

Use this form if you are securing sponsorship offline

Using Gift Aid means that for every pound you give, we get an extra 20 pence from the Inland Revenue, helping your donation go further.
(To qualify for Gift Aid, what you pay in income tax or capital gains tax must at least equal the amount we will claim in the tax year)

SPONSORS NAME	Address & Postcode	TOTAL AMOUNT (£)	I am a UK tax payer and would like my donation to be treated as a Gift Aid donation (Please sign)	Date

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