

ALDLife Fundraising Ideas



This document should provide you with all the tools you need to raise funds for

ALDLife. This is **YOUR** charity and by raising funds you are contributing to research to bring about a breakthrough to prevent, diagnose, treat or cure ALD or AMN. You can affect your generation or your children's generation so what are you waiting for!!! As an example; to fund a Graduate to work on ALD/AMN for a year costs only £40000. With your help we can fund this or similar activities such as funding a mouse model for research. Here are some ideas although feel free to come up with your own. You will find it fun and extremely rewarding.

Superstore Bag Packing

Bag packing at superstore tills can be a very fruitful way of raising funds. You can expect to raise around £300 for every two hours if you can cover 10 tills. Like any small charity we lack the resource to carry out the bag packing but if you secure the booking there are many organisations who will carry out the bag packing on your behalf.



Here's what to do:

- 1. Contact your local Superstore:** Sainsburys are not only very keen to help but far more accessible than other stores. It is sometimes difficult to get through to the someone at Tescos and Asda so perhaps focus on Sainsburys. Get the phone number from the Sainsburys Store Locator on line and ask for the Charity Co-ordinator. The Co-ordinator will agree a date over the phone. They will expect you to only ask for a day but ask for a weekend. They will then ask you to write in to confirm the dates.
- 2. Confirm the date in writing:** Use the letter template detailed later or something similar but ensure it is on headed paper.
- 3. Book the bag packers:** Give yourself plenty of time to do this but you need to fill as many tills as possible and for as long as possible during the time you have been given. Two hours is seen to be a long enough stint at packing on a till and if you use children you should allow for them to double up. You may find it useful to have 2 hour sessions or shifts and then book

different bag packing groups for each shift or group of shifts. The following organisations have been used or have shown a keen interest in bag packing for a 50% share of the funds raised (see later).

- **Scouts, Cubs, Explorers:** Google your local group. They always need money for their challenges, trips or just premise maintenance.
- **Local schools:** They often have to raise funds for school trips.
- **Cadets (Army, Navy and Air Force (ATC)):** Google your local group. These have a massive resource available and could easily take many slots in your day. They also have the advantage of being a slick and professional outfit.
- **Youth Groups:** By asking any teenage friends you may find there are groups who need to raise funds to go on some kind of exploration. These are not formal groups but ask around and you may find some local to you.
- **Friends and family:** Always keen to help and won't expect a share of the funds raised.

Note: All these groups could make their own arrangements to bag pack without us but we have done this work for them. Arguably people are more likely to donate to a charity than to Scouts for example.

4. Equipment: You will need the following (all available through ALDLife) which I would suggest is handed to the bag packers on the day:

- **Buckets:** You must use charity collecting buckets and not normal buckets. They are very different. The ties should also be used as they are easily knocked over.
- **Labels:** These need to be printed and affixed to the buckets.
- **Sashes:** All bag packers should wear the sashes that identify them as charity bag packers for ALDLife.
- **Bag Packing Rules:** These are detailed later. They are only a guide but ensure your packers have read them or send them to the co-ordinator beforehand.

5. At the end of the session: Ensure you collect all the buckets and bag the money in proper cash bags (bank will not accept any other kind of bags but will provide as many as you like). Hand in the money to the ALDLife bank using the following bank details:

Bank: Nat West
Account name: ALDLife
Sort code: 60-21-12
Account number: 51520583

Send the paying in slip to:

ALDLife
PO Box 43642
London
SE220XR

6. Fund sharing: It is only fair the bag packers get 50% share of the funds raised as they have their own overheads or reasons for raising money. Furthermore, it is 50% of the money that we wouldn't have if they didn't help us. We can send a cheque to the bag packers once the money has gone in to the bank or you can give them half of the cash straight away if you like.

7. Gift Aid: This does not apply in this case because it is not practical to get a signature from everyone giving money.

8. Past experiences: You will get a mixed response from those giving money. Some people will give money but not want their bags packed. Some may choose a different till so as not to have their bag packed. Some will have their bags packed and not give money! As long as the bag packers are polite etc there won't be any problems.



9. Final note: Some may argue that those giving money should know if they are giving to a charity or the Scouts for example. Our view is that the Scouts are just one of our overheads. If you were to give £1 to the Macmillan Trust you know that not all the money will go towards research. Some will go to offices, staff etc. The bag packers are the same for us.

Organise a Charity Ball

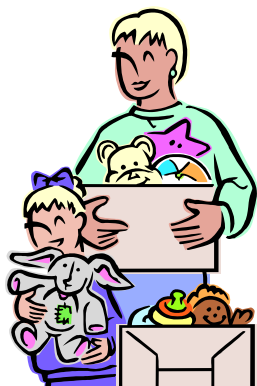
This is a sizeable task and while it is profitable and rewarding, it should only be undertaken if you are fully committed. If you are interested you don't need to do it every year. You can call Mark Bostock for some advice if you like.

20/20 Sponsored Walk

ALDLife have an annual 20/20 sponsored walk event where we aim to have 20 sponsored walks to raise £20000. It is in September each year at the start of the new school term. We need 20 volunteers to each organise a walk in their area. We will co-ordinate the overall event but you would have to organise the walk itself. Try to get your friends in other areas to have their own sponsored walk. You will need to select the route and recruit the walkers (see below) but we will provide the sponsorship forms. This is a great way to raise money. It doesn't require any equipment and really brings everyone together. You can make it even more fun by having a great destination like a local landmark or Macdonalds!

The route: You should aim to have a **safe** route of around 4 miles especially if it children who are doing the walk. ALDLife is predominantly a children's charity so this would be fitting. Why not spice it up by making the walk fancy dress or having some kind of theme. Maybe getting kids to do it on heellies or their scooters. Try having games along the way too like a treasure hunt or quiz? Remember also that you are not offering to supervise the children so you may need to invite the parents to accompany them.

Sponsorship forms: These are provided later. Give your walkers plenty of time to secure donations before the walk and keep chasing them for the money as soon as possible afterwards. Ensure too that those donating tick the gift aid box as the Government will contribute 28% on top of what you raise.



Gift/Prize donations



ALDLife are constantly trying to raise money through raffles and fairs for example where we need to give away prizes. The more attractive the prize then the more money we make. We also need prizes as incentives to fund raisers so please think about the following:

Do you or do you know someone who works in a company who can provide free prizes such as mobile phones, TVs, free photography session, signed sports merchandise, vouchers or other services?

Can you or do you know someone who can offer free services such as plumbing services for a day or a free electrician for a day? Maybe you have a friend who may be willing to donate a free weekend or week at a holiday cottage?



Standing Orders or financial donations



Anyone can visit the website to make a donation or they can write a cheque made payable to ALDLife. However a convenient way of donating to charity that makes people feel they are giving something back is to arrange for a standing order to be sent to a charity. Just a small amount of £5 a month would be great.

Marathons/Fun Runs



ALDLife has pre-booked places on several marathons and Fun Runs. Runners often find it difficult to secure a place so as long as they run for ALDLife and raise at least £200 they can have one of our places. We will also provide ALDLife T-shirts.

Charity boxes/tins

You may be employed by a large company with one or more canteens or you have a friendly local shop. I am sure they would be happy to have one of our charity tins at the tills.

Celebrities

Do you know any celebrities? They can help enormously and will find it extremely rewarding. They can help in any of the following ways:



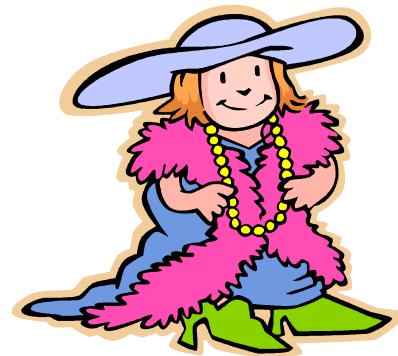


- Supply items that we could auction to raise money
- Act as patrons so we can use their images on our website for example
- Make a donation on the website or by cheque
- Actively support us by getting donations or items to be raffled from friends etc
- Go on TV shows where the prize is a TV donation to a charity of their choice
- Set up their own Foundation (in

their own name) which would be to raise funds for our charity but would be led (with our support) by the Foundation

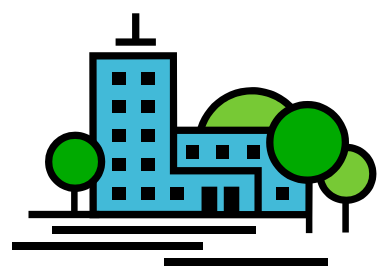
Corporate Sponsorship

Do you work for an organisation or know someone that works for an organisation that has official nominated charities. Often these would be the Cancer Charities that are very worthy but organisations like to sponsor charities that affect one of their employees. Sponsorship then leads to other things like not only donations but providing helpers for other fund raising events.



Schools

Schools may have their own nominated charities so ask if ALDLife can be one of them. Perhaps they will allow you to have a fundraising stall at one of their fairs or they can have a dress down day for one day a year where they charge each child £1 for our charity. They are more likely to do this kind of thing if they have a true connection with the charity such as a parent who is affected by AMN.



Dressing Up

Everyone loves dressing up so why not charge the people you work with for dressing up or down for a day. Think about getting everyone to wear blue and yellow for a day (the colours of the charity) or wearing their PJs. Maybe hold a fashion show or swap clothes with a colleague.



Food Glorious Food!

How about a classic cake sale? Maybe cookies, muffins, flapjacks or sweets? Ask if your work will allow you to set up a stand at the main entrance or have a stall at your local village fair. What about hosting a dinner party or do a `come dine with me` event where you charge your guests? Perhaps you can have a `cook or bake off` with judges awarding the best dish.



There's nothing like a show!

marathon board game night?

How about a karaoke or talent show where you charge guests to sing or to watch? Have an X Factor or Britain's Got Talent style event with senior management being the judges. What about a quiz night or a

Hair raising money



Get sponsored to have blue and yellow hair for the day or perhaps you could grow a beard or wacky moustache. How about waxing your legs or chest hair or maybe having some 80s chic haircut for a day. Just wear a wig so even the baldies can join in!

Be a Hero!

Why not do something really brave like jumping from an aeroplane (don't forget your parachute) or facing your biggest fears like bathing with spiders! Maybe something easy like bathing in beans or mushy peas. You could just ditch your luxuries for a week or just keep quiet in a sponsored silence.



Need any help?



If you need any help at all then use the names on the useful contacts list but think about you or your friends setting a target. Also think about who can help you raise funds. Family and friends will always be keen to help but there are groups who are keen to help. Those listed under the bag packing section but also local schools or Universities who may have a charity module in their Business courses. Consider also the Duke Of Edinburgh Scheme. Google your local representative as they will need to do some charity work in order to qualify for their award.

Useful contacts:

Sara Hunt

Email: info@aldlife.org
Telephone: 07881 905886

Helen ???

Email:
Telephone:

Mark Bostock

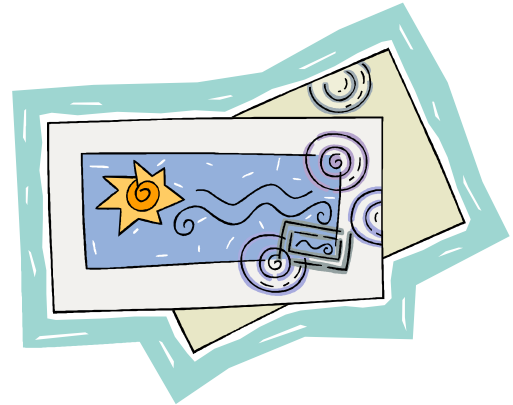


Email: mbostock77@googlemail.com
Telephone: 07973 891177

ALDLife website: www.aldlife.org

Useful Information

Here is some information you might find useful when asking for support or if you plan to organise a fund raising event.



Paragraph to use when corresponding with people who you want to help

ALDLife is a registered charity (number 1106008). We aim to raise awareness and funds for research in to AMN and the more serious ALD which affects young boys who often die at a very young age. Only around 200 people in the UK are affected by this condition and the mortality rate is around 30%. The remainder are likely to suffer severe mobility problems or for boys it will be that they can only communicate through nodding and are wheelchair bound etc.

There is currently no cure and while there are small research activities under way it is a constant battle to secure funds. The main reason is that while the impact of the problem is massive, the numbers are small which means it cannot compete with bigger higher profile diseases in getting the Government or drug companies to invest in research and development. Our charity are leading the way in terms of supporting patients and carers but keen to take ourselves to the next level of being able to actually fund research and hopefully you can help either soon or some time in the future.

Sponsorship and Gift Aid Form

Please sponsor me.....

To (event).....

In aid of ALD Life (charity registration number 1106008)

We, who have given our names and addresses below and have ticked the box headed `gift aid (tick)` , want the charity named above to reclaim tax on the donation detailed below, given on the date shown. We understand that each of us must pay an amount of income tax or capital gains tax at least equal to the tax reclaimed by the charity on the donation.

| Full name (first name and surname) | Home address (not your work address please) | Postcode | Amount | Date paid | Gift aid (tick) |
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| Total donations received | | | £ | | |
| Total Gift Aid donation | | | £ | | |

Letter to Superstore asking for bag packing days

Dear ???

I spoke to you on the phone recently about you kindly offering to allow me to bag pack for my charity ALDLife. Here are the details of the charity. I will ensure that we follow your bag packing rules and also that the packers are polite etc and suitably identifiable as representing ALDLife.

The dates we agreed were ??????.

Adrenoleukodystrophy (ALD) is a genetic disease affecting around 200 people in the UK of which almost a third will die within months of diagnosis. Most of these will be young boys who tragically go from being healthy, normal primary school age boys to suddenly showing signs of ALD then death within a very short time.

There is currently no recognised cure and because the disease is so rare, our charity finds it extremely difficult to compete with the larger charities in being allocated funds. Similarly there is no research into this disease by the drug companies or the government because the market for any cure is so small.

Your support will allow our charity to raise awareness and fund research into ALD and for this help I am extremely grateful.

Yours sincerely

??????

ALDLife

Insert your address and contact details

Superstore Bag Packing rules

Always be courteous

Do not ask for donations

Step away if someone does not want to have their bag packed and bid them a good day

Do not eat and drink at the till

Always wear the sash provided

Just use your common sense but bear in mind the following please....

- Don't put too many heavy things together or make the bags too heavy as they will break as soon as the shopper takes the bag off you
- Don't put heavy things on top of light things like biscuits and soft fruit
- Try to keep fruit and vegetables together (fruit on top)
- Never pack raw meat and cooked (hot) meat together
- Keep toiletries and cleaning items together
- Try and keep frozen food together
- Try to keep soft or `squashable` items like bread together or at the top
- Keep fish separate from other items

Thank you for all your support

ALDLife