



The
University
Of
Sheffield.



Will 4 Adventure

THE
BIG WALK
2022
FUNDRAISING FOR
GENETIC DISEASE RESEARCH

Fundraising Guide



Introduction

Thank you for deciding to take part in the Big Walk 2022 and fundraise to support **Genetic Disease Research** here at the University of Sheffield. We very much appreciate the vital support of the many alumni, staff, students and friends who raise funds for the University in so many ways, and for so many projects, and walking for **Genetic Disease Research** is no exception.

This guide will give you some ideas and information to help you with your fundraising for the Big Walk 2022 and have some fun along the way. We are here to offer help if you need it, and hope that you will share your success stories with us – we are constantly inspired by our fundraisers' ingenuity and commitment.

In the following pages you will find:

- Key information to help you fundraise for the Big Walk
- Some top tips to maximise your fundraising from previous Big Walks
- Fundraising after the walk and what to do next

*We are here to support your
Big Walk fundraising journey,
every step of the way!*



The Big Walk 2022 is supporting Genetic Disease Research

The University of Sheffield is pioneering gene therapy treatments that could offer hope for patients living with severe and hard to treat genetic diseases.

Although individually uncommon, collectively it's estimated that rare diseases may affect up to 10% of the world's population. In the UK alone, 1 in 25 babies are born with a genetic disorder.

Sheffield's research will change the lives of families who are desperately seeking a treatment for their loved-one.

Sheffield's scientists have discovered a way to engineer bespoke genes to replace or silence a faulty one. In the form of a safe 'viral vector' these gene therapies will be manufactured in Sheffield and delivered to patients around the world.



Robbie Edwards and family. Robbie was diagnosed with SPG47 as a toddler. Research at Sheffield has the potential to treat SPG47 through gene therapy.

By supporting this appeal, you'll help raise £200,000 for a new Bioreactor. This incredible equipment will produce special gene therapy treatments for people with genetic diseases. Sheffield scientists have already shown it works - changing the lives of babies with [Spinal Muscular Atrophy](#).

Your support for this research really will save lives.

HOW will my fundraising help?

Your fundraising and the kindness of your supporters will:

- Offer hope to a young child suffering from a rare genetic disease such as [COL4A1](#) or [Hereditary Spastic Paraplegia](#).
- Help slow the effects of devastating conditions like [MND](#) and [frontotemporal dementia](#).
- Unlock further research for even more conditions like age-related hearing loss.

More information about [Genetic Disease Research](#) can be found here:
www.sheffield.ac.uk/giving/causes/research/genetic-disease-research.

How we can help you

We are here to help you create the greatest impact from your fundraising so we hope the following information will answer your questions. If not, do contact us at giving@sheffield.ac.uk or phone Sarah Barnes - Fundraising Officer on [0114 222 5598](tel:0114 222 5598).

JustGiving

Please note that online fundraising pages for the Big Walk 2022 must be via **Just Giving**. We will send full instructions to all participants.

JustGiving is still the best known and most user-friendly of the online donation websites and we have used it for several years now. Your supporters may well have donated through JustGiving before and so will be familiar with how it works and will trust that their donation will be secure. See our instructions for setting up your Big Walk page. The JustGiving website also includes lots of fundraising tips & ideas, along with a [fundraising toolkit](#). You can also set up Just Giving text giving. Just Giving takes a fee of 5% and a small transaction fee from donations when they are paid to the University.

Public collections

If you want to fundraise by holding a public collection you will need the following from us:

- A letter to send to the local authority confirming that your collection is for the University of Sheffield, that we authorise your collection and that our Exempt Charity Number is X1089.
- Fundraising buckets and labels detailing your event and branded for the Big Walk 2022 and Genetic Disease Research.



The Big Walk 2018

You will be asked to sign for the buckets, agree to adhere to some common-sense rules over their use and take responsibility for their return to us at the CAR office at 40 Victoria Street.

Cheque donations

If you will be collecting cheque donations, please use the **sponsorship form** below and return it to us with your cheque payable to The University of Sheffield, to:

Genetic Disease Research, Campaigns and Alumni Relations, 40 Victoria Street, Sheffield, S10 2TN.

Alternatively, call 0114 222 5598 to make a payment by credit or debit card. Remember to tell us you are raising funds for **Genetic Disease Research!**

Cash donations

Please refrain from donating cash received yourself onto your Just Giving page as this incurs fees and we will not get the whole donation! If you collect cash donations please count them and send a cheque for the correct amount, together with a note of your name and fundraising event, to us at the address above. Alternatively, cash donations can be hand delivered to us here at the CAR office, 40 Victoria Street, or for larger collections we may be able to arrange collecting them from you.

You can log these offline donations on your Just Giving page. When you click edit your page, you can manually change the offline donations amount. By adding your offline donations to Just Giving you have a very public place to shout about your current target.

Gift Aid

Through the government's Gift Aid scheme, UK taxpayers can make their donations worth 25% more at no additional cost to themselves or to you. Our sponsorship form below allows the University to claim Gift Aid, and JustGiving provides a Gift Aid option.

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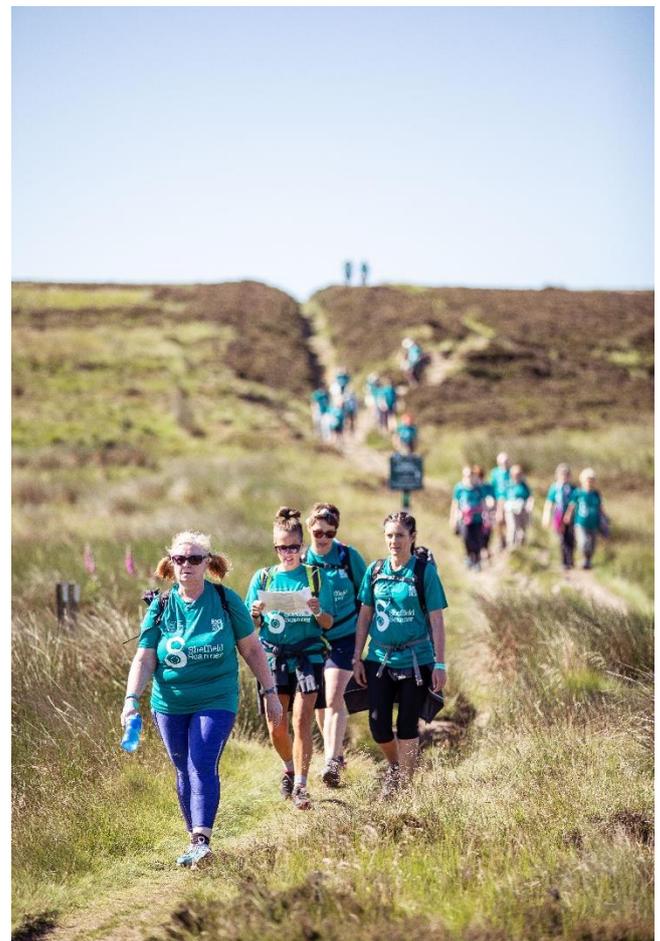
Fundraising materials and publicity

Do make sure you let everyone know about your event and why you are supporting **Genetic Disease Research**. We may be able to help you produce fundraising posters, flyers, etc (but please give us plenty of notice) prior to your event.

If you are designing your own fundraising materials do contact us so we can send you the correct logo(s).

Please ensure you include the University of Sheffield's Exempt Charity Number: X1089 on all fundraising materials - this is a legal requirement. You must not refer to the University as a 'Registered' charity but an 'Exempt' charity.

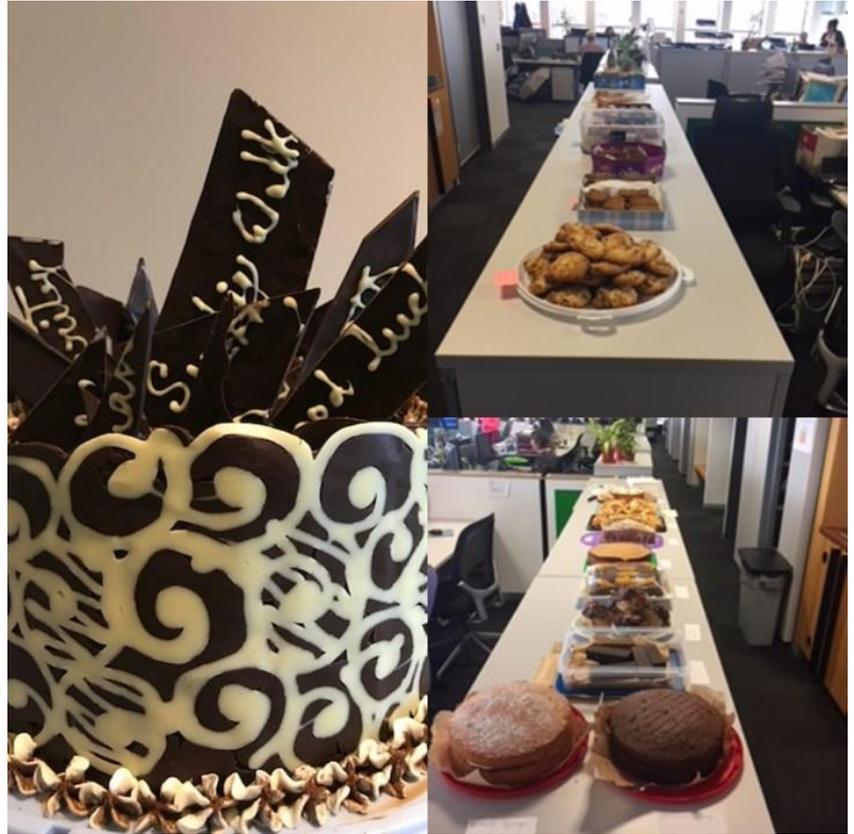
Navigating a map through the rolling hills on the Big Walk 2018



Our Top Big Walk Fundraising Tips

Remember to set up your Big Walk JustGiving page – you can find [instructions here](#).

- 1. Educate your supporters!** Make sure they realise that the University of Sheffield is a charity and tell them about how their donation towards **Genetic Disease Research** will make a real difference to those living with a genetic disease – use the text from page 3 of the fundraising guide!
- 2. If relevant, bring a personal element to your story** – is there a special reason you have chosen to fundraise for Genetic Disease Research? What does the walk mean to you? Be upfront about the challenging element – people will respond to the efforts you are putting in and any hardships you will be facing.
- 3. Remember to update your fundraising page** so your supporters know to visit it regularly to follow your progress. A few well-chosen photos of you in your walking shoes, up on a peak or attempting to navigate a map will be worth lots of words!
- 4. Put your target on your page** – remember, its £150 each. If you hit your target early, you can always increase it and make that a talking point – you can congratulate your supporters on helping you raising so much.
- 5. Be your first supporter** - an empty page might be intimidating for some donors, so having a couple of donations on the page should encourage other supporters.
- 6. Say thank you!** Make sure you give each and every one of your supporters an individual thank you for their donation.



*Amazing bake sale line-up run by "Fitbits and Fatbots"
Finance team for the Big Walk 2018*

Tips from previous Big Walkers

1. Find what works best for you for telling your network about the Big Walk – this can be by **emailing** your network, posting non-stop on social media or putting one post on **Facebook**. You know your supporters better than anyone so tailor your messaging to them.
- Remember to follow Fundraising @ Sheffield on Facebook too! [@sheffield.university.fundraising](https://www.facebook.com/sheffield.university.fundraising)
2. Space out your fundraising messages! You don't want to overload your network, and likewise you don't want to put in a lot of effort before the walk and forget about updating your network after the walk. This also helps to keep the event fresh in your supporters' minds.
3. Use **big occasions** as an opportunity to **spread** the word about the walk. A previous walker went to a family event a week beforehand and told everyone they were hoping to get **£2** off everyone there. While some people were unable to donate at all, most people gave more than £2, which led to a significant amount of fundraising but at the same time they weren't harassing individuals for a huge sum of money.
4. Use **photos** in promoting your fundraising. Do not underestimate the power of photos. They can be effective both in the lead up to the walk in the form of your training walks, fundraising, any struggles! After the walk you can post photos from throughout the day both as Just Giving updates and on social media. For one of our previous Big Walk teams, a simple photo of their hiking boots posted on Facebook caused several latecomers to donate to them.
5. If you have time then **run a smaller event**. Previous events have included: a bake sale, office bake-off, book sale, sweepstakes, raffle, small-scale quiz, treasure hunt – the list is endless. Think about who would be involved and what they would donate to/get involved with. Quite a few of us would be happy with a few bake sales here and there, but if you're an adventurous bunch then by all means go down the more creative route.
6. Exercise **fundraising etiquette** towards others fundraising. Be mindful if you're emailing out to your whole faculty that there may be others fundraising within your faculty. Perhaps reach out first to ensure fairness and not to cross wires with any mass messaging.



Can't avoid hills! Our walkers carefully navigating Froggatt on the Big Walk 2017

- Post an **UPDATE** and **PHOTOS** as soon as you can after your event – people will be wanting to know how you got on and may spread your story. Don't hold back on saying how tough it was – people will want to reward you for your efforts!
- Contact us to let us know how you got on – we will be updating our website with stories about further fundraising events for **Genetic Disease Research**. If you are happy for us to publicise your event this can really help raise awareness, encourage others to fundraise for us, and lead to further donations to your page.
- Send any cheque donations to us at the University of Sheffield, Campaigns and Alumni Relations, 40 Victoria Street, Sheffield, S10 2TN.
- Add the amounts of any cash and cheque donations to your fundraising page as offline donations so that these will be included in your total.

Thank you for fundraising for the Big Walk 2022 and Genetic Disease Research!



The final entries for the Alumni Office Bake-Off competition fundraising for the Big Walk 2016

