



Ichthyosis  
Support  
Group

*'People who care about ichthyosis'*

# *Fundraising Guide*

*Thank you for choosing to  
fundraise for the ISG!*

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Registered Charity Number 1084783

*This guide is designed to give you ideas for fundraising and obtaining sponsorship, as well as to inform you about the great work done by the ISG!*

## Contents

- 1 What ichthyosis stands for*
- 2 About the ISG*
- 3 Fundraising advice*
- 4 A-Z of Fundraising ideas*
- 5 Using the media*
- 6 Web links / useful contacts*

## 1. Ichthyosis stands for ...

- I** individuality & independence
- C** creams & creativity
- H** health & happiness
- T** thought & time
- H** hydration & heat
- Y** you & your youth
- O** obvious & offending
- S** scaly & sore skin
- I** itchy & intense
- S** sensitivity & support

### *In a nutshell*

*Ichthyosis is a lifelong genetic scaling skin condition for which there is currently no cure. There are many types, varying in severity, but in the worst cases it can be fatal. Ichthyosis can be described as a condition predominantly affecting the skin, but its effect on individuals is not only physical but also psychological. The impact on daily living can be tremendous. The rigid, but so important routines are carried out to prevent infection, and are sometimes excruciatingly painful. Living in a world where society perceives you as being 'different' has a huge impact on personal development and self esteem.*

## 2. About the ISG

### *Why is the ISG so important?*

*The ISG needs to raise money to continue the excellent work funding research into a therapy for such a rare condition as well as providing the much needed support to those affected by ichthyosis through literature and educational conferences. Meeting and talking to others similarly affected can help enormously with building confidence and the ability to cope with such a visual condition. Exchanging experiences, thoughts and ideas with people who understand goes a long way with trying to cope with such a misunderstood condition.*

### *What happens to the money donated?*

*The ISG awards grants for research into the development of therapies and treatments for ichthyosis as well as research into the genetics of the condition. We fund educational conferences, and provide extensive support through our national phone line, a newsletter, the website and informative literature.*

### *What are our future plans?*

*To provide members or anyone affected by ichthyosis with the opportunity of a break away from the daily routines, and raise enough money to buy a respite home, to help alleviate some of the stress of living with ichthyosis.*

## 3. Fundraising

### Fundraising advice

*Include ISG literature, posters and flyers in any letters you write asking for sponsorship or with invitations to any event you are organising to raise funds. Keep a newsletter to hand when you are asking for donations or sponsorship or carrying out a collection. If you need more copies of the newsletter then give us a call on 0845 602 9202.*

*Know about the ISG. If you are able to tell people about the cause you are raising money for and why it is important then people will be more likely to support you. Check you have our registered charity number on all materials you use in your fundraising.*

### Planning

*Don't just expect it to happen, plan for it! Before you even start, sit down and work out where your sponsorship money is going to come from.*

*Think about your audience. Take a minute to consider who it is you will be approaching; family and friends, colleagues, your company's customers and suppliers, or maybe clubs and groups of which you are a member. Plan events and fundraising that will suit them.*

*Ask Everyone! Do not be afraid to ask everyone you know; friends, family, work colleagues, members of the sports team you play for, old school friends, your hairdresser! Remember, if you don't ask you won't get!*

*Set up an online sponsor form at [www.justgiving.com/process/raisemoney/](http://www.justgiving.com/process/raisemoney/) or ask us for personalised sponsorship forms and start by targeting someone who may sponsor you with a large amount. Hopefully, this will encourage supporters to give more or even stir up some competition!*

*Never be afraid to ask people to sponsor you. They can always say no! Remember the ISG relies on people like you to continue with their excellent work.*

*Email your online sponsor form details to everyone or take your sponsorship form everywhere. You never know when you may bump into someone who will sponsor you. Involve family and friends in different parts of the country and post a copy of your sponsor form to them. When people learn that you care about the cause you are supporting, they will be more likely to support you.*

*Text everyone in your mobile phone address book about your event. This is a great way to get the message out there, whether you're asking for sponsorship, donations or inviting people to come to your event. Ask everyone to pass the message on to their contacts.*

*Tell everyone you know via social networking sites! e.g. Facebook Branch out; The ISG can provide collection boxes. Give them to family and friends to put their spare change in. Ask your local pub or shop if they would be happy to keep one by the till or on the counter.*

### *Corporate Support*

*Start with where you work - find out if your company offers matched fundraising. If your employer does not offer this, or you don't work, then find out if the scheme is offered by the companies that your family work for and if you could benefit.*

*Target local businesses and organisations - this may be more successful than targeting large national companies as many will have specific charities they support each year.*

*Build on existing relationships - if you have a link or contact with a company, however tenuous, expand on that. Write to them asking if they would be willing to sponsor you.*

*Always get the contact name and address to send the letter to, you should be able to get this by phoning the main switchboard of an*

organization. Follow the letter up with a phone call. Many companies receive letters every day asking for donations make sure yours doesn't get lost in the pile!

Offer an incentive. Think what you can offer the company in return for their support. Most companies are on the look out for good publicity - offer to mention them in any articles you may have in the local newspaper or interviews on the radio. Offer to wear their company logo on the event or say that you will write an article for their in-house newsletter.

### *Publicity*

*Make your fundraising cause known to as many people as possible, the more people who know the more money you will raise!*

*Word of Mouth - this is one of the best ways to make your cause known. Tell everyone you can think of what you are doing and try and get all your friends and family to do the same.*

*Use Facebook or other social networking sites to spread the word about your event. Become a fan of the Ichthyosis Support Group page and encourage others to, then post details of your event.*

*Posters and Flyers - these are a relatively cheap and simple way to publicise your cause and any event that you are organising. Display them everywhere you can think of, your windows at home, your place of work, your gym, your local pub...*

*We can also provide you with generic posters of our logo and address. Call us on 0845 602 9202.*

*Radio and Press - local press is often interested in stories of people within their area, especially something a bit out of the ordinary.*

*Send them a press release about what you are doing or a fundraising event you are organising (you can do this online) mention how people can donate money to your cause or find out more about what you are doing.*

### *Collecting your Sponsorship*

*Collect it as you go. Whenever possible we would advise you to collect sponsorship money from your supporters when they pledge it and fill in the sponsorship form. If you don't do this you may find it very difficult to get some of the promised money, leaving you with less than you expected. Say thank you! Always thank your supporters, both on your behalf and ours. If you have any special supporters please do let us know, we would be more than happy to send them a thank you and/or receipt. All fundraising volunteers will receive a certificate of congratulations for their time and efforts.*

### *Getting your money to the ISG*

*Send money in as you collect it or save it up for a big cheque at the end! We are happy to receive your sponsorship money as and when it suits you. Cash: Please do not send cash through the post. If you have collected cash please send a cheque for the amount. Cheque: Please feel free to send cheques and accompanying sponsorship forms through the post. Cheques should be made payable to the 'Ichthyosis Support Group'.*

*Anytime we receive an instalment of your fundraising we will get in touch to let you know that it has been safely received.*

*Please let us know when you have sent in the final amount and we will present you with a certificate to proudly display to all those who helped you achieve your goal.*

*Gift Aid is a brilliant way to raise extra funds. By asking each taxpayer to give their full name and address, including postcode, when they fill in their details on your sponsorship form, we can claim an element of tax for every pound you give!*

## 4. A-Z of Fundraising ideas

### **A Auction of Promises, Ask for donations**

Ask friends, family or colleagues to donate a promise of their time i.e. decorating, gardening, cleaning, ironing etc, use of their belongings, or to donate a gift. Then hold an auction to buy the promises. Raise awareness at school, work etc by educating and informing and ask for donations at certain times of the year such as Christmas.

### **B Bike Ride, Bingo**

Get on your bike and get sponsored to cycle as far as you can all for the ISG. Hold a Charity Bingo event.

### **C Charity of the Year, coffee mornings, Car boot sales**

Ask your school, company or place of work to make the ISG their Charity of the Year. The ISG will provide full support in organising events. Ask their finance department to organise Payroll Giving to benefit ISG. Hold coffee mornings at school or playgroup.

### **D Disco or Dance, Dress down day, Dinner Party, Dinner/Dance**

You could hold a disco or dance at school or wear your own clothes for the day. Have a theme, such as wear red for the day and get sponsored or a children's character theme. Hold a dinner party or a Dinner /dance and charge.

### **E E-mail, Easter Egg Hunt, eBay**

Send emails to everyone in your address book at work & home with lots of fun for children and adults alike. If you can't wait till Easter, how about a Teddy Bear's Picnic or treasure hunt. Selling on ebay - donate a % to the ISG!

### **F Fairs and Fetes, Film night, Flyers, Fashion show**

Get involved with your local school / community fete or fair, and hold a stall in aid of the ISG also a good opportunity to sell raffle tickets. Hold a film night and charge people to watch and sell drinks and snacks. Create flyers to advertise events, ask for donations, raise awareness etc. Get your school or work to hold a fashion show!

### **G Garage sale, Golf, Garden Party**

A good way to de clutter the house and raise money for the ISG. organise a charity golf tournament charging for entry or simply have a party in your garden and charge family & friends to come you could even sell them the food and drink too!

### **H Halloween party**

Sell tickets for a fancy dress Halloween Party.

**I ISG Collection boxes, events, fun days. Internet search for ideas.**

Remember to empty the boxes, ask for some if you don't have any, place them within your local community or take them on fundraising events. Link in your fundraising with the ISG events and fun days. Remember when you search the web use <http://ichthyosis.easysearch.org.uk> and you will raise money for the ISG whilst searching for ways to do so! Contact the ISG if you would like to help out at any of our events.

**J Job Swaps, Just Giving, Just a minute**

Swap jobs for a day either at work, home or school and either pay to do so or get sponsors. If you want to do a sponsored event, create a page on [justgiving.com](http://justgiving.com), where your friends and family can sponsor you. Have a sponsored game show with 60 seconds of talking with no repeating, hesitating or deviating.

**K Keep-fit-athon, Karaoke night**

Hold a keep fit event over a few weeks and ask for sponsors. Ask your local pub to hold a charity karaoke night.

**L Lottery, Local business's**

Hold a mini lottery at work. Ask local business's to donate a prize for raffle or auction or ask local trades to donate their time for prizes.

**M Marathon, Matched giving, Masked ball**

Run a marathon or half marathon. How about holding a dance, tennis basketball etc marathon. Ask your employer, company or school to match any money raised from an event. Have a ball where everyone chooses their mask and have a 'guess who' competition.

**Miscellaneous quick and easy fundraising!**

- Guess the baby - use photos of you as babies at work or school.
- Sweepstakes - horse races, grand prix, weight of a new baby and lots more!
- Guess how many sweets, coins beads etc, are in the jar.
- Smarty Tubes - give them the chocolate and ask for tubes full of 20 pence coins in return. Turn it into a challenge for the first full tube returned to you. Each tube holds £12.60!
- Tournaments - darts, pool, bowling and skittles or dominoes, cribbage and shove ha'penny.
- Teddy naming - Get someone to buy a big Teddy. Then select say 100 names; get whoever to buy a name for £1.

**N No smoking, eating chocolate, swearing challenge**

Want to give up smoking, eating chocolate, swearing? This could be your chance to give up, get healthy and raise money at the same time!

### **O organise an event**

*If you'd prefer to organise your own event that suits your interests, go for it!  
Organise a sponsored walk, run, swim or plan a glamorous ball or fashion show.*

### **P Publicity**

*Send a press release to your local paper to boost your fundraising. Please contact the ISG if you would like some help or advice.*

### **Q Quiz Night**

*Challenge your friends or colleagues to a quiz night, or run a pub's quiz. Charge for entry and for snacks / drinks, and provide prizes for the winning team.*

### **R Raffle, Raise your age**

*Valuable add-on for many events. Contact local business's for prizes. Talk to the ISG first as we hold a license to sell tickets to the general public. Challenge people to raise their age in pounds! Great for school age children and adults alike!*

### **S Sponsored Event, Sales**

*An event to obtain sponsors such as a walk, sporting event, silence, swim etc. Hold a sale i.e. cakes, bring & buy, crafts, second hand toy's etc.*

### **T Tournaments, Themed Parties**

*Try holding sporting tournaments and raise money. Have a party and fun while you're at it! Have a 60's night, or for the kids have a Disney theme for example.*

### **U Unwanted gifts**

*Sell your unwanted gifts on Ebay, car boot sale etc and ask people to donate unwanted gifts by sending flyers home with children from school.*

### **V Variety Shows**

*Hold a variety or talent show either at school, work or the local pub and charge to enter and charge to watch.*

### **W Wine Tasting**

*Invite an 'expert' or local wine dealer to bring along a few cases of wine and donate some of the proceeds of his sales to the ISG*

### **X Xmas**

*There are always lots of events at Christmas you could get involved in to raise money!*

### **Y Yachting**

*Are you a member of a sailing club if so could you organise a charitable event?  
Zzzzzzzz time for a rest!*

***Tell us about your event!***

***Contact us and tell us your plans. We can help you by providing advice and materials to help you fundraise.***

## 5. Using the Media

*Newspapers always want stories! Inform the media in your area of the challenge you are undertaking.*

### **MAKING CONTACT**

*Think about all of the potential press in your home and work areas, the papers you receive and those in the local newsagents.*

*Call the News Desk and tell them who you are and what you are doing to raise money. Photographs are the best form of publicity.*

*Check their deadline, i.e. when they need the details to ensure it's in the next edition. You can usually submit a story on line and follow it up with a phone call.*

### **WHAT TO SAY**

*Send a press release... News Editors will start to trim the advert from the bottom up so make sure the key points are contained in the first paragraph. Keep it brief and keep your release to one side of A4. Include your daytime contact information in "Notes to Editor" at the bottom of the page. Include a telephone number for people to call to pledge support - ask the journalist to ensure that it is printed. Please feel free to offer the ISG telephone number: 0845 602 9202 as a point of clarification if necessary. Do not forget to give the charity registration number: 1084783. Hopefully you will receive calls for further information and possibly a photo. If you are happy to have your picture in the press then let them know. If you have good quality, relevant photos then include them with your press release.*

**CONTACT US FOR AN ISG T-SHIRT TO USE IN  
PUBLICITY SHOTS OR USE OUR LOGO TO  
PRODUCE YOUR OWN.**

## 6. Web links/Useful contacts

[www.ichthyosis.org.uk](http://www.ichthyosis.org.uk)

*The ISG website*

[www.charitypaintball.org.uk](http://www.charitypaintball.org.uk)

*Raise funds whilst having fun*

[ichthyosis.easysearch.org.uk](http://ichthyosis.easysearch.org.uk)

*Use for searching on the web*

[www.easyfundraising.org.uk](http://www.easyfundraising.org.uk)

*Use for purchasing over the web*

[www.justgiving.com](http://www.justgiving.com)

*For getting sponsorship and/or donating online*

[www.payrollgiving.co.uk](http://www.payrollgiving.co.uk)

*An easy way to donate through your pay*

<http://pages.ebay.co.uk/ebayforcharity/sell.html>

*Donate a % to the ISG from your eBay sales*





