Fundraising Pack

A guide to help you raise funds for the Ichthyosis Support Group
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Awards

The Ichthyosis Support Group are proud to have achieved the following awards:

National Lottery Awards 2013 Winner

The National Lottery Awards are an annual search to find the UK’s favourite lottery funded projects. The Ichthyosis Support Group won the category of ‘Best Health Project’ in 2013.

British Dermatological Nursing Group

‘Team Of The Year 2014’ was awarded after attending the BDNG’s 3-day conference talking to dermatologists, registrars, dermatology nurses and others about ichthyosis, living with ichthyosis and the work and goals of the ISG.

Patient Information Awards 2015

The ISG booklet, Ichthyosis: My Story was Commended.
Thank you.

You really are amazing...

People like you make it possible for the Ichthyosis Support Group (ISG) to help ichthyosis children and families every day, all over the UK.

You may not be aware but we have to generate the funds to finance everything we do. This is done by applying for grants, receiving sponsorship from pharmaceutical companies but by far the biggest contribution to our income is generated by those members who actively participate in fundraising activities. The more funds we can generate the more we can do to support research, raise awareness and introduce new support structures for our members.

Thank you again for making time for ichthyosis sufferers.

Good luck with your endeavours – just follow this guide and you’ll be fine, and remember, we are here to help you along the way.

Paul Whitehouse
Chairman, Ichthyosis Support Group
Fundraising for the ISG

Welcome to our easy fundraising guide.

Here you’ll find everything you need to get started.

There are many ways you can fundraise for the ISG! Such as:

- A one-off or regular donation
- Online resources
- Sponsored events or activities
- Employers support

Be inspired! Whether you are going it alone or joining in with friends or colleagues, make a difference today.

For more great fundraising ideas visit: www.ichthyosis.org.uk/category/get-involved/fundraising

What is ichthyosis?

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.

Why is the ISG important?

The ISG needs to raise money to continue the excellent work funding research into 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 next?

Need sponsors?
Ask family, friends, colleagues and your company to sponsor you.

Set up an online sponsorship page
You can set one up at www.justgiving.com or www.virginmoneygiving.com/giving
Inform us of your event and tell us about your web page.

Remember
Please do not collect money from door to door. This is illegal without a licence. Always mention that you are fundraising in aid of the ISG and put our registered charity number on any written correspondence ‘Registered Charity No: 1142457 in England & Wales’.

Get heard
Send the ISG Supporter Press Release to your local papers and radio stations to publicise your event. You can download a template at www.ichthyosis.org.uk/category/get-involved/fundraising or ask us to email one to you.
Advertise your event using posters, emails and Facebook, or Twitter.

Donate
If you would prefer to simply make a donation, either a one-off or a regular payment, visit our website or see the Other Ways to Donate form in this pack.
If you are an employee talk to your employer about Give As You Earn/Payroll Giving.
A rough guide to fundraising

1. Decide what to do
2. Choose where and when you will do it
3. Book any venues or equipment you might need to do this
4. Set yourself a realistic fundraising target – remember every penny counts
5. Ask family, friends, and work colleagues to join in with you – the more the merrier!

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 people will be more likely to support you. Check you have our registered charity number on all materials you use in your fundraising.

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’. Alternatively you may pay the money directly into our bank account, simply ask us for the details, or via credit/debit card by calling us on 0845 602 9202.
Where your money could go

ISG is unique – we ensure that every penny you raise will be spent directly on providing support for our members.

This is our 100% guarantee to you.

£100 Can fund 10 information packs for schools and families affected by ichthyosis, helping the child to attend school and manage their condition with the support of the school.

£250 Can fund the provision of support, information and advice to 10 new families affected by ichthyosis. We are often contacted by parents of babies born with the condition that have nowhere else to turn; the support we provide gives them hope and reassurance.

£500 Can support two families to attend our annual event enabling families to meet, share experiences and learn from the expert medical professionals.

£1,000 Can fund five children affected by ichthyosis to attend an ISG residential camp, helping to gain greater confidence, increase self-esteem and interact with other children affected by ichthyosis.

£5,000 Can help fund research projects. We have grants available to researchers undertaking research relevant to ichthyosis patients.

Other If you would like to fund anything else please contact us for more information.

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!

The ISG is committed to the ongoing provision of an information network and support structure for sufferers and families affected by ichthyosis. Our aim is to preserve and protect the health of and to relieve persons affected by ichthyosis and any associated condition.
Now you have decided to raise funds in aid of the ISG, decide what your activity is going to be. You could have a silent auction, coffee morning, bring and buy sale or a dinner party or you could try a sponsored race, car wash, head shave or water fight and ask your friends to sponsor you.

Be inspired!
Get creative...

- **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!

- **Online Sponsor**
  Set up an online sponsor form at www.justgiving.com/process/raisemoney/ or www.virginmoneygiving.com/giving/ 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! Online sponsor forms are by far the easiest way to get sponsorship from far and wide and the collecting is done for you – so no chasing up sponsors!

- **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.
• **Talk about ISG...** Tell everyone why the ISG is a special charity for special individuals and let them know how their support can help.

• **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.

• **Use Just Text Giving** This has already been set up. Donations can be made via text by simply texting the code ICHT14 £10 to 70070 to donate £10 to the ISG. You can change the donation to whatever amount you would like. We can also set up a unique code for your event, please contact us about this.

• **Tell everyone** you know via social networking sites e.g. Facebook

• **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.

For more fundraising ideas go to [www.ichthyosis.org.uk](http://www.ichthyosis.org.uk)

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**Online fundraising**

- **JustGiving**
  
  [www.justgiving.com/ISG](http://www.justgiving.com/ISG)

- **Virgin Money Giving**
  
  [www.virginmoneygiving.com/giving](http://www.virginmoneygiving.com/giving)

Create an online fundraising page using either of the above websites and then promote your activity on social media or email to let everybody know what you’re doing and how they can sponsor you. Alternatively you can make a donation or set up a regular donation from these websites too.

- **Easyfundraising.org.uk**
  
  [www.easyfundraising.org.uk/causes/ichthyosis/](http://www.easyfundraising.org.uk/causes/ichthyosis/)

- **Give as you Live**
  

For everyday fundraising, you can help us raise funds when you shop online. Shopping via Easyfundraising and Give As You Live is a brilliant way to raise money for the Ichthyosis Support Group. Shop from over 2,700 retailers and they’ll give a donation every time you buy something, at no extra cost to you. It’s easy to sign up and every little bit adds up.

Corporate fundraisers! Do you buy office supplies, book travel tickets and accommodation for the office? Use Easyfundraising and Give As You Live and raise money for us!

- **eBay for Charity**
  
  [http://pages.ebay.co.uk/ebayforcharity/sell.html](http://pages.ebay.co.uk/ebayforcharity/sell.html)

You can also donate to ISG when selling on eBay. The beauty of eBay for Charity is that there’s something for everyone – yourself included. You decide exactly what percentage of your final selling price you’d like to give to charity, and what percentage you’d like for yourself.
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.

Bike Ride, Bingo, BBQ, Book Sale, Bring and Buy Sale
Get on your bike and get sponsored to cycle as far as you can all for the ISG. Hold a Charity Bingo, BBQ, book sale or bring and buy event.

Charities Aid Foundation
Charity of the Year, Coffee Morning, Car Boot Sale, Cake Sale, Car Washing
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.

Disco or Dance, Dress down day, Dinner Party, Dinner/Dance, Donations in Lieu
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. If you are celebrating a ‘big’ birthday you may want to ask for donations instead of birthday presents.

Email, Easter Egg Hunt, Easyfundraising, Easysearch, eBay
Send emails to everyone in your address book at work and home with lots of fun for children and adults alike. If you can’t wait until Easter, how about a Teddy Bear’s picnic or treasure hunt. Selling on eBay – donate a percentage to the ISG!

Fairs and Fêtes, Film Night, Flyers, Fashion Show, Fancy Dress Party, Football Tournament
Get involved with your local school or community fête 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.

Give As You Earn, Garage Sale, Golf, Garden Party, Gym Challenge
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 and friends to come, you could even sell them the food and drink too!

Halloween Party, Hair Shave, Holiday Donation
Sell tickets for a fancy dress Halloween Party. If you are brave, have your head shaved in exchange for sponsors. Ask your manager or boss to donate a day’s holiday as a prize; colleagues pay £1 to enter the raffle and the winner is randomly picked.

ISG Collection Box at events or 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 www.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.
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 www.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.

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.

Lottery, Local Business, Ladies’ Evening
Hold a mini lottery at work. Ask local businesses to donate a prize for raffle or auction or ask local trades to donate their time for prizes. Hold a ladies’ evening at home with nibbles, items for sale, competitions and a raffle.

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.

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.
- Tournaments – darts, pool, bowling and skittles or dominoes, cribbage and shove ha’penny.

No Smoking, Chocolate or Swearing Challenge, Non-uniform Day, Nearly New Sale
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! Have a non-uniform day at work or school, pay £1 and wear whatever you want.

Organise an Event, Odd Jobs, Office Raffle
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.

Publicity, Parachute Jump
Send a press release to your local paper to boost your fundraising. Please contact the ISG if you would like some help or advice. If you are an adrenaline seeker why not jump out of a plane (wearing a parachute of course) and collect sponsors for doing so?

Organise a sponsored walk, run, swim or plan a glamorous ball or fashion show.

Tournaments, Themed Parties, Tombola, Treasure Hunt
Try holding sporting tournaments and raise money. Have a party and fun while you’re at it! Have a 1960’s night, or for the kids, have a Disney theme for example. Organise a treasure hunt and charge for entry.

Unity Lottery, Unwanted Gifts
Sell your unwanted gifts on eBay for Charity, car boot sale, etc. and ask people to donate unwanted gifts by sending flyers home with children from school. Sign up and play Unity Lottery.

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

Wine Tasting, Wedding Anniversary Donations, Who’s the Baby
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. Ask for donations instead of presents if you are holding an anniversary party.

Xmas, X Factor Talent Competition
There are always lots of events at Christmas you could get involved in to raise money! Hold a talent competition at school, work or a local community group.

Yachting
Are you a member of a sailing club if so could you organise a charitable event?

Zany Hair Day
Ask your school or work to take part in a zany hair day and pay £1 to wear your hair any way you want, the brighter the better, the most zany hair wins a prize.

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.
Resources

All you need for making a successful fundraiser:

- Fundraising at your workplace, social club, community group or social group
- Sample press release and poster
- Legal and safety guidelines
- Sponsorship, donation and paying-in forms

Are all available at:

www.ichthyosis.org.uk/category/get-involved/fundraising

and don’t forget, the ISG are always on hand for any questions, advice and support.

Tips to maximise sponsorship and donations

1. Ask people to tick the Gift Aid declaration on the sponsor form. For every £1 donated the charity can get an extra 25p.

2. Ask your employer to match your fundraising. Many larger companies have a matched funding policy and will equal what you raise.

3. Use your noticeboards and intranet at work to let people know what you are doing and who you are raising funds for.

4. Link your JustGiving or Virgin Money Giving page to your Facebook and Twitter accounts.

5. Take your sponsor form with you wherever you go and don’t be afraid to ask. Every penny counts and soon mounts up.

6. Read our introduction page and be confident in the knowledge you have. Many people think the money they donate is just for ‘extras’. Tell them that without fundraising the charity would not exist!

7. Remember to thank people for their support!

National Fundraising

Contact: 0845 602 9202
Ichthyosis Support Group,
PO Box 1242,
Yateley GU47 7FL

www.ichthyosis.org.uk
Email: isg@ichthyosis.org.uk

For further copies of this guide, please contact the Ichthyosis Support Group.
Your money may be spent in the following areas;

- **Helpline** – Helping ISG to support and advise mums and dads with ichthyosis children or adults affected by the condition that have little support or information about ichthyosis.

- **Medical Research** – Funding research to improve child health and help to find better treatments, or even a cure one day, for ichthyosis.

- **Campaigns** – Supporting our work to raise awareness for children and their families.
  - **Camps** – Residential camps for children affected by ichthyosis, bringing together children that may never have met anyone with the same condition before.
  - **Education** – helping to educate the health professionals about living with ichthyosis or new families presented with a child with ichthyosis for the first time.

- **Information literature** – various forms of information for parents, children, adult sufferers, health professionals, schools, work place and new members or those newly diagnosed.

- **Events** – national and regional events bringing individuals and families together to share experiences, develop a support network and learn more about the daily living with ichthyosis.

- **General running costs** of the charity.

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After the event

Send in your sponsorship money as soon as possible or bring in the money raised from your event. We will produce a thank you poster for you to display showing how much you raised.

Let us have any photos from your event. They can be displayed in the news section of the website, used in our social media and may be included in the next newsletter.

Put your feet up and congratulate yourself!

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“Very informative and inclusive. Almost felt like being part of a large extended family.”

“Very informative and inclusive. Almost felt like being part of a large extended family.”

‘To see children happy and smiling and the parents united is wonderful.’

“’To see children happy and smiling and the parents united is wonderful.’”
The following corporate sponsorship opportunities afford you the opportunity to help advance worthwhile programmes, as well as benefit from your name being associated with that programme:

- Event Sponsorship
- Quarterly Newsletter
- Sponsorship Publications
- Research Programs
- General Donation
- Sponsorship towards an ISG nurse to support the awareness programme throughout the UK
- Gifts
- Advertising
- Matched Giving
- Online sponsorship (see online sponsorship details)

The ISG have a genuine interest in working with a corporate sponsor because we know the partnership will have value for both organisations in brand building, marketing opportunities and meeting charitable goals.

If you are a corporate business headquartered in the region, have branches of companies, local business or even a local sports teams, we would really like to hear from you! We have various sponsorship levels that will benefit businesses on each level to ensure your brand is acknowledged.

To find out more about corporate sponsorship go to [www.ichthyosis.org.uk/corporate-charity-support-pack](http://www.ichthyosis.org.uk/corporate-charity-support-pack) or contact our fundraising admin team: corporate@ichthyosis.org.uk
Other Ways to Donate

If you would like to make a donation to ISG either as a regular or one-off payment, here are some different ways of doing so.

1 **Debit / credit card**
   We accept payments by Visa, Mastercard and Maestro. If you wish to donate by credit or debit card please call us on 0845 602 9202.

2 **Cheque**
   Please make your cheque payable to: Ichthyosis Support Group (ISG). Complete the form on Page 16 and send it with your cheque to: Ichthyosis Support Group, PO Box 1242, Yateley, GU47 7FL

3 **Standing Order**
   If you wish to set up a Standing Order through your bank, please complete the Standing Order Instruction form on page 17 and return to us.

4 **Online donations**
   Make a donation or set up a regular donation through:
   - Justgiving [www.justgiving.com/isg](http://www.justgiving.com/isg)
   - Virgin Money Giving [www.virginmoneygiving.com/giving](http://www.virginmoneygiving.com/giving) and search for Ichthyosis Support Group
   - Charities Aid Foundation [www.cafonline.org/my-personal-giving/start-giving/donate-now](http://www.cafonline.org/my-personal-giving/start-giving/donate-now) and search for Ichthyosis Support Group

5 **Donate by text**
   Donations can be made by text by simply texting the code **ICHT14 £10 to 70070** to donate for example, £10. Change your donation after the £ to whatever amount you would like to give.

6 **Visit a branch of HSBC**
   Make a donation directly into our account with HSBC. Call us on 0845 602 9202 for details.
If donating by cheque, please complete the following along with the Gift Aid declaration:

Your details:

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I wish to donate:

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Other amount £

Please provide your full details so we can acknowledge your gift and thank you for your generosity.

We would like to keep you informed about the vital work we do. If you would like to receive this information by email, please tick here

The Gift Aid declaration

Boost your donation by 25p of Gift Aid for every £1 you donate...

Gift Aid is reclaimed by the charity from the tax you pay for the current tax year. Your address is needed to identify you as a current UK taxpayer.

In order to Gift Aid your donation you must tick the box below:

(Please tick)

I want to Gift Aid my donation of £

Please return your completed form and Gift Aid declaration with your cheque made payable to Ichthyosis Support Group (ISG) to:

Ichthyosis Support Group, PO Box 1242, Yateley GU47 7FL

An acknowledgement will be sent by return.

Signature: ____________________________
Date: ____________________________

Please notify the charity if you:

• want to cancel this declaration
• change your name or home address
• no longer pay sufficient tax on your income and/or capital gains.

If you pay Income Tax at the higher or additional rate and want to receive the additional tax relief due to you, you must include all your Gift Aid donations on your Self-Assessment tax return or ask HM Revenue and Customs to adjust your tax code.

Ichthyosis Support Group (ISG) is registered as a Data Controller with the Information Commissioner and is committed to ensuring that all personal information is treated properly in accordance with the Data Protection Act 1998. Ichthyosis Support Group is registered with the Charity Commission for England & Wales (number 1142457) and a company limited by guarantee (number 7609904) registered in England.
Pay by Standing Order

Please fill in this form to instruct your bank or building society to make a regular donation to ISG by Standing Order

Your details:

Title:  Mr  Mrs  Miss  Ms  Other

Full name:  

Address:  

Postcode:  

Telephone:  

Email:  

Name and address of bank or building society:

Account no  

Sort code  

Amount £  

Frequency of Standing Order (please tick one)  Weekly  Monthly  Annually

To start on  

Instruction to your bank or building society

To the manager,

On receipt of this order and thereafter until further notice, please pay from my account detailed above, to the Ichthyosis Support Group account number 00013256 at CAF Bank Ltd, Sort Code 40-52-40, 25 Kings Hill Avenue, Kings Hill, West Malling, Kent ME19 4JQ

Signature:  

Date:  

The Gift Aid declaration

Boost your donation by 25p of Gift Aid for every £1 you donate...

Gift Aid is reclaimed by the charity from the tax you pay for the current tax year. Your address is needed to identify you as a current UK taxpayer.

In order to Gift Aid your donation you must tick the box below:

(Please tick)  I want to Gift Aid my donation of £  to the Ichthyosis Support Group and any donations I make in the future or have made in the past 4 years to the Ichthyosis Support Group.

I am a UK taxpayer and understand that if I pay less Income Tax and/or Capital Gains Tax than the amount of Gift Aid claimed on all my donations in the current tax year it is my responsibility to pay any difference.

Signature:  

Date:  

Please notify the charity if you:

• want to cancel this declaration
• change your name or home address
• no longer pay sufficient tax on your income and/or capital gains.

If you pay Income Tax at the higher or additional rate and want to receive the additional tax relief due to you, you must include all your Gift Aid donations on your Self-Assessment tax return or ask HM Revenue and Customs to adjust your tax code.

Please return your completed form and Gift Aid declaration to: Ichthyosis Support Group, PO Box 1242, Yateley GU47 7FL

An acknowledgement will be sent by return.
EVENT TITLE HERE

EVENT DATE

Space for an appropriate picture / photo

Your name(s)

is/are raising money for the Ichthyosis Support Group (ISG) by

What you are doing

What is ichthyosis?
Ichthyosis is a rare genetic skin condition in which the skin is persistently dry and flaky, and may also be inflamed or thickened. Ichthyosis affects most, if not all, areas of the skin and can often be sore or painful. In severe cases the condition can be life threatening. Please read more at www.ichthyosis.org.uk

To sponsor contact:
Your contact telephone and / or email

Or sponsor online at:
Sponsorship website e.g. justgiving.com

Ichthyosis Support Group is registered with the Charity Commission for England & Wales (number 1142457) and a company limited by guarantee (number 7609904) registered in England.
Press Release

Overview of event  
(Include some personal information about how you are affected by ichthyosis and why the ISG is important to you.)

Event

The Cause

Ichthyosis is a rare genetic condition affecting as few as 1 in 300,000 people, depending on the type of ichthyosis. It is a lifelong condition which normally presents at birth.

For many there is a rigid daily bathing routine; ichthyosis skin requires rigorous scrubbing to remove excessive growth and prevent infections that can cause death. Thick greasy creams need to be applied constantly to prevent the skin from drying out and cracking. If left to dry out the skin can cause contractures, which can break bones in tiny fingers and toes and the sufferer endures excruciating pain. Ichthyosis can sometimes be fatal, especially in the early days of life.

The Ichthyosis Support Group (ISG) needs to raise money to continue their excellent work in funding research into such a rare condition as well as providing much needed support to those affected by ichthyosis through literature and educational conferences.

Sponsorship

If anyone would like to sponsor the event, they should visit:

Further details or photographs contact:

Or contact the ISG directly at the details below.

Tel: 0845 602 9202  Email: isg@ichthyosis.org.uk
Ichthyosis Support Group, PO Box 1242, Yateley GU47 7FL
ichthyosis.org.uk

Ichthyosis Support Group is registered with the Charity Commission for England & Wales (number 1142457) and a company limited by guarantee (number 7609904) registered in England.
Please sponsor me and help me to raise money for individuals and families affected by ichthyosis.

... is raising money for ISG, by...

...at...

...on...

This event is being held in aid of Ichthyosis Support Group (ISG).

Please sponsor me!

* If I have ticked the box headed Gift Aid I confirm that I am a UK Income/Capital Gains taxpayer. I have read this statement and want the charity named above to reclaim tax on the donation detailed below, given on the date shown. I understand that if I pay less Income Tax/Capital Gains tax in the current tax year than the amount of Gift Aid claimed on all of my donations it is my responsibility to pay any difference. I understand the charity will reclaim 25p of tax on every £1 that I have given.

Remember: For us to claim Gift Aid on your donation you must provide your full name, home address, postcode and tick the Gift Aid box.

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### Please sponsor me!

To read more about Gift Aid, please see previous page.

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| Total donations received | £ |
| Total Gift Aid donations | £ |
| Date donations given to ISG | D D / M M / Y Y |

Don’t forget... You can fundraise online or download more forms at www.ichthyosis.org.uk/category/get-involved/fundraising

Please return this form with payment made payable to the Ichthyosis Support Group (ISG) along with the Fundraiser Paying in Sheet.

An acknowledgement of your donation will be sent by return.

Thank you!

Ichthyosis Support Group (ISG) is registered as a Data Controller with the Information Commissioner and is committed to ensuring that all personal information is treated properly in accordance with the Data Protection Act 1998. Ichthyosis Support Group is registered with the Charity Commission for England & Wales (number 1142457) and a company limited by guarantee (number 7609904) registered in England.
Fundraiser Paying In Form

Please fill in the following details so we can thank you for all your hard work
Use this form to pay in funds raised from sponsored and fundraising events.

Your details:

Title:  Mr  Mrs  Miss  Ms  Other

Full name:  

Address:  

Postcode:  

Telephone:  

Email:  

Amount raised £  

Check list

☐ Cheque(s) for the money you’ve raised with your name on the back

☐ If you receive cash or cheques made out to you, bank them and then write an equivalent value cheque made payable to Ichthyosis Support Group (ISG). Cheques made out to the ISG can be paid into a branch of HSBC, please call us for details. If you would like to transfer the total to ISG directly please call 0845 602 9202 for more more and information to make your Gift Aid declaration.

☐ Sponsorship forms (without ALL forms we cannot claim Gift Aid)

☐ Paying in Sheet (this page)

The Gift Aid declaration

Boost your donation by 25p of Gift Aid for every £1 you donate...

Gift Aid is reclaimed by the charity from the tax you pay for the current tax year. Your address is needed to identify you as a current UK taxpayer.

In order to Gift Aid your donation you must tick the box below:

☐ (Please tick)

I want to Gift Aid my donation of £  to the Ichthyosis Support Group.

I am a UK taxpayer and understand that if I pay less Income Tax and/or Capital Gains Tax than the amount of Gift Aid claimed on all my donations in the current tax year it is my responsibility to pay any difference.

Signature:  

Date:  

Please notify the charity if you:
- want to cancel this declaration
- change your name or home address
- no longer pay sufficient tax on your income and/or capital gains.

If you pay Income Tax at the higher or additional rate and want to receive the additional tax relief due to you, you must include all your Gift Aid donations on your Self-Assessment tax return or ask HM Revenue and Customs to adjust your tax code.

Contact us for advice or for more fundraising ideas or go to www.ichthyosis.org.uk/category/get-involved/fundraising

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Fundraising – Safety & Legal Guidelines
What you need to know...

Planning a fundraising event for the ISG?
Before you get going, just take a minute to read the following guidelines. We want your fundraising event to be fun, and we want you to raise lots of money for sufferers – we’d also like to help you to keep everyone safe and happy when you raise the funds.

**However you plan your event, please be safe!**
While we really appreciate your support, the ISG is not responsible for organising, supervising or hosting your fundraising activity and all activities are at the organisers’ and participants’ own risk. The ISG does not accept responsibility or liability for any loss or damage, or for any death or personal injury arising out of any fundraising activity in aid of the ISG.

You should always consider whether you need appropriate insurance cover for your fundraising activity. If necessary, you can carry out a risk assessment and make sure participants are fully briefed about the activity.

**Whatever you plan to do to raise money - make sure it’s legal.**
Please make sure any publicity and fundraising materials that you create yourself (e.g. posters) include the line ‘in aid of Ichthyosis Support Group (ISG) for ichthyosis sufferers, registered charity 1142457 in England & Wales.’ You can use the ISG logo on fundraising materials and you can download the logo at www.ichthyosis.org.uk

**The following Do’s & Don’ts are a guide only and should you require anymore advice please do call us on 0845 602 9202 or contact the Institute of Fundraising on 020 7840 1000.**

**DO**
- Do make sure your event is adequately supervised and all volunteers and helpers are properly briefed.
- Do carry out a risk assessment and contact any relevant bodies if required, e.g. police, council and trading standards.
- Do assess your first aid requirements. Ask yourself if it is worth contacting St John’s Ambulance or the British Red Cross for help and advice.
- Do make sure it is clear to people that you are fundraising ‘in aid of the Ichthyosis Support Group’ but you are not a representative of the charity.
- Do follow the strict laws and regulations regarding raffles and lotteries. More information can be found at www.institute-of-fundraising.org.uk.
- Do include our name, logo and registered charity number on all publications, making it clear the event is in aid of the Ichthyosis Support Group. Please remember to advise the ISG of your intentions by calling 0845 602 9202 or emailing isg@ichthyosis.org.uk

**DON’T**
- Don’t do anything dangerous, illegal or irresponsible.
- Don’t collect money on the street without permission from the council, police or property owner.
- Don’t allow anyone under the age of 16 years to collect money without adult supervision.
- Don’t use ISG’s logo, name or registered charity number on any publications without prior permission from us.

**Other things to consider**
- **Food** – Contact your local council for food hygiene regulations for events.
- **Alcohol** – Check if the venue is licensed or contact the local council to find out about a temporary licence.
- **Collections** – It is illegal to carry out house to house or public street collections without a licence. Contact your local council to arrange a licence.
- **Licences** – Check with your local authority whether you need to obtain any special licence e.g. public entertainment, collection or alcohol licences.
- **Raffles and Lotteries** – If your raffle or draw is held within a 24 hour period, in one single venue, and is part of another event, you can use cloakroom tickets. If your raffle lasts longer than 24 hours you will need a local lottery licence and printed tickets. Please call the fundraising office for more information or www.gamblingcommission.gov.uk
- **Correspondence and Publicity Material** – when writing to anyone about your event or producing any publicity items as part of your fundraising, please remember to include our Charity Number 1142457.
- **Collecting Boxes/Buckets** – The law requires all boxes and buckets to be sealed and numbered. This is to reassure people making donations that their money will find its way to the intended charity. Boxes without seals look extremely unprofessional and do not reflect well on our charity. If you need replacement seals please contact the fundraising team on 0845 602 9202.
- **Security** – Think about who and where the money will be stored during and after the event.
- **Auction** – Be organised – have paper and pen to record bidders’ details as they may not have cash on them. Credit card payments can be made directly to us.

...Thank you!
The ISG is committed to the on-going provision of an information network and support structure for sufferers and families affected by ichthyosis. Associated with that we need to create a greater awareness and understanding within the medical profession, and lobby for greater research into this distressing condition.