



# Fundraising Guidelines

*Together we are Stronger*



Welcome to our Fundraising Guide and to Charcot-Marie-Tooth UK. We are so glad that you have chosen to support Charcot-Marie-Tooth UK with your fundraising adventure! You can conquer your goals or take on the challenge of a lifetime, but by raising money to provide care and support for others, you can truly achieve something amazing!

Here at Charcot-Marie-Tooth UK, we will do everything we can to ensure that your experience is memorable, enjoyable and as easy as possible. We aim to support and inspire you every step of the way. This guide is a starter kit to the world of fundraising, and can be used as a reference in the build up to your event and throughout your fundraising journey.

We will try to stay in regular contact in the months running up to the event (but the fundraising team consists of one person – me) but if you need any advice, or fundraising tools such as collection tins, posters, flyers or supporter t-shirts, you can always ring or email us – so do get in touch.

Wishing you the very best of luck in your fundraising!

Regards

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Registered with  
**FUNDRAISING  
REGULATOR**

## Thank you!

Thank you for asking for a Fundraising Information Pack! We hope this gives you some ideas for raising lots and lots of money for Charcot-Marie-Tooth UK.

## But why fundraise for Charcot-Marie-Tooth UK?

### *How Charcot-Marie-Tooth UK works*

Imagine being diagnosed with a condition that you've never heard of, or worse still, one that you've seen having a massive impact on other members of your family, and realising you're heading down the same path. Or seeing your children struggling with problems that you've coped with all your life, and coming to terms with the guilt of knowing your genes caused this.

Our role is to provide the right support at the right time to ensure that people get the help that they need to come to terms with their condition, to learn to manage it successfully, and to realise that life can still be good.

Your support can make a significant contribution to our work in providing excellent advice and support for people affected by CMT, and remember, as a hereditary condition, we're not just providing support to individuals, but to whole families, grandparents, parents, children, aunts, uncles and cousins. Young people with CMT are also a priority – providing them with the support to get them from childhood to adulthood with their self-esteem intact, and enough confidence to meet whatever challenges they may face in the future.

And of course, research is needed to try to find a cure or treatment for CMT. As a very small charity, what we can do is rather limited, but if you would like contribute to our Research fund, please let us know.



### *Why we do our work better...*

No one else can provide the very personal support that we provide, because the charity is run, in the main, by people who have the same condition – we understand exactly what it's like.

### *Who else supports Charcot-Marie-Tooth UK*

Our main supporters are other people affected by CMT, because they also understand and know the problems of having this rare condition. But they have their own challenges and can't always keep digging deep for us.

#### Where your donations go

- £10 pays for an hour of specialist telephone advice for people newly diagnosed by CMT.
- £50 pays for our Youth Development Officer to visit a local school, helping the children better understand CMT
- £150 pays for 100 magazines to be mailed to members who don't have the benefit of internet access and who can feel very cut off from our activities on social media.
- £300 pays for a teenager to go on an Activity Weekend to meet others like themselves, and enjoy activities that they could only have imagined before.
- £1000 pays for a Health and Wellness event, where up to 40 people can learn management strategies and exercises to work on a home from a qualified physiotherapist. They will also have the chance to meet and socialise people in the same situation.



# Inspiration Guide

## Steps to Success

### 1 Team Work

Time to put together your back up squad! Ensure all your friends and family support you by helping with your fundraising at school, at work or at home. The more people are aiming for success, the easier success becomes.

### 2 Timing is everything, planning makes perfect!

Break down your fundraising into manageable chunks and give yourself realistic deadlines that fit into your routine easily. Why not plan some events, parties or activities in advance? They are a great way to get people more involved and a great boost to fundraising.

### 3 Who to talk to?

Who do you talk to/speak to every day? Suppliers, clients, customers? Those that cannot make cash donations may be able to provide their services to be used in raffles or auctions. Where do you go in your spare time? Social club, pub, sports field? Why not hang up a sponsor form or pop a collection tin on the bar – remember to ask permission first

### 4 Use your skills

Do you have any skills to offer in return for a donation? General handyman, gardening, childcare, typist, cleaner or cook? If you do a good job, the word will spread and those donations will mount up!

### 5 Look the part!

We have t-shirts or running vests for all our supporters. If you are taking part in an event, you can have one of these for free. Wear your vest at your event so that we can raise awareness too!

You can order other branded merchandise from our website at [www.cmt.org.uk/shop](http://www.cmt.org.uk/shop)

### 6 Call in the management

Ask your Heads of Department to endorse your cause and drum up support in the office. Many companies offer “matched giving” where they will match a certain amount of your fundraising pound for pound. To find out whether your company offers these incentives speak to your HR department, a Corporate Responsibility Manager, or even your boss! Always remember that a company is looking to show charitable giving and support and they are always able to claim back tax on donations given to charity under the government guidelines on Gift Aid.

Fundraising can be really difficult, and maybe these ideas will give you a spot of inspiration...

## Fundraise for one hour

### You can do a lot in just an hour

Whether you decide to charge an admission fee for your fundraiser, get sponsored by friends or simply ask for a donation, you'll be helping us to support people with CMT in the UK.

Take a look at some of our suggestions below –

### *You can ...*

#### ... hold an office sweepstake

Don't wait for the next World Cup – who'll win X Factor or be the next character to leave your favourite soap?

#### ... flex those dancing feet

Hold a one hour dance-athon or a dance competition, charge for entry and challenge friends to show off their best moves.

#### ... organise festive fundraising

Go carol singing or ask for donations instead of Christmas or Birthday presents.

#### ... set yourself a hairy challenge

Men – get sponsored to shave your legs / chest / back for charity.

#### ... bring and buy

Raid your wardrobes and host a clothes sale in your lunch break.

#### ... set up a 'battle of the bands' competition

One hour – one or two songs each and friends donate to cheer each other on or sing along.

#### ... become a karaoke champion

Get your friends together for karaoke and find out who is a soulful superstar and who failed to make the top 40!... go on **Facebook**

and ask your non-CMT friends to support our cause by changing their profile picture to our logo or "liking" our page ([www.facebook.com/cmtuk](http://www.facebook.com/cmtuk)) – and make a donation, of course!



## Fundraise for one day

### What a difference a day makes!

Whether you decide to charge an admission fee for your fundraiser, get sponsored by friends or simply ask for a donation, you'll be helping us to support people with CMT in the UK.

Take a look at some of our suggestions below

### *You can ...*

#### ... dress up for the day

Pick a theme and get your colleagues to make a donation to dress in a costume for a good cause.

#### ... organise a family fun day

Hold a sports day or create an obstacle course challenge – great for all ages!

#### ... walk the walk

Challenge yourself to walk the Monopoly board or plan a themed walk.

#### ... play quiz master

Hold a quiz night for colleagues, friends or family, and get local businesses to donate prizes.

#### ... plan a film-a-thon

Make a movie night extra special by turning your sofa into a cinema.

#### ... ban the lift

Charge for a lazy day – get your colleagues to make a donation every time they use the lift instead of the stairs.

#### ... host the Wii Olympics

Golf, boxing, tennis, bowling... hold a tournament to see who is a virtual sporting superstar.

#### ... make Pancake day count

Flip out with your friends and celebrate with pancakes – charge £1 for sweet or savoury and you'll taste fundraising success.

#### ... give Bonfire night a charity twist

Forget penny for a guy – it's such a great cause you can ask friends for £1 instead.



**... host a Hallowe'en ball**

Dress up in your scariest costumes – or go trick or treating for donations.

**... talk like a pirate**

Arrr! Get your m'hearties to make a donation every time they forget to talk like a pirate...

**... use the force**

Celebrate May the fourth – international Star Wars day – with costumes, quotes and re-enactments.

**... Birthday Wishes**

Use your birthday to change the world! We all get things we don't need for our birthdays, so why not use this special occasion to raise money for our cause. Use Facebook to promote the idea and set up a Justgiving page to make donating easy!

**... have a cracking time, for cash**

Find out eggs-actly where you left those Easter eggs with a little help from your friends.

**... wear jeans to work day**

Ask your employer to have a once a month "Wear Jeans to Work Day" and charge £3 for the rights to wear jeans to work

**... celebrate Valentine's Day**

Show that you 'heart' Charcot-Marie-Tooth UK with a red-themed dress up day.

**... invite friends to a tea party**

Make and bake, and invite your friends and family to enjoy a tea-time treat – a great excuse to catch up over tea and cakes.

**... put on a picnic**

Enjoy a picnic potluck. Everyone donates a dish and pays for the privilege of a taste.

**... sell on Ebay**

See new and used goods on eBay, and through the PayPal Giving Fund, 100% of the proceeds can be donated to us.

**... enter the Three Peaks Challenge**

For the really adventurous, why not get sponsored to climb the highest mountains in Scotland, England and Wales within 24 hours?

**You can raise money online**

Set up an online fundraising page at [www.justgiving.com/cmt](http://www.justgiving.com/cmt) and let everyone know what you're doing to raise money for us.



## Fundraise for one week

### Kick off a whole week of fundraising

Whether you decide to charge an admission fee for your fundraiser, get sponsored by friends or simply ask for a donation, you'll be helping us to save lives.

Take a look at some of our suggestions below:

### *You can ...*

#### ... take on a sports challenge

Do a sponsored cycle or walk in a team and get fit while you raise money.

#### ... give something up

Get sponsored to go without something for a week (or start a swear jar!)

#### ... get cooking

Ready, steady, donate – ask friends or colleagues to cook a dish, and then pay for the privilege of a taste.

#### ... run a 'lazy lunches' week

Offer to get lunch for your team mates for one week – in return for a donation.

#### ... do a sponsored jailbreak

See how far you can travel in one week and get sponsored to do it.

#### ... walk the school run

Get fit and get sponsored – turn the school run into a school walk for the week.

#### ... hit a hole in one

Organise a golf competition and charge friends and colleagues to have their best swing.

#### ... stay awake!

Not for a whole week, that would be dangerous, but what about for 72 hours? Broadcast your efforts via online streaming services so people know you aren't cheating!

#### ... hand out collecting boxes

Ask local merchants to put a collection box near the till for donations of small change. Leave flyers to educate people about CMT



## Tools and Resources

Online donation websites are the most effective way of fundraising. They are free, easy to set up and the money comes straight to us so there is no need to chase from your end. Once created, you can forward the link to all your family and friends – then all you need to do is watch the donations flood in!

We recommend JustGiving, as it's by far the easiest for us to administer!

### How to create a page

- 1 Go to [www.justgiving.com](http://www.justgiving.com) and Click "Sign up"
- 2 Enter your email address, your personal information and secret password, which will create your account.
- 3 Click "Start Fundraising" – click on "For a charity" and complete the address details.
- 4 Next, search for Charcot-Marie-Tooth UK in the search box – we should be at the top of the list, so click "select"
- 5 Finally, pick what sort of event suits what you're doing. In order to maximise donations, make sure you can click "No" to the two questions about Gift Aid. Gift Aid allows Justgiving to collect an extra 25% on any donations made direct from HMRC.



### Making the most of your page

Personalise your page as much as possible, with lovely pictures of you and make sure your story is inspiring – why are you fundraising for us, what's your connection? If you have CMT yourself, why is fundraising for us important to you? It all helps connect with your potential donors.

Keep emailing people to remind them to donate, preferably during pay day weeks, but keep it gentle! And don't forget to keep sharing on Facebook, Twitter etc.

Set the donors a challenge – "If I reach £1000, I will dye my hair blue or wax my legs (publically!)" Make sure you aim high!

20% of donations are usually received after your event, so don't forget to send out the link again, and add extra content to the pages, like photos and gruelling details of how hard the event was

Remember to add some information about the charity: "Charcot-Marie-Tooth UK is working to support people affected by Charcot-Marie-Tooth disease. Approximately 25,000 people in the UK are affected by this disabling neuro-muscular condition.

By supporting us, you are making a significant contribution to the lives of these people, by helping fund the work we do to ensure that people are giving accurate and timely information about their condition, including how best to manage it. We provide personal support, not only to the affected person, but their family and medical professionals too, by telephone, email, social media, in person at events organised by us, and have a range of information leaflets on everything from genetics to claiming benefits. We also work very hard to bring people together to help them feel less isolated”

Remember to update your page regularly – how you are getting on with training, thank the donors so far etc.

You can also log back in to add any “offline” donations you’ve received, so the total remains up to date.

And don’t forget to set up a JustTextGiving code, so that people can donate using their phones – anything that makes donating easy is good!

Lastly, the funds come into our bank account on a weekly basis, so you don’t have to worry about how to transfer the funds to us – Justgiving do all of that for you.

## Resources

We can help your efforts with a variety of resources –

- ☀ A Supporters T-Shirt, or for the more active event, a Running Vest
- ☀ Balloons
- ☀ Banners (either pull-up or vinyl – the vinyl kind to tie onto railings etc)
- ☀ Posters and Flyers to explain who we are and what we do
- ☀ Collecting boxes, tins or buckets
- ☀ Wristbands or other gifts to sell or give to donors (dependant on the amount expected to be raised)
- ☀ Customisable Sponsor Forms



## Make the most of social media

### Facebook

- Set up or update your Facebook status with your Justgiving link so all your friends can see your link in their News feeds. When seeking donations, paste your link to your friends' walls
- Ask friends to share your status, so you can reach people that you don't know.
- Link your Justgiving page to your Facebook page to make a lovely big fundraising network.
- Ask your friends to use the Justgiving "share" option, after they have made a donation, to encourage others to donate too.
- Ask us to post your link and information on our Facebook page at [www.facebook.com/cmtuk](http://www.facebook.com/cmtuk). We can also post on our Open Group, at [www.facebook.com/groups/cmtuk](http://www.facebook.com/groups/cmtuk)



### Twitter

- Use Twitter to share your Justgiving page – share what you are doing and why people should sponsor you in 140 characters.
- Get followers to re-tweet your link so it reaches other followers too – remember, the shorter the tweet, the more re-tweetable it is.
- Ask us for a re-tweet!



### Blogs

If you have a great story, why not try starting a blog about it. Blogs are a great way to share your photos, videos and tweets in one place and keep everyone up to date.

### Justgiving widget

Use the Justgiving fundraising widget to show your latest fundraising total on your own website.

### Useful websites

Our own website – [www.cmt.org.uk](http://www.cmt.org.uk) – to get more information about CMT or the charity. We also have more fundraising ideas and information there too.

Event organiser's websites – whichever event you are taking part in, there is always a great deal of information posted on the organiser's website. Whether it's a trekking up a mountain or running the British 10K marathon, the websites are a hive of information on the event.

### Follow us

Charcot-Marie-Tooth UK on Facebook or @CMTUnitedKdom on Twitter.

## Who should I contact about my fundraising?

### People

TELL EVERYONE! Family, friends, neighbours, even your doctor and commuting friends! They might sponsor you or donate a prize that you can use in a fundraising event.

Carry a sponsor form in your bag or set up a JustTextGiving code. Justgiving provide a facility for you to set up a specific code where your potential donors can simply text the amount and unique code to 70070 and it will be sent straight to your page. Then there is no excuse not to donate!

Go through your address book – digital and otherwise – and give everyone the opportunity to sponsor you. Make sure you suggest a figure that suits everyone, so that people are not embarrassed into giving more than they can afford.

It is so important to say THANK YOU to all these wonderful donors, so a nice touch is to send them all a message or a postcard with your thanks, however much the donation might be.

Try to get all your colleagues or employees involved in either a one off event or small events, throughout the year. You can build up interest for larger events with smaller ones such as a Friday cookie sale or a monthly dress down day.

If your working environment is very enthusiastic about fundraising, you could set up a committee with members from each office to drum up some competition within the office. Make sure you update everyone with your fundraising totals and training progress; you may even recruit some buddies for your training sessions.

### Customers and suppliers

Customers and suppliers are also potential donors. Make them aware of your challenge and make sure they are clear about how their money is helping. We are happy to send you any further information you need with this. Make sure you always display our logo and charity number (we can send you a high resolution logo on request).

### Companies

Approach companies and offer them something in return for their support, like including them in press activities or even sell space on your running vest for local companies on your event t-shirt or vest. If they can't sponsor you, they may be able to supply a prize for an auction or raffle at an event.



## PUBLICITY

If you would like to try to get some publicity in your local press, Paula Hunter, our PR consultant would be pleased to assist. Contact her on [paula@cmt.org.uk](mailto:paula@cmt.org.uk) or phone 07739 989915.

But if you would like to try it yourself, use these guidelines:

- 1** Write a press release. Let your local media (newspaper, radio, TV) know what you are doing and who you are doing it for. Make sure they are aware that you are from the area and don't forget to add a personal reason why you are doing the fundraising. If you are original and creative, you are more likely to be featured.
- 2** Send your press release to all your local media. Include newspaper, regional magazine, local club newsletters, radio stations and anyone else relevant.
- 3** Send it out early. Up to four weeks before the event. The story could be picked up at any time so keep trying. But equally, your story could be dropped if something major happens in your area, so don't be disappointed if it doesn't appear when they said it would.
- 4** Send your press release by email. Find the contact details online or in the newspapers themselves or try relevant directories.
- 5** Follow up with a phone call. Ask them if they are interested and be persistent. Be prepared to re-send your press release again until someone reads it.
- 6** They want you to do an interview? Great! Don't panic, but prepare what you want to say, rather than worrying about what they may ask, and try to get your key messages across.
- 7** Prepare to be photographed. Plan how to maximise the opportunity before the shoot – what about a pic of you with your CMT t-shirt on, or whilst training?
- 8** You've completed your challenge. It's not too late to continue pushing for publicity – contact whoever featured you to see if they want to do a follow up.

## Sample Press release

You need to replace all the highlighted bits with your details, and use the bits in capital letters as guidance as to what to write.

(DATE)

### **Town's Name to raise funds for CMT UK with event/activity**

**FULL NAME** from **TOWN** will **WHAT YOU ARE DOING** on **DATE** to raise vital funds for CMT UK, the charity that supports people with the rare, inherited neurological condition Charcot-Marie-Tooth (CMT).

**HE/SHE** will **ENTER EVENT DETAILS** – WHAT WILL YOU DO? WHAT WILL IT ENTAIL? HOW MUCH DO YOU HOPE TO RAISE ETC.

**PARAGRAPH ABOUT YOUR LINKS WITH CMT:** WHAT INSPIRED YOU TO RAISE FUNDS FOR CMT UK – DO YOU HAVE CMT? DOES A MEMBER OF YOUR FAMILY/A FRIEND OR COLLEAGUE HAVE CMT? HOW HAS CMT AFFECTED YOUR LIFE – CHALLENGES/TRIUMPHS?

**FIRST NAME**, said: “**QUOTE** ABOUT WHY YOU’RE TAKING PART IN THIS EVENT/ACTIVITY AND YOUR PERSONAL CONNECTION WITH CMT. PERHAPS ASK PEOPLE TO JOIN YOU/BUY TICKETS/SPONSOR YOU.”

Charcot-Marie-Tooth is named after the scientists who discovered the condition. Currently incurable and steadily progressive, it affects around 23,000 people in the UK, causing muscle weakness in the lower legs and hands.

While CMT is a highly variable condition with lots of symptoms, fatigue is common to all people who have it because of the extra effort required to perform daily activities. In addition to this, many people walk awkwardly because of problems picking up their feet and endure painful limbs, twisted ankles, balance problems and falls.

Chief operating officer at CMT UK, Karen Butcher said: “We’re delighted **NAME** is helping us raise funds for our charity. We have huge ambitions to raise £2m over the next five years and so reach and support more people with the condition, as well as fund vital research.”

You can sponsor **NAME** for **HIS/HER** fundraising efforts by visiting **INSERT FUNDRAISING LINK**.

To contact CMT UK call 01202 474203 or email [fundraising@cmt.org.uk](mailto:fundraising@cmt.org.uk)

-Ends-

For further information contact **YOUR NAME** on **YOUR TELEPHONE NUMBER** or **YOUR EMAIL ADDRESS**



## FUNDRAISING GUIDELINES

Charcot-Marie-Tooth UK has produced these simple guidelines to ensure that you know what we require of you when you are organizing a fundraising event for us. Some of the items are recommended by the Charity Commission as best practice, others are guidelines to ensure you comply with the law.

In all cases, if there are any problems with any of these, please don't hesitate to contact the office for further advice. We're here to help you succeed in your endeavors, and we are very appreciative of your help.

### Restricted funds

If you would like your funds allocated to a specific fund, you are more than welcome to do so, and we are legally obliged to abide by your wishes. Our main restricted funds are for Research, for the Young People's Weekends and for Special Projects. Or you could just make an unrestricted donation to our General Fund, which allows us to use the funds wherever we need to – this is our preference.

### Raffles and lotteries

Small raffles can be held as part of a larger event. The ticket sales and announcement of results must be held during the event. No more than £500 can be spent buying prizes and no cash prizes can be given. You can use cloakroom tickets for this. All tickets should be sold at the same price and no discounts are allowed on bulk buys (for example, five for the price of four). Tickets should not be bought or sold by young people under 16.

There are strict and complex laws relating to raffles and lotteries which do not fall into this category. Full guidelines on raffles and lotteries are available from your local authority or the Gaming Board; these must be followed in full. For details please visit [www.gamblingcommission.gov.uk](http://www.gamblingcommission.gov.uk) for more information.

### Events

Please consider the following guidelines as you plan for your event:

- Ensure that your event is organised efficiently and safely.
- Conduct a risk assessment to ensure that you have proper plans for the safety of participants. We have templates and further information for your use.
- Ensure that participants are fully briefed about the event, including (where relevant) any risks, fitness requirements, special equipment or clothing required and standards of behavior expected.
- Ensure that your event is properly and adequately supervised.
- Where children are involved, this should include:
  - Providing proper adult supervision.
  - Checking that the child's parents/guardians have given permission for their child to take part.
  - Don't take photos of children (or adults!) without asking permission, and don't assume that the pictures can be used for publicity unless you have their express permission (preferably in writing).

- Carrying out appropriate background checks if adults are to have unsupervised access to children. Please contact us if you wish to have CRB checks done on any helpers
- Consider what insurance cover you need for your event. Charcot-Marie-Tooth UK cannot accept any responsibility for your event nor for anyone who participates in it, although we may be able to extend our Public Liability Insurance to cover your event, if we know about it in advance.
- Check whether you need any special licences, eg a public entertainment licence or a licence to sell alcohol. Your local council will be able to help you with this.
- If you want to do a street collection, make sure you apply for the correct permit from your local council. The council's website will be able to point you in the right direction of who to apply to for the right permit, and when is the right time to apply.
- Always have two people present to count any money raised.

### Photos and ComMenT

After the event, we would like to thank you publically in ComMenT and would ask you to send a short article to the Editor ([andrew@cmt.org.uk](mailto:andrew@cmt.org.uk)) for inclusion in the next edition. Don't forget to send some photos of your event.

Please note that any photos taken at the event and subsequently sent into us, may be used on our website and in future publicity materials. Check that participants of your event are happy to be photographed and for their images to be used in this way.

### ID Badges/Authorisations

Charcot-Marie-Tooth UK can produce an ID badge and/or letter authorizing you to fundraise on their behalf – just ask!

### Expenses

The golden rule is to keep your event costs as low as possible and avoid investing money you aren't certain you will make back. If it's your first fundraising event, don't be too ambitious –we don't want you ending up out of pocket.

Create a budget and stick to it! List all your expenses on a spreadsheet and get estimates/quotes for each one where possible. Think about things like venue hire, catering costs, music, decorations and materials (ask the office for balloons, flyers and posters) as well as raffle prizes and gifts in kind donated by local companies.

Don't forget to mention that your event is for charity - often you'll be able to get things for a reduced rate or even for free!

Consider questions like:

- how much should my tickets cost?
- how many tickets do I need to sell to reach my target?
- do I need extra ways of fundraising at my event, eg auctions, raffles or donation boxes?

### **Gift Aid**

Please ask donors to sign a Gift Aid declaration. This enables us (and higher rate tax payers) to claim tax back from the government and increases the overall benefit to the charity. A form is available as part of this pack. Please note that we are unable to claim Gift Aid on ticket sales, raffle sales, corporate sponsorship, sale of goods or auction proceeds. Smaller amounts of money, donated by way of a sponsor form, can be Gift Aided under your own name, providing you are, of course, a tax-payer yourself.

### **Fundraising materials**

If you are creating your own publicity materials please make it clear that you are fundraising “in aid of Charcot-Marie-Tooth UK.” Suggested wording for this would be “[Name of your event] raising funds in aid of Charcot-Marie-Tooth UK.” Please ensure that you have permission to use any images or text; although some material is available without copyright restrictions on the internet, don’t assume that all materials are copyright free. All resources should also carry our registered charity number – 1112370. Charcot-Marie-Tooth UK logos can be obtained from the office. Ideally, we would like to see your materials before they are printed or used, although we appreciate that this may not always be practical.

We can provide you with collecting buckets/tins/balloons, and if you would like, a complimentary t-shirt. We also have supplies of hand-out leaflets explaining CMT and what we do – please ask us for a supply.

### **Our Reputation**

The reputation and good standing of Charcot-Marie-Tooth UK is very important to us, and to the work that we do. By using our logo and name, we ask you to uphold that good name, and don’t do anything that could threaten or undermine that reputation. If we feel that you are putting our name or reputation under threat, we have the right to ask you to cease fundraising on our behalf; to ask you to return any and all materials that we have provided for your use, and to demand immediate payment of funds for us raised to that point.

### **Sending in your donation**

All funds collected should be sent to the charity as soon as you possibly can (ideally within two months). Please deposit all funds in a bank account as soon as you collect it to keep it safe. Once all is collected, send them to us in one payment with the banking form enclosed. If there is likely to be any delay in sending all the funds raised, please send as much as you can as soon as you can with a note to explain that there is more to come. Monies can be transferred by BACS (details on the banking form), but the form still must be posted/emailed for our accounts. Send it to the address below.

Some people or companies may sponsor you with a Charities Aid Foundation voucher which is a tax efficient donation. These cannot be banked to an ordinary bank account, so please post them to Charcot-Marie-Tooth UK and we will process them on your behalf and attribute them to your fundraising.

## Fundraising Promise

Our Fundraisers, Members and Supporters drive everything we do at Charcot-Marie-Tooth UK. It's only due to your commitment that we're able to do as much as we do in supporting people with CMT in the UK.

As one of our fundraisers, we expect you to abide by this promise on our behalf.

### To be transparent about where your money goes

- We will provide information about our finances so you can see how your money is making a difference
- If you want, we can keep you up to date with what we are doing to help people with CMT in the UK.
- We will always tell the truth and not exaggerate
- We will do what we say we are going to do with donations we receive.

### To respect any personal data you share with us

- Your data is safe with us. We never sell on your details, and we comply with data protection law
- Just let us know how you would like to communicate with us when you send your donation.
- If you don't want to hear from us, that's fine – you just need to tell us
- We will give clear information about how you can make a gift and how you can change a regular donation.

### To operate our fundraising to the highest standards

- We strive for the highest possible standards in our fundraising. We are registered as a small charity with the Fundraising Regulator
- We adhere to the Fundraising Code of Practice
- We are proud to champion the principles of honesty, accountability and transparency when fundraising
- We will monitor fundraisers, volunteers and other supporters who are working with us to raise funds to make sure they also comply with the Code of Fundraising Practice and with this promise.
- We can always explain our fundraising costs and show how they are in the best interests of our cause if challenged.

### To be respectful

- If you do not want to give, or wish to stop giving to us, we will respect your decision. We will never put pressure on you to make a donation
- We will be especially careful and sensitive when engaging with vulnerable people, including the elderly
- Where the law requires, we will get your consent before we contact you to fundraise.

### To listen and learn

- We will always provide easy ways for you to contact us. We really value your feedback – just contact us via email ([fundraising@cmt.org.uk](mailto:fundraising@cmt.org.uk)), use the contact form on this website, or phone us on 0300 323 6316
- If you are unhappy with anything we've done whilst fundraising, you can contact us to make a complaint. You can find our complaints procedure on our website.

Thank you for your continued support. Together we will ensure that people with CMT get the care and support they need.

## Any other questions?

And if there is anything else you think we might be able to help with, please don't hesitate to get in touch:

Email: [karen@cmt.org.uk](mailto:karen@cmt.org.uk)

Telephone: 01202 474203

Address: 3 Groveley Road, Christchurch, BH23 3HB or FREEPOST CMT UNITED KINGDOM

**Thank you for your support.**

**We are really grateful that you have chosen to fundraise for us – you will help us provide the best possible support for people affected by CMT in the UK.**

**Without people like you, we would not be able to provide the care and assistance that is needed every day by the people who rely on us, now and in the future.**



Registered with  
**FUNDRAISING  
REGULATOR**

## Paying in the money you've raised

When you've completed your fundraising, please pay the money into your bank account and either send a cheque made payable to CMT United Kingdom\* along with this form, or you can pay it directly into the account and send us this form. \* bank account still in original name.

If you would like to pay directly into our account, the details you need are:

Bank: CAF Bank Ltd  
 Sort Code: 40-52-40

Account Name: CMT United Kingdom\*  
 Account Number: 00014084

### Personal Details

Title	Forename	Surname
Address		
		Postcode
Telephone	Date of Birth     /     /	
Email		
We would like to stay in touch with you, in order to so that we can share the impact of your fundraising efforts Please indicate your preference    Email: <b>Y/N</b> Post: <b>Y/N</b> Telephone: <b>Y/N</b> No further contact: <b>Y/N</b>		

### I have raised\_

Offline money raised	Online money raised
Justgiving web address	
Total amount raised	
<b>Signature</b>	
Date	
 I am a UK Taxpayer. Please reclaim the tax on all my donations to Charcot-Marie-Tooth UK made today and in the future, until I notify you otherwise. 	
To qualify for Gift Aid, the amount you pay in income tax must at least equal the amount we will claim on the donations in the tax year.	

**Please send this completed form with your cheque made payable to CMT United Kingdom to:**

**CHARCOT-MARE-TOOTH UK, 3 Groveley Road, Christchurch, Bh23 3HB**







# Charcot-Marie-Tooth UK

Charcot-Marie-Tooth UK  
3 Groveley Road  
Christchurch  
BH23 3HB

Freephone Helpline: 0300 323 6316

Office: 01202 474203

Email: [Enquiries@cmt.org.uk](mailto:Enquiries@cmt.org.uk)



[cmt.org.uk](http://cmt.org.uk)



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Registered Charity Number: 1112370