
Headway
the brain injury association
Together, we can improve life after brain injury
Your guide to fundraising for Headway UK

Let's make a difference, together!

Whether you just need a little help getting to your fundraising target, or you're looking for inspiration to get going, we're so thrilled you want to support Headway UK – because it's when we work together, that we can really make things happen.

Every 90 seconds, someone is admitted to a UK hospital with a brain injury. That's a statistic that still shocks us – and it's one we're determined to change for the better. By fundraising for Headway UK, you can be part of that change.

Brain injuries happen every day, usually in the moments we least expect them. Whether because of head injury, tumour, stroke, haemorrhage or neurological infection, the effects can be life-changing and life-long.

That's why, when the unthinkable happens, expert help – like the support we offer at Headway UK – is vital.

But we can only provide that support because of people like you.

From bake sales and marathons, to quizzes, raffles and totally off-the-wall challenges across the globe, every precious pound raised really does matter. So whatever your fundraising plans, be sure that **YOU** are making a difference.

Thank you!



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Get in touch:
We're here to support you all the way. Reach us on **fundraising@headway.org.uk** or call **0115 8550 090**.

Who you'll help... Meet Stef

"Headway UK showed me that there is an organisation that can support you, that understands, and can help you understand yourself. Friends and family do all they can, but when a brain injury happens, you need an organisation that sees you for more than what you are at that moment; that will help you get to where you want to be, what you want to do, and make you feel that you're still of value – that there is a future – to take your hand and guide you through it.

It's people who won't judge at all, who won't be patronising – and who can come up with strategies to help me through situations so I feel less alone and alienated – that there is hope.

Headway has shown me that brain injury isn't the end, that we are still full of potential and have so much to give."



What your money could do

£175 could fund the production of 100 information booklets, giving people like Stef the information they need to navigate life after brain injury.

£228 could cover travel and accommodation expenses, allowing loved ones to be together at the most critical moments of injury.

£552 could fund an annual programme of training webinars, giving those affected by brain injury and health care professionals access to the latest brain injury information.

£3,219 could fund Headway's free, nurse-led helpline for a week, enabling survivors, loved ones and professionals to receive specialist, confidential advice at any stage of brain injury.



Fundraising ideas

Whether you're already signed up to an event and just need a little help reaching your target, or you're looking for inspiration to get going, we've got you covered – here's some inspiration!

Fundraising by yourself

Sponsored challenge
Run? Skydive? Trek? Cycle? The possibilities are endless! Visit **headway.org.uk/get-involved** to learn more and sign up to one of our challenges.

Car-boot cash
Boost your fundraising target by selling your pre-loved clothing and bric-a-brac items online or at a car-boot sale and donate the funds. You could ask family for their unwanted items too!

Birthday fundraiser
Got a birthday coming up? Ask for donations rather than gifts and cards.

Give something up
Give up your favourite sweet treats, weekend tipples, or even driving for a week – and ask for sponsorship.

Dinner party or BBQ
Cook up a storm in the kitchen or garden for your friends and family, and ask for a donation.



Fundraising as a team

Bake sale
…Because everyone loves cake!



Quiz
Put your general knowledge to the test in a team quiz – great with friends, family and community groups.

Coffee morning
A warm drink with colleagues at work or friends and family in your home is a great way to raise extra cash and awareness. The BIG Headway Cuppa is a good place to start – learn more and download your fundraising pack at **headway.org.uk/bigheadwaycuppa**.

Sweepstake
Especially great at work, whether it's who'll win the Euros or how many sweets there are in a jar, this is an easy one for the whole team. Download your sweepstake sheets at **headway.org.uk/get-involved**.

Fancy dress/dress-down days
Ditch the school uniform or business-wear for a day to don your comfy clothes, or dress as your hero for a donation.

Bag pack
Lots of supermarkets are happy to let you pack customer's shopping for a donation – just be sure to get the right permissions first.

Match funding
Whether you're fundraising alone or as a group, your employer might offer match funding. Many companies offer match funding of up to £1,000.

Top tips to reach your fundraising goal

1. Spread the word

Tell everyone what you're doing and when you're doing it. Share it on social media, make posters – you could even write to your local paper!

2. Tell people your WHY!

If you have a special reason for choosing to fundraise for Headway UK, tell people why! Sharing your story and the reason this cause means something to you can really help boost your reach and fundraising target.

3. Get others involved

Friends, family, neighbours, colleagues – having a team supporting you and getting involved in your event and fundraising can be a huge boost.

4. Make it easy to donate

Set up a JustGiving page for easy online donations – and why not make a QR code to add to your posters for people to scan. Get in touch with our fundraising team if you need help with this.

And don't forget cash – get in touch at **fundraising@headway.org.uk** for donation boxes for those who prefer to give cash.

5. Keep it safe and legal

If holding a fundraiser or an event, you'll want to have as much fun as possible – and make sure you're doing it safely and legally. There's more information about this on pages 12-13 or visit **headway.org.uk/safeandlegal**.

Remember it's really important that you and any other people taking part are safe, and that all money is handled correctly.

6. Tell us

Don't forget to keep in touch, let us know your plans, tell us how it's going and what you need – from banners, balloons, bunting, logos, posters and more, we've got you covered!

Get in touch at fundraising@headway.org.uk or give us a call on 0115 8550 090 – we'd love to chat.





Meet Archie

"I was seventeen years' old and enjoying a family Christmas holiday when I sustained a brain injury. I fell off a 21ft balcony and was instantly comatose after landing straight on my head, causing a traumatic brain injury called an Axonal injury.

The bleed on my brain was diffused, meaning it was an injury to the whole of the brain, rather than just part of it. I was in a coma for 16 days and was in the hospital for two months before needing to live in a rehabilitation centre for two years.

It was grinding – I really struggled with my speech and had to learn to walk again. I've got videos of me talking and my voice sounds was so weak at the start before it slowly it came back. I also found that things like managing anger became much harder.

But over time, I built new relationships with people, and began to rediscover myself so that by the time I left the rehabilitation centre, I was ready to find some routine and purpose again. So I thought "right, I want to raise money for other people with brain injuries." And I also started volunteering at my local Headway shop.
I know and understand the reality of life with a brain injury – and I hoped others might be able to relate to it.

I did a few running events before deciding to take on the London Marathon in support of Headway UK.

It was a brilliant experience – it's so good hearing people call out your name as you go round the course! And it was amazing seeing how willing people were to help me fundraise.

Having that purpose – fundraising, taking part in events – has really motivated me and given me something to focus on. I'm now a fully qualified personal trainer. Life is good!

It's so important that people fundraise for Headway UK, and understand more about brain injury. Because for so many others like me, in similar situations, you really do need specialist help and support at the right time – Headway can give you that."

Your fundraising checklist

Planning ahead will help you put on a safe, legal, and successful fundraising activity or event. You can find the full information on everything below, plus a whole lot more, on our website at headway.org.uk/safeandlegal.

Do a risk assessment

If you're holding an event, be sure to do a risk assessment that includes everything from health and safety to first aid and accessibility.

Help on how to complete a risk assessment can be found online at **www.hse.gov.uk**.

Raffles

There are strict legal requirements about the organisation of raffles, lotteries and prize draws. More information about these rules can be found at **www.gamblingcommission.gov.uk**.

Permissions

Some events, especially bucket cash collections, require special permission in advance. Similarly, there are specific rules around entertainment events and the sale of alcohol.

You can check whether your event will require a public entertainment or alcohol licence by visiting **www.gov.uk**. Contact your local authority to find out which licences you need for your fundraising.

Insurance

Organising your own event in aid of Headway UK means you are responsible for taking steps to make sure that the event poses no risk to others. If your event involves the public, it's important to have Public Liability Insurance in place.

Branding

Please use the 'In aid of' version of Headway's logo, along with the following wording:
All proceeds raised will be donated to Headway – the brain injury association. Registered Charity 1025852/SC 039992.

Contact our fundraising team on **fundraising@headway.org.uk** or give us a call on **0115 8550 090** for the logo.

Consent

If you'll be taking photographs and/or video at your event, you must let attendees know they may be pictured.



After your event

Paying in your money

The sooner you can pay in the money you've raised, the sooner we can say thank you and put it to work improving lives after brain injury.
You can do this via our website, send a cheque, call us on the phone, or deposit it straight into our bank. Online giving platforms automatically disburse payments to us. When your page closes we'll send you a thank you.

Address:
Headway - the brain injury association
Bradbury House
190 Bagnall Road
Old Basford
Nottingham
NG6 8SF

Telephone:
0115 8550 090



Say thank you

Be sure to thank everyone who's helped you along the way – let them know how much they helped you raise and the difference their support has made!

Other ways to support Headway

Whether you make a regular donation, run a marathon, leave a gift in your Will, come along to one of our events or support our shops, one thing is for sure – you're ensuring those affected by brain injury don't have to face an uncertain future alone.

SCAN ME

Scan the code, or visit headway.org.uk/get-involved to learn more about other ways you can make a difference.





0115 8550 090 | fundraising@headway.org.uk

www.headway.org.uk

Head office: Bradbury House, 190 Bagnall Road,
Old Basford, Nottingham, NG6 8SF

Headway – the brain injury association is registered with the Charity Commission for England and Wales [Charity No. 1025852] and the Office of the Scottish Charity Regulator (Charity No. SC 039992).
Headway – the brain injury association is a company limited by guarantee registered in England [No. 2346893].