



FUNDRAISING PACK

Celebrate with us!

We are looking forward to celebrating World Down Syndrome Day on 21st March and this year we want to make it the biggest and best yet!

World Down Syndrome Day is observed on March 21st. Across the world people run events to raise public awareness, advocating for the rights and inclusion of people with Down syndrome. World Down Syndrome Day is on March 21st, chosen to represent the 3 copies of the 21st chromosome present in individuals with Down syndrome.

As well as raising awareness and celebrating our fabulous children, it is a wonderful opportunity to help us raise funds to continue to empower, enlighten and educate families and professionals involved in our children's care and education.

There are a few different ways you can join us in celebrating and we hope have lots of fun in the process!

We love to hear about your plans too so remember to get in touch with us at:

fundraising@downsyndromeuk.co.uk

PADS 21 Challenge

Take on the #PADS21Challenge and help us raise vital funds to provide information and resources to empower families of a child with Down syndrome.

Whether you choose to do an individual challenge, as a family, or with friends it's really up to you as long as it includes 21 and most importantly you have some fun. We have put together some ideas to help you on your way or feel free to get in touch with our fundraising team to talk through your ideas.

The easiest way to share your challenge and get friends and family to support you is by setting up a JustGiving page. Share with as many people as possible and raise as much as you can!

Here are some ideas to get you started!

- Run, walk, or cycle 21 miles across 21 days, or 21 miles in one day
- Wear 21 layers for a whole day
- Learn a different skill every day for 21 days
- Read 21 books in 21 days
- Give up something for 21 days
- Get fit in 21 days
- Host a '21' quiz- quizzers have to name 21 of a subject. Eg. 21 countries, 21 fruits, 21 80's popstars, 21 world cup footballers etc.
- Get your gym/fitness group involved and take on a different challenge for 21 days

Have fun, your way!

For those that want something less challenging, here are some fundraising ideas to do at home, at work, or get your schools involved with!



Wear what you want for the day and dress up for Down syndrome.



Organise a cake sale at your work and sell delicious treats to your colleagues.

Collect unwanted Christmas gifts and organise a tombola. Get a 5 or 0 and win a prize!



Wear mismatched socks for the day in return for a donation.

Organise a quiz night and see who gets crowned the quiz master!



Host a raffle, ask local businesses to donate a prize. It's a great way to build up awareness in your local community.

Host a come dine with me event and ask guests to make a donation of what they would pay for your food.



Host a coffee morning and ask for donations of what guests would pay for a beverage at a cafe.



Clear out unwanted items and clothing and sell them, donating what you make to us!

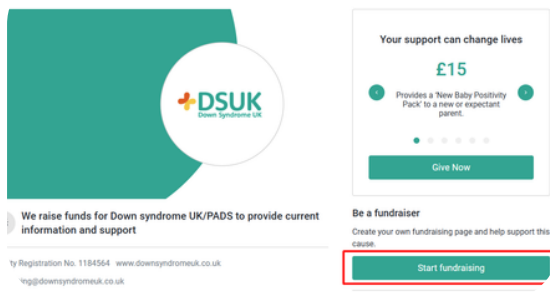
Set up a social media fundraiser and ask your followers for donations.

Set up a JustGiving page

1. Go to

<https://www.justgiving.com/charity/downsyndrome-uk> and click “start fundraising”

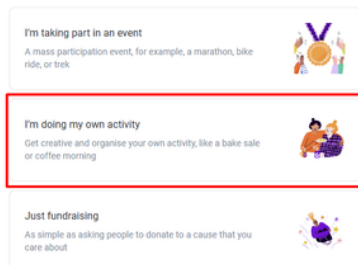
Down Syndrome UK | Positive About Down Syndrome



The screenshot shows the JustGiving website for Down Syndrome UK. On the left is a large green banner with the DSUK logo. On the right, there's a section titled 'Your support can change lives' showing a £15 donation example. Below this, there's a 'Be a fundraiser' section with a 'Start fundraising' button highlighted by a red rectangle. At the bottom left, there's a footer with contact information and a small 'Start fundraising' button.

2. Select doing your own activity

Are you taking part in an activity?



The screenshot shows three options for fundraising: 'I'm taking part in an event', 'I'm doing my own activity', and 'Just fundraising'. The 'I'm doing my own activity' option is highlighted with a red rectangle. It includes the text: 'Get creative and organise your own activity, like a bake sale or coffee morning'.

3. Fill out details of what you are doing to raise money and click create your page!

4. Personalise your page and tell everyone why you want to raise money for us, then share it far and wide with everyone you know!



Donations

If you have collected donations from supporters outside of your JustGiving pages and you would like to send this to us, there are a few different ways you can do this.



Cheques

Cheques should be made payable to “Down Syndrome UK”. If you have a cheque to be paid in, please contact fundraising@downsyndromeuk.co.uk and we can provide the address to post any cheques to.



BACS

Please pay any cash donations using our CAF bank details.

Account Name: Down Syndrome UK

Sort Code: 40-52-40

Account Number: 00033123

Please make sure you include a reference: Name – BPP25 and make sure to contact us and tell us to expect the cheque!



Scan QR code

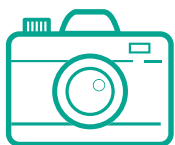
You can also donate directly via our website – just scan the QR code.

giftaid it



Gift aid allows us to claim back an extra 25p per £1 donated (as long as the donor is eligible) and it is at no cost to you! To make sure we receive these additional funds, we need a donors gift aid status declaration.

Top tips to maximise your fundraising



Add a photo

Fundraisers with pictures or videos on their fundraising pages raise 14% more per photo. Perfect excuse to take a selfie or share a picture of your little one who inspired your fundraising.



Tell YOUR Story

Supporters want to know what you are doing but more importantly they want to know WHY you are doing it. Telling a story about why you are fundraising will help motivate supporters of your cause.



Set a target

Don't forget to set a fundraising target so that it not only motivates you but also your supporters. People might be willing to donate a little extra to help you reach your target.



Share!

Sharing your fundraising on Social Media, your local pub, club or workplace raises more. Don't be afraid to share, people want to hear about the good things you are doing.



Don't forget..Email

There are lots of friends, colleagues and neighbours not on your social networks who would LOVE to hear about what you are doing.



Add a video

Why not make a quick video detailing your fundraising story? It doesn't have to be anything fancy, just grab your phone and record you talking about what you are doing and why.



Say Thank you

Donations can still come in after your fundraising event has ended so make sure you follow up and say thank you to your supporters.

Thank you!

for raising money for
Down Syndrome UK

You raised

£

Thank you for helping us raise
awareness & support more families
with a child with Down syndrome

www.downsyndromeuk.co.uk

Down Syndrome UK registered charity number 1184564