



# your guide to fundraising

the difference your  
fundraising makes

how to send  
your donation to us

hints and tips to  
boost your fundraising

other ways  
to get involved

share your story with us:    @YorkshireBTC

[www.yorksbt.org.uk](http://www.yorksbt.org.uk) | Tel: 0113 340 0111 | [info@yorksbt.org.uk](mailto:info@yorksbt.org.uk)  
YBTC, 31 Otley Road, Headingley, Leeds, LS6 3AA  
Registered Charity No: 1095931

**yorkshire's  
brain tumour  
charity!**



**In true Yorkshire style we would like to say 'a reet big thank you' for supporting Yorkshire's Brain Tumour Charity. As part of team YBTC you will be raising vital funds to continue our work. As Yorkshire's leading brain tumour charity, our aim is to fund lifesaving research, develop more effective forms of treatment for brain tumour patients and ultimately work to find a cure for this devastating disease.**

We are also hugely committed to offering support to those in need, across the Yorkshire region, throughout the challenges faced when diagnosed with a brain tumour. Our support ranges from our support groups, drop in café's, wellbeing walks and a bereavement support group, a telephone support line, counselling, and financial grants. Our aim is to be able to support every person affected by a brain tumour in Yorkshire.

Your wonderful support will take us one

step closer to this! We are incredibly grateful for every donation and the sponsorship you raise. This guide to fundraising contains all the information you need to get started. We have lots of helpful hints and tips for everyone.

We are a friendly bunch so please do get in touch if you need any help along the way. Have great fun with your fundraising. You are doing something amazing for an incredibly worthy cause.

We look forward to hearing from you!



# your fundraising really makes a difference!

YBTC do not receive any government funding, so we rely on the incredible support from people like you to continue our vital work. Here is what your incredible donations could be funding

**£10** Could fund the cost of two people attending our support group

**£15** Could fund the cost of a wellbeing walk and hot drink for a patient or loved one

**£25** Could fund the cost of one child affected by a brain tumour attending our Christmas Party

**£60** Could fund a counselling session for a patient, carer or family member

**£100** Could fund the cost of running our telephone support line and clinic for one day

**£343** Could fund the cost of innovative Yorkshire based research for one day

**£500** Could fund a grant for a patient to support them financially, provide a special wish or help reduce social isolation







# hints and tips to boost your fundraising

## fundraising materials

We have lots of materials such as collection tins, buckets, banners, stickers and pin badges. As well as posters, logos and bunting - which can be downloaded from our website. Alternatively, we can print and either e-mail or post them for you. Please let us know what you are planning to do. We can help and provide advice to make it as easy as possible. Please note that there are regulations on certain aspects of fundraising such as raffles, to ensure your fundraising is legal and safe please contact our fundraising team for advice and support.



## set up an online giving page

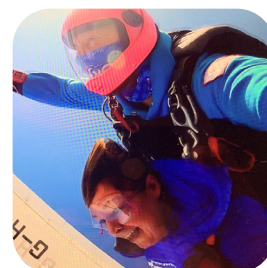
The easiest way to raise funds online is to set up an online giving page. It is quick, easy and any donations made to your page will come directly to us, so you don't have to worry about sending the money over. Once you have set up your page, simply share the link with your friends, family and colleagues so that they can start donating. If you need help getting set up just give us a call.

## sponsorship forms

We appreciate that not everyone is online and it is always great to have a sponsorship form handy. You can download a sponsorship form on our website or contact us and we can email or post one for you. Remember to complete all the details on the form so we can claim Gift Aid where we can, this will allow us to claim an additional 25p in every £1 donated at no extra cost to you or your sponsor.

## gift aid

If your sponsors are UK taxpayers, please ask them to tick the gift aid box on the sponsor form, Just Giving, or whichever online giving page you choose. If they complete their details following the guide on the form, we can claim an additional 25p for every £1 they donate at no additional cost to them, or you!



## match funding

Most employers now operate some type of match funding scheme, as part of their corporate social responsibility programme. It is always best to check with your employer first and they will advise you on how your scheme operates. Some employers will match the amount you raise, and some even allow all colleagues involved in your fundraising to claim, so you can really boost your fundraising. Please contact us if your company would like confirmation of your fundraising or any information from us.







# how to send your donation to us

## donate via bank transfer

The **best way** to transfer your donation to us is by bank transfer. This way we do not pay any fees on your donation. Please contact us and we will send you our bank details, along with a reference so we can confirm when we receive your donation.



## donate via our website [www.yorksbtc.org.uk/donate](http://www.yorksbtc.org.uk/donate)

Please let us know via email that you are doing this, so we can look out for the donation.

## donate via cheque

Please make cheques payable to Yorkshire's Brain Tumour Charity and send to our office at Yorkshire's Brain Tumour Charity, No 31 Otley Road, Leeds, LS6 3AA.

## donate in person

Pop in and drop your donation at our charity shop and YBTC office, 31 Otley Road, Headingley, Leeds LS6 3AA.



When we have received your donation, we will send a thank you letter and/or a certificate for you, so that you can share it with everyone that supported you.

# meet our fundraisers!

keely



[Keely@Yorksbt.org.uk](mailto:Keely@Yorksbt.org.uk)  
07746 161589

Keely joined our team as Regional Fundraiser in October 2022.

Having volunteered and fundraised for YBTC for a number of years, I'm delighted to now be part of the fundraising team responsible for our Active & Challenge events. It's really important to me to raise awareness and funds so we can continue to support families affected by a brain tumour diagnosis.

So if you would like to take part in any of our events or create one of your own, I would love to hear from you. I can help you reach your fundraising goals or just give some encouragement (I've done the skydive for YBTC twice, even though I'm scared of heights!)

In my spare time I love holidays, travel, yoga and walking.

**Fun Fact!** I love frogs!

jen



[Jen@Yorksbt.org.uk](mailto:Jen@Yorksbt.org.uk)  
07947 597 046

Hello, I joined the YBTC team in March 2020 as a Regional Fundraiser. It is my job to raise awareness, as well as money to continue our vital support across Yorkshire. I work with families, schools, colleges, universities, community groups, local shops, pubs, bars and restaurants across West, East, South and North Yorkshire. I also manage some of the charities campaigns, events and work closely with our volunteers. If you are getting involved to support YBTC, thank you and I hope to meet you soon.  
Jen

**Fun Fact!** I once found a flying squid under my pillow when I woke up on the top deck of a yacht on the Whitsunday Islands and still have no idea how it got there!

nicki



[Nicki@Yorksbt.org.uk](mailto:Nicki@Yorksbt.org.uk)  
07947 360076

Nicki joined the team in April 2018, with over 20 years' experience in fundraising for local, national and regional charities. In 2021 Nicki took on the role of Philanthropy & Partnerships Manager.

Her job is all about building lasting relationships with local business people and spreading the word about the incredible difference that YBTC makes to Yorkshire Folk.

Nicki was born in Barnsley, grew up in Scarborough, landed her first job in Leeds, had a brief flirtation with Pontefract and Merseyside and is now firmly rooted in West Leeds with her family.

**Fun Fact!** Pet hates: dishonesty, injustice, baked beans. Secret loves: Tipping Point, Radio 2, Tunnock's caramel wafers.





# other ways to get involved

**There are so many ways you can help to raise awareness and funds for Yorkshire's Brain Tumour Charity.**

Our main aim is to raise funds for life saving research and patient support. We could not do this without our wonderful supporters, we love to see your fundraising efforts and the ways to support us don't stop there! From volunteering an hour here or there to giving us your old pens, printer cartridges and stamps to recycle. There are so many easy ways to show your support for Yorkshire's Brain Tumour Charity!

**Want to get involved but would like more information?**

**We'd be delighted to hear from you:**

- Please contact the Fundraising Team on 0113 340 0111 (option 1)
- E-mail us at [info@yorksbtcc.org.uk](mailto:info@yorksbtcc.org.uk)
- Read more about us online at [www.yorksbtcc.org.uk](http://www.yorksbtcc.org.uk)
- Pop in to visit us at No 31 Otley Road, Headingley, Leeds, LS6 3AA



share your story with us: [f](#) [i](#) [t](#) @YorkshireBTC

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