



Research to prevent premature birth



Your fundraising journey starts here

borne.org.uk/fundraise

THANK YOU FOR FUNDRAISING FOR BORNE

You are embarking on a meaningful journey to find solutions to premature birth and change the lives of parents and their babies.

You can count on the Borne team to support you in your fundraising journey. In exchange, we ask you to make sure your activities are safe and legal.

In this guide, you will find some tips on how to make your fundraiser a success.

If you have any questions, we would love to hear from you!
Please get in touch:
hello@borne.org.uk.



FUNDRAISING IDEAS

Not sure where to begin? Find your inspiration below!



Donate your birthday

Why not ask for donations instead of gifts this year? Start fundraising at: [facebook.com/fund/Borne Charity](https://facebook.com/fund/BorneCharity)



Make Borne part of your wedding

Use your wedding registry to ask for charitable gifts, or donate what you have spent on wedding favours to Borne!



Host a dinner party

Pick a theme, send out invites and ask your guests for a donation! Consider fun games, like a raffle or a quiz, to raise even more on the night.



Plan a bake sale

Grab your friends and sell your goodies at work, school or at home. Bake big to raise big!



Organise a trunk show

Partner with a jewellery or clothing brand for a shopping experience in your home.



Run for Borne

If you are taking part in a sports event, why not pick Borne as your charity of choice?

FUNDRAISING IDEAS



Organise a family run

Get your friends, family and colleagues to run a 5k. Ask for an entry fee or get participants to collect sponsorships.



Teach a yoga or fitness class

Are you a yoga or fitness aficionado? Why not run a class for charity and ask participants to donate?



Create your own challenge

Take on an adventure that pushes your boundaries and ask your friends to sponsor you!



Auction off skills or promises at work

Ask your colleagues to auction their time or skills, or sponsor them to do something unusual for a day or a week.



Organise a pub quiz

Charge a small entry fee and invite your friends & colleagues! Consider a raffle or advertising from local business to boost your fundraising.



Donate 5% of your proceeds to Borne

If you run your own business, why not set aside and donate part of your sales? If you are interested, please get in touch: hello@borne.org.uk.

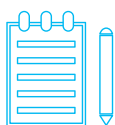
LET'S GET STARTED!

Follow these 10 tips to maximise your fundraising.



Set up your fundraising page

It's easy and only takes a few clicks to set up a giving page at justgiving.com/borne-foundation



Personalise your page

Write a few words explaining what you are doing and why preventing premature birth is important to you. Don't forget to add photos!



Set a target

Pages with a target are more likely to raise funds and keep you motivated. Aim high and tell the world. If you reach it early, raise it!



Make the first donation

Get your fundraising off the ground by contributing first. It will encourage others to join.



Ask your close circle

Rally your friends and family members first. Send them a personal email or ask them in person to donate.



Mobilise your network

Draw on the messages you sent your inner circle to email your colleagues and contacts.



Share on social media

Tell your friends and family what you are up to and make sure to tag @bornecharity in your posts.



Don't be afraid to share and ask - multiple times

People want to hear about the good things you are doing. The more you ask, the more you will raise.



Thank your donors

A little love can go a long way. Let your donors know how much their generosity means to you and to Borne.



Wait... it's not over yet!

20% of donations come after an event has ended so make sure to follow up with an update about how you did.

COLLECT DONATIONS

Whichever way you choose to fundraise, thank you! Every donation makes a big difference.

ONLINE

The easiest way to start fundraising is to set up a JustGiving page in aid of Borne.

- It's easy to share on social media
- You can set a target and show the total raised so far
- The money goes straight to Borne
- Donors can join the Gift Aid programme, boosting their gift by 25%!

If you need help with your online fundraising campaign, don't hesitate to get in touch: hello@borne.org.uk. We would love to help!

AT AN EVENT

If you are collecting cash donations and cheques:

- Use a sealed collecting box
- Cash must be collected, counted and recorded by two unrelated individuals, where possible
- Keep the funds collected in a safe and secure location
- Pay in the money as soon as possible



PAY IN YOUR FUNDRAISING

- If you are using JustGiving, you don't need to do anything! The money goes straight to Borne.
- Pay in the money you have raised online at borne.org.uk/donate and make sure to let us know it comes from your fundraiser.
- Make a bank transfer, at no extra fee for us. Contact our team to receive our bank details: hello@borne.org.uk.
- Post your cheque to The Borne Foundation, Suite 3.01 | Bridge House, 181 Queen Victoria Street, London EC4V 4EG.

USEFUL LINKS

- Create your JustGiving page at justgiving.com/borne-foundation
- Do you prefer paper? Download our [sponsorship form](#) instead!
- Pay in your funds at borne.org.uk/donate

MAXIMISE YOUR IMPACT

Make your donation go further with Gift Aid and employer match funding programmes.



GIFT AID

UK taxpayers can increase their donation by 25% at no extra cost with Gift Aid!

✓ Use Just Giving to collect your donations.

JustGiving will ask your donors about Gift Aid and collect it automatically for Borne.

✓ Use our sponsorship form for offline donations.

We can't claim Gift Aid without the donor's full name, first line of address and post code. Mail the form to:

The Borne Foundation
Suite 3.01, Bridge House
181 Queen Victoria Street
London EC4V 4EG

✓ Are you a higher rate taxpayer?

If so, you could benefit from up to a 25% rebate on the value of your donation. Visit the HMRC website to find out more.

MATCH FUNDING

Many companies run match funding schemes for their employees, which could double the total you raise.

Match-funding platforms include:



CharitiesTrust

CyberGrants 

GivingForce

Ask your employer about match giving and take your fundraising to a whole new level!

USEFUL LINKS

- Use our [sponsorship form](#) to collect donations offline and help us claim Gift Aid.
- Learn about Gift Aid for higher rate taxpayers: gov.uk/donating-to-charity/gift-aid

TALK ABOUT BORNE

Tell the world you support research to prevent premature birth!



DO

- ✓ **Tell your friends and family about your fundraising activities and why you have chosen to support Borne.**

If you have been personally affected by premature birth and would like to tell your story, we'd love to hear from you. Get in touch: sophie@borne.org.uk.

- ✓ **Get in touch about using our logo.**

You can find branded materials on our website borne.org.uk/support-us/fundraise

- ✓ **State that you are fundraising for Borne.**

Include "In aid of Borne, registered charity number 1167073" on all your materials.

- ✓ **Research your sponsors and partners.**

Consider how they align with Borne's mission to improve the lives of mothers and their babies. Please have a chat with our team before negotiating with brands.

DON'T

- ✗ **Say that you represent Borne.**

As a supporter, your activities are run independently of Borne. If you need talking points, just ask us!

- ✗ **Use our logo without permission.**

If you would like branded gear or materials for your activity, please get in touch with our team: hello@borne.org.uk.

- ✗ **Claim that you are raising funds for a specific purpose.**

The funds raised by our supporters go into an unrestricted fund that supports our research programmes.

- ✗ **Say bad things about other charities.**

Similarly, do not encourage donors to change an existing charitable donation to Borne.

RAFFLES & AUCTIONS

Use these tried and tested ways of raising funds for Borne at your event

AUCTIONS

Auctions are great for events with many people and when you have special prizes.

- A live auction will need an auctioneer that can entertain and convince your guests to enter a bidding competition!
- A silent auction is more subtle but make sure to circulate the sheets multiple times and remind people to bid.
- Use a free online auction website like 32auctions.com to showcase your prizes and get your guests excited about them.

RAFFLES AND LOTTERIES

Raffles and lotteries are a fun and effective way to raise funds for Borne, but they are also highly regulated.

Before organising one, make sure you read up on fundraising rules from the Gambling Commission: gamblingcommission.gov.uk

As a rule, if you are selling tickets ahead of



the event or to people not attending, you will need an official license.

PRIZE IDEAS

? Team up with local businesses.

By offering in-kind donations, gift cards or vouchers in aid of charity, they get free publicity. Make sure to thank them and add their logos to the event flyer or programme.

? Ask your friends what they can donate.

They may have connections through work or unused Christmas gifts they can give!

? Do an auction of promises.

Ask your friends or colleagues if they can donate their time or expertise. Auction off the experience to the highest bidder!

? Put together themed gift baskets.

Think about what would appeal to your friends and fill your basket with self-care products, wine or culinary delights.

KEEP IT SAFE AND LEGAL

You are responsible for ensuring that your activity complies with the law and is safe for everyone involved.

⚠ Borne cannot and does not accept liability or responsibility for any accident that may occur during your events or activities.

✓ **Get permissions.**

Some activities require a license, such as alcohol or entertainment, holding a raffle or an auction, collecting money, or putting up banners in public areas.

✓ **Check the Health and Safety credentials of your venue or location.**

✓ **Check the safety and hygiene of your caterer.**

If you are using a caterer, ask for their Food Hygiene Certificate and Public Liability Insurance.

✓ **Use reputable external suppliers.**

Ask to see a copy of their Public Liability Insurance and risk assessment.

✓ **Do your own risk assessment.**

Assess if there are any risks to the people taking part in your activity and how you can mitigate those risks. You can download a template risk assessment form on the Institute of Fundraising's website. You may need to get insurance depending on the nature of your event or challenge.

USEFUL LINKS

- Learn about Health and Safety: [hse.gov.uk](https://www.hse.gov.uk)
- View guidance on providing food at charity events: [food.gov.uk](https://www.food.gov.uk)
- Read up on Events and Community fundraising: [institute-of-fundraising.org.uk/guidance/events-and-community/](https://www.institute-of-fundraising.org.uk/guidance/events-and-community/)



RESPECT PRIVACY

Under the General Data Protection Regulation (GDPR), it is important that you consider what personal data you are collecting and why.

DO

- ✓ **Only collect the data you need.**

For instance, you may need first and last names and contact details to follow up, but do you need their date of birth?

- ✓ **Tell people how you will use their data.**

This way they know what to expect and can make an informed decision about what they share with you.

- ✓ **Keep data in a safe and secure location.**

Password protect documents that contain personal information, and keep printed documents in a locked drawer.

- ✓ **Ask permission for photography.**

Let your guests know if you plan to take photos and give them the option to refuse.

DON'T

- ✗ **Mass email people you have no previous relationship with about your event or activity.**

- ✗ **Take photos, record sensitive information or pass on personal data without consent.**

Sensitive information includes medical information, personal stories, etc.

- ✗ **Leave personal information unattended or easily accessible by others.**

Keep sign up forms, spreadsheets and other documents safe from view.



PROTECT CHILDREN

Fundraising activities can be fun for the whole family. If children are involved in your event, make sure they are having a safe and memorable time



DO

- ✓ **Look after children during your event.**

Adults looking after children should have carried out appropriate checks.

Check the Government Disclosure and Barring Service (DBS) for more information.

- ✓ **Get permission from the child's parents or guardians.**

Always get permission before involving children in your event or activity or taking/publishing a child's personal data, such as photos or stories, especially on social media.

If you are running an event with school children or near school premises, always get approval from the Head Teacher or a member of school staff designated by them.

DON'T

- ✗ **Target children as part of your fundraising or ask children to approach strangers about fundraising.**
- ✗ **Share a child's personal information without their consent and that of their parent or guardian.**
- ✗ **Leave children under age 16 to handle or count collected money.**
- ✗ **Involve children in street and house-to-house collections, raffles or events involving alcohol with adult involvement.**

USEFUL LINKS

- When and how to apply for Government Disclosure and Barring Service (DBS) Check:
gov.uk/government/organisations/disclosure-and-barring-service

PROTECT VULNERABLE PEOPLE

Everyone should be able to make an informed decision about their donation.



DO

- ✓ **Be mindful of people in vulnerable situations.**

Bear in mind:

- Physical and mental medical conditions
- Times of stress or anxiety (e.g. bereavement)
- Disability or learning difficulties
- Financial vulnerability (e.g. in debt or with limited income)
- People under the influence of alcohol

- ✓ **Treat donors fairly.**

Do not take advantage of vulnerable circumstances, lack of knowledge, or credulity.

- ✓ **Make your event accessible to all.**

DON'T

- ✗ **Be pushy.**

Do not persist if someone has clearly indicated that they don't want to engage further.

- ✗ **Take advantage of mistakes made by donors.**

- ✗ **Solicit donations from vulnerable people.**



**THANK YOU FOR
MAKING A
DIFFERENCE TO
PREMATURE
BIRTH RESEARCH**

And thank you for fundraising for Borne. If you have any questions, we would love to hear from you!

Please get in touch:
hello@borne.org.uk.