Where your money goes
Your support will help fund research to save lives.

Dr Rachel Floyd is a scientist funded by Kidney Research UK based at Liverpool University. “Right now, my team and I are working hard on a vital research project. We’re trying to find out why some urinary tract infections (UTIs) – often caused by E.coli – can become resistant to antibiotics. In serious cases the UTIs can go on to cause kidney damage and even kidney failure, which could mean a life on dialysis unless a kidney transplant becomes available.

Around 60,000 people with kidney failure are alive in the UK today because of the advances made through research into the causes, prevention and treatment of kidney disease. Kidney Research UK has made a significant contribution to these advances, made possible by our generous supporters.

The research has the potential to tackle our approach to everyday UTIs, improve conditions for long-term sufferers of UTIs and ultimately reduce the likelihood of these causing serious kidney damage. I am hoping this work will have a huge impact. With your support, we want to take vital research discoveries out of the lab and focus them on preventing and curing kidney disease in the community. This is where we can really start changing peoples lives.”

Kidney Research UK has to turn away around half of the excellent research proposals that we want to support – what possible breakthroughs might be in those we cannot fund?

“Without people fundraising for Kidney Research UK, vital research wouldn’t happen. We wouldn’t be able to help anyone.”

Kidney Research UK

Kidney Health Facts:
• A person on dialysis aged 25 years has the same cardiac prognosis as the average 75-year-old.
• A kidney transplant only lasts between 10 and 15 years on average.
• Over 3,700 people a year die whilst on dialysis and around 250 people a year die whilst waiting for a kidney transplant.

Welcome to #TEAM KIDNEY

Boost your fundraising
Use these extra top tips from successful fundraisers to help boost your fundraising total...

1. Set a target
Supporters tell us that their fundraising has been boosted by setting a target, it’s helped them stay motivated and helped people donate that little bit more. You can use the totaliser poster in this pack to keep your friends, family and colleagues up to date with your fundraising and thank them for their support.

2. Go online with your sponsorship
JustGiving is an easy way to raise money for Kidney Research UK. It makes it simple to collect donations from friends and family online. It’s super simple to create your own page; head to justgiving.com/kidneyresearch follow the steps and share the link. If you need any help setting it up, please just contact us.

3. No cash, no problem!
Don’t let the cashless society be a barrier to your fundraising. JustGiving also allows you to set up your own text code which means no cash, no problem on the day of your event.

4. Gift Aid It!
Gift Aid allows us to claim back the tax on every eligible donation. That means for every £1 you raise, we’ll be able to claim at least an extra 25 pence. Ask your sponsors to choose the Gift Aid option to boost your total.

5. Match it!
Find out if your company will take double your total at no extra cost. Find out if your company will take double your total at no extra cost. Find out if your company will take double your total at no extra cost. Find out if your company will take double your total at no extra cost. Find out if your company will take double your total at no extra cost.

6. Approach your local businesses
It’s always worth asking local businesses if they’d be willing to support your fundraising, through sponsorship, freebies to bring your cash down or a donation to the raffle. You can offer them some publicity in return and they get to feel good too.

Call us on 0300 303 1100 or visit kidneyresearchuk.org.uk
Kidney Research UK, Nene Hall, Lynch Wood Park, Peterborough PE2 6FZ
Registered charity no. 252892. Registered Scottish charity no. SCO39245

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In aid of Kidney Research UK
Funding research to save lives.

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Thank you for choosing to support Kidney Research UK!
Kidney disease is a silent killer. There are three million people in the UK with it right now. One million don’t even know they have it and there is no cure.

We are the UK’s leading kidney research charity. For decades our developments in treatment, better information for patients and raising vital public awareness have been saving lives. As the likelihood of kidney disease striking you becomes ever greater, our work is more essential now than ever.

We rely almost wholly on the generous donations of the UK public and your fundraising means that we can continue the urgent search for better treatments, prevention or even a cure. We are incredibly grateful for your support and hope you enjoy being a key part of #TEAMKIDNEY.

In this pack you’ll find top tips and advice to make your fundraising a success.

Good luck with your fundraising!

Follow us
Kidney Research UK @Kidney_Research kidney_research.uk

Always tag your posts #TEAMKIDNEY

P1 Picking
If you haven’t yet hit an idea of what to do and need a stroke of inspiration, check out our great fundraising ideas. Don’t forget to choose something that you’ll enjoy doing.

P2 Planning
No matter how simple your idea, you’re still going to need to get organised!
A key consideration is going to be how you raise money – is it through sponsorship, an entry fee to your event or the price of a slice of cake? Think about your audience and who you’re going to promote your fundraising to. Deciding all this before you start will really help your fundraising take shape.

Top Tip
Use the downloadable fundraising planner to help set a date and be sure to avoid clashes with any major local or national events and family celebrations (unless that’s part of your idea).

Top Tip
Write down what needs to be done and when, and keep it updated so that you always know what you’re working to. Allow enough time for anything that needs to be confirmed in advance like your venue, suppliers or travel and accommodation.

Don’t forget about keeping your fundraising safe and legal. We have a handy reference guide online to help you with food safety, raffles, collections, insurance and risk assessments and consent. Please remember that you are responsible for your fundraising activity and Kidney Research UK cannot accept liability for any fundraising activity or event you undertake.

P3 Promoting
Once you’ve got your plan, it’s time to shout about what you’re doing and why you’re doing it!

Put it up; in your pack we’ve provided you with some of the tools that you need to advertise your event. If you need any more posters or want to create your own promotional materials, you can download them from our website.

Top Tip
Don’t forget to add your JustGiving page address to your materials!

Go online; Talking about your fundraising on social media gives your friends and family the opportunity to support you, even if they can’t get involved in person. You could see if your workplace could add a link to your fundraising page in their email signatures. You could post on your local online community pages, write a blog or upload daily videos, and share, share, share, your online fundraising page.

Top Tip
The best way to get people interested in your fundraising is by sharing your story and why Kidney Research UK is important to you.

Send out a press release; Get in touch with your local newspaper and tell them about your hot-off-the-press event. Why not contact any local magazines or online communities too and see if they’ll give you any free advertising space to promote what you’re up to?

P4 Paying in
Once you’ve finished fundraising, its time to collect all those generous donations and send them to us. We want to make that as easy as possible and in a way that quickest for you, so follow the guidance in our ‘How to send us money’ sheet.

P5 Praising
All your efforts and hard work has really paid off and you’ve made a huge difference in the fight against kidney disease. Don’t forget to step back and praise yourself and all those who helped you – you’ve done a great job!