

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 vitally 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 people's 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 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.



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 part in a 'matched giving' scheme to 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 costs 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



Welcome to
#TEAM KIDNEY
Your fundraising pack



Registered with
FUNDRAISING
REGULATOR



THANK YOU

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, preventions 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!

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kidney_research_uk

Always tag your posts #TEAMKIDNEY

It's all about the 5 P's

There are hundreds of ways you can raise money for Kidney Research UK. However you chose to support us, follow these simple steps to make sure that your fundraising is a sure-fire success.

P1 Picking

If you haven't yet got 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.

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.



Our team are here for you every step of the way, so be sure you tell us about what you're planning and don't be afraid to ask us for our help. Call us on 0300 303 1100 or email supportercare@kidneyresearchuk.org or visit kidneyresearchuk.org/fundraisingresources

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!).

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.**

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!