

INFORMATION PACK



THE UNIVERSITY
of EDINBURGH



Hello and thank you

Thank you for your interest in fundraising.

Fundraise Your Way is the official fundraising platform of the University of Edinburgh. No matter what area of the University you want to help, our fundraising team will be delighted to support your plans and ensure 100% of the money you raise directly helps the cause close to your heart.

Fundraising is a great way to support the cause you care about. From once-in-a-lifetime challenges to small informal events, there are countless ways to raise money for your chosen area of the University. Whether you are sporty, creative, entrepreneurial or just up for a challenge, your contribution and commitment can make a real difference.

I very much hope that you will fundraise and I would love to hear what you decide to do. I will be delighted to support you with your fundraising, whether it be giving advice on setting up your JustGiving page, supplying promotional materials, or creating social media assets for you. Please get in touch to let me know your plans and we can discuss how I can help.

The University of Edinburgh Development Trust (registered charity number SC004307) will process your donation. They don't take any admin fees, 100% of your donation will go to whatever area of the University you decide to support.

With thanks again,

Kerry

Kerry Mackay
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Fundraise Your Way

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What will you do?

There are countless ways to raise money - whatever you chose to do, your contribution and commitment can make a real difference.

Walk, jog, run

From the [Kiltwalk's](#) Wee Wander to the great Glencoe Marathon, simply register for an event to suit your fitness level, then set up a [JustGiving](#) page.

Obstacle course

If a sponsored run is not your thing, how about taking part in an obstacle course? From the foam filled Gung-Ho Fun 5k to the Tough Mudder there's something for everyone.

Bake sale

Bake sales are a great excuse to get together with friends, family and colleagues. Enjoy some delicious home baking along with a cuppa, chat and laughter. And setting-up a [JustGiving](#) page will let people donate even if they can't attend.

Give something up

What do you love? Chocolate? Coffee? Make-up? Your car? Whatever it is, if it is something people know you love, you can raise money by giving it up for a period of time.

Celebrate

Celebrations are a lovely way to raise money. Instead of receiving traditional birthday, wedding or anniversary gifts, why not ask for a donation to the University. Simply set up a [JustGiving](#) page and share your link far and wide.

easyfundraising ltd

[easyfundraising](#) partners with over 7,000 brands who will donate part of what you spend to a cause of your choice. It won't cost you any extra as the cost is covered by the brand. Sign-up today at www.easyfundraising.org.uk.





Top tips

It's wonderful that you are supporting us - I hope the tips below help you reach your fundraising goal.

JustGiving

Create a JustGiving page at www.justgiving.com/universityofedinburgh.

Set an ambitious fundraising target and use 'your story' to tell your donors why you are raising money. Add your photo to your JustGiving page, so your supporters know they're at the right page!

Please click to opt-in to receive communications from your chosen charity (that's us) when you set up your JustGiving page. This will allow us to provide advice and support for your fundraising activity, let you know how your donation is helping, and invite you to events.

When creating your page, JustGiving will automatically generate a unique URL – it's worthwhile changing this to something easier to remember. We can create a QR code for your page that you can use to promote your fundraising.

Once you're happy with your page, share the link to it far and wide. You can post on your social networks, update your personal email signature, and make posters for notice boards. You can also share your JustGiving page via text, Messenger, WhatsApp, etc.

And don't be afraid to ask people more than once to sponsor you. We all need reminding at times, so feel free to mention more than once that you are fundraising.

Matched Funding

Some companies (big and small) support their employees fundraising efforts through matched funding. Ask your employer if they offer matched funding (or similar).

Getting your donations to us

Thank you again for your support. The University of Edinburgh Development Trust will process your donation. The Trust doesn't take any admin fees, meaning 100% of your donation will go straight to the University cause you care about most.

JustGiving

If you have set up a JustGiving page for online donations and collected cash as part of your fundraising, simply bank the cash and pay the donation into your JustGiving page.

Online

Visit <https://donate.ed.ac.uk/support/fundraiseyourway> to donate online, then email fundraise@ed.ac.uk to let us know to look out for your donation.

Bank transfer

You can pay your donation into our Bank of Scotland account via the details below:

Bank:	Bank of Scotland
Account name:	Univ of Edin Dev Trust B
Sort code:	80-02-24
Account number:	00423592
BIC:	BOFSGB21216
IBAN:	GB32 BOFS 8002 2400 4235 92

Please use your surname as the reference and email fundraise@ed.ac.uk to let us know to look out for your donation. Thank you.

By post

If you are writing a cheque or sending a CAF voucher, please make it payable to "The University of Edinburgh Development Trust" and send your donation to:

Freepost UNIVERSITY REPLY

Please note, 'UNIVERSITY REPLY' must be in capitals. There's no need to include our address - it will make its way to us just as it is.



THANK YOU



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