

YOUR WORKPLACE FUNDRAISING GUIDE



DiABETES UK
KNOW DIABETES. FIGHT DIABETES.

WHY DIABETES UK?

Nearly five million people in the UK are living with diabetes. Living with daily frustrations, checks and ups and downs.

As the UK's leading diabetes charity, it's our job to take on diabetes, day in and day out. We campaign for better care, provide vital support and fund groundbreaking research into new treatments and a cure.

We're so happy that your workplace is joining this fight. Our vision is a world where diabetes can do no harm. But we can't get there without you.

In this pack, you'll find all the inspiration you need to get your fundraising journey started.

From the entire team at Diabetes UK, thanks for getting involved. Together, let's change the future of diabetes.

How we can work together

As a corporate partner, you can help support people with and at risk of diabetes. We can work together to create a tailored partnership that links our life-changing work with your company's long-term ambitions.

You'll not only be raising crucial funds, but you'll also be showing your commitment to the 4.9 million people affected by diabetes in the UK, as well as boosting employee engagement and morale.

Our team of regional managers will be there to support you along the way. They're here to help you with fundraising or partnership ideas and find out what you'd like to achieve.

Now, scroll away to explore the different ways you can partner with us – from fundraising events and payroll giving to sweepstakes.



THE DIFFERENCE YOUR FUNDRAISING MAKES...

Every two minutes someone learns they have diabetes. For those people, there are no days off. It's always with you and there's no cure.

The good news is that you and your colleagues have the power to change this.

By raising money for Diabetes UK, you're making sure everyone gets the care they need to live well with diabetes and avoid devastating complications, like heart attacks and amputations. You're making sure someone's there when they have questions or need to talk to someone. And you're funding research with the potential to change lives, making diabetes easier to live with every day.

Research has already helped us to:

- Stop complications, like blindness.
- Fund the first insulin pen.
- Transform type 2 diabetes management.
- Develop new technology, like the artificial pancreas.
- Discover how to put type 2 diabetes into remission.

With more lives to change than ever before, we can't stop now. With your help, we'll put an end to the harm.

Diabetes is relentless. But so are we.



GET FIT WHILE FUNDRAISING

Our calendar's packed with fundraising events. Whether you want to dust off your cycling shorts or make a splash, there's something for everyone.

One Million Step Challenge

This summer, walk, jog, run or dance your way to one million steps over three months – that's about 10,000 steps a day. Steps to get fit. Steps to lose weight. Steps for your own body, and steps to raise funds that will change the lives of everybody affected by diabetes. Visit step.diabetes.org.uk to find out more.

Swim 22

22 miles. 12 weeks. One life-changing challenge. Whether you want to start regular exercise, lose weight or reignite your love of swimming, Swim22 is a great way to get fit while raising funds for Diabetes UK. With three distances to choose from and three months to do it in, you can take on the challenge by yourself or as part of a team. Go to swim22.diabetes.org.uk to learn more.

Month of Miles

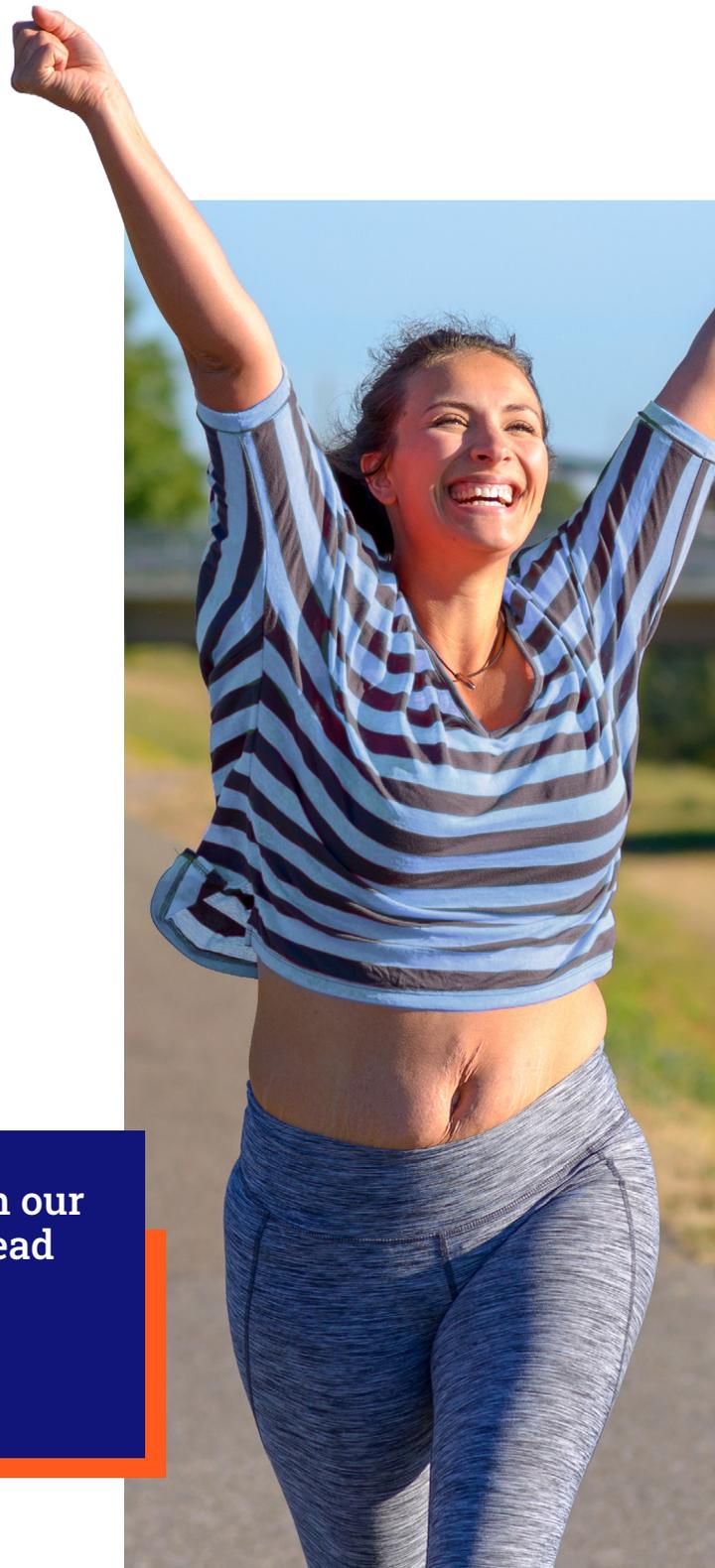
This challenge is all about you – you choose when you start and how far you go. Run 8 miles, 13.1 miles, 20 miles or the 26.2 miles of a full marathon and prepare to be amazed at what your body can do. Find out more at monthofmiles.diabetes.org.uk

Facebook challenges

Join our main Facebook page and stay tuned for updates on new challenges that we'll be launching throughout the year.

We've got lots more events and ideas on our website. Head over to get involved, or read on for even more inspo.

diabetes.org.uk/get_involved



INSPIRE ME

Don't fancy one of the challenges above? Here are some other ways you can get involved.

Strategic partnerships

By donating a percentage of your profits from a product or service to us, we can work together to build a purpose-led partnership.

This could be something like increasing people's awareness of their risk of developing type 2 diabetes or tackling the inequalities that face certain communities affected by diabetes.

Whatever your purpose, we've got a range of programmes and projects on offer. Or, we can work together to co-create solutions for a shared goal.

Here are just some of the ways we can help build a better future for people with diabetes:

- Provide support to thousands of people through our dedicated helpline.
- Help people reduce their risk of developing type 2 diabetes.
- Offer tailored diabetes education via our Learning Zone platform.
- Fund breakthrough research into better treatments and a cure.
- Support healthcare professionals to deliver better care.
- Cause-related marketing (CRM) to boost your sales and our cause.

Sponsorship

Extend the reach of your brand or company by sponsoring one of our key events, campaigns or services. We can work with you to find the right opportunity and shape a sponsorship package to suit your business.



Payroll giving

Payroll giving is an easy way for you and your colleagues to donate directly to Diabetes UK from your pay cheque. It's a great, tax-effective way to give more for less.

£5 a month could help us carry out pioneering research into new treatments for type 1 and type 2 diabetes.

£10 a month could help our dedicated helpline respond to calls and letters from worried carers of people with diabetes.

£15 a month could help pay for 120 people to check their risk of type 2 diabetes on one of our Healthy Lifestyle Roadshows.

Here are just some of the benefits of payroll giving:

- Your donation comes out of your wage before tax, so you can give more for less.
- It's easy to join – all administration is handled by your employer. You just need to fill out our online form.
- Some employers offer to match your donation so Diabetes UK get double the support.

You'll be helping to provide care and support to children and adults with diabetes, and those at risk of developing the condition.

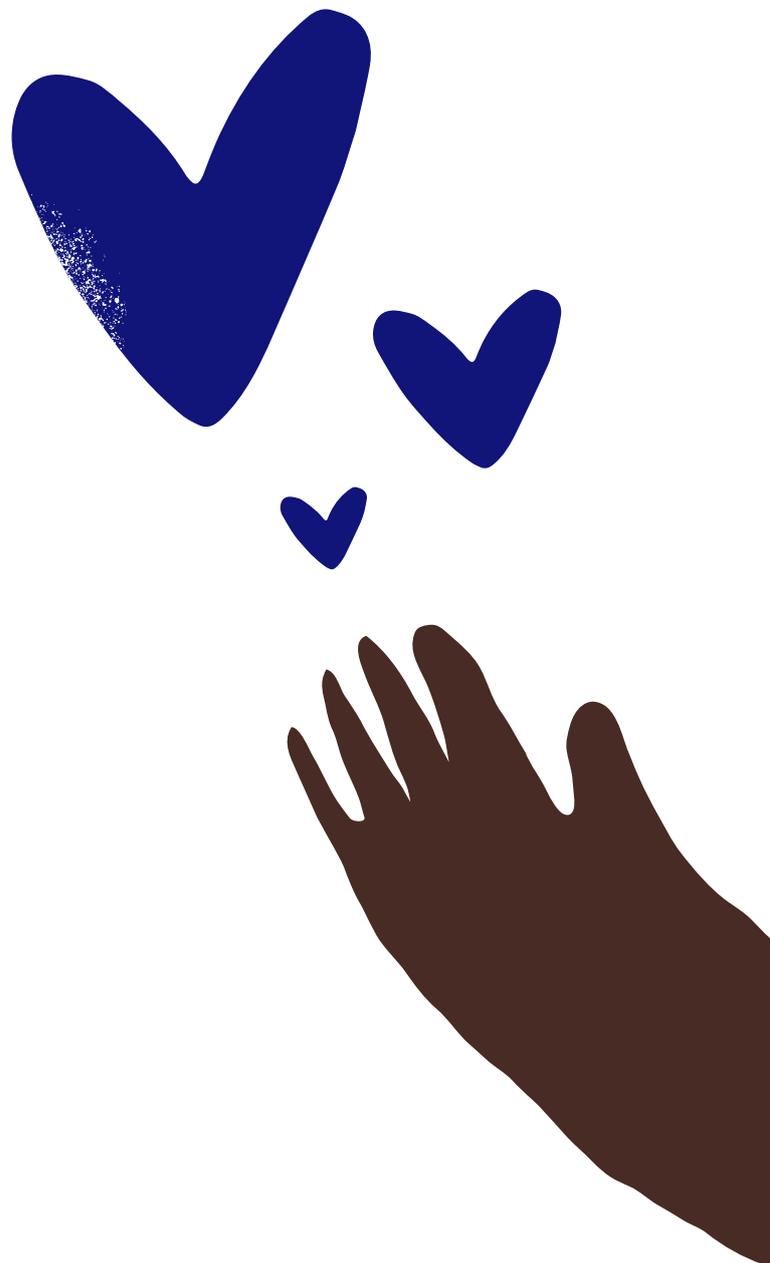
Sign up today at: givingonline.org.uk/diabetes-uk_556/index.html

Raffles and sweepstakes

These are a great way to boost fundraising with minimal costs. But they are one of the most regulated forms of fundraising. So, you need to consider a few things before holding raffles, auctions and lotteries where the proceeds are going to Diabetes UK.

Make sure to familiarise yourself with the rules and operate your auction or raffle accordingly. For example, there may be times when a license is required.

For more information on this, take a look at the Fundraising Regulator's website – fundraisingregulator.org.uk, or visit gamblingcommission.gov.uk



A TO Z OF FUNDRAISING

Not sure where to start? This A to Z guide is packed with fun ideas to try – both in and out of the office...

A Afternoon tea

Host an afternoon tea – in the office, or at a local venue – and ask for donations for entry. What's not to love about scones and a brew? We're a nation of tea drinkers, after all.

B Bake sale

Channel your inner Mary Berry with an office bake-off. From brownies to banana bread, get everyone to bring in their specialty bakes and sell them off to raise money for Diabetes UK.

C Cold turkey

This one's a bit of a win-win. Crisps, TV, chocolate, smoking – whatever your vice, get people to sponsor you to give it up for a month or more.

D Donate an hour of pay

Alright, we get this doesn't sound a lot. But if you get everyone in the office involved, you'll be surprised how much you can raise.

E Extreme sports

If you're a bit of a daredevil or fancy challenging yourself, sign up for a skydive or bungee jump. Get people to donate before the big day and you'll be off to a flying start – quite literally...

F Football match

Kick off your fundraising with a friendly game of footie. You can go for a full team or 5-a-side. Simply charge teams to enter and you can even ask spectators to donate, too.

G Gift aid

You might not like the taxman, but we do. That's because, if you're eligible, HMRC give us an extra 25p for every pound you donate. It's called Gift Aid and it doesn't cost you a penny extra. Contact us for more information on how to claim.

H Hiking challenge

Organise a hike for yourself or some of your teammates. Whether you choose to hike mountains or the Thames Path, we're sure your colleagues will be happy to sponsor your strides.



I It's a Knockout

There's nothing quite like seeing your colleagues careering across an inflatable obstacle course in giant suits. So bring back everyone's favourite 70s game show and charge teams to compete.

J Jumble sale

Book out a meeting room and host a jumble sale. Dig out any unwanted items gathering dust in your home and sell them. You know what they say – one man's trash is another man's treasure.

K Karaoke night

Trust us, we're sure some of your colleagues are closet karaoke fans. Set up a karaoke night and charge for entry. Plus, try to borrow a karaoke machine, instead of hiring one.

L Lunch and learn

Invite people to run a lunchtime learning session – they can be teammates or external speakers with a different set of skills. Then get people to pay what they think the talk was worth.

M Marathon

Now, give us time to explain. We don't mean running 26.2 miles – unless you want to. Instead, you could host a movie marathon or a marathon DJ set in the office.

N Name the...

An oldie, but goodie – all this guessing game needs is a toy bear or bunny and you're good to go. Simply charge per entry and offer a percentage of the money raised as a prize.

O Office games

On your marks, get set, fundraise! Try turning your office into an Olympic-style stadium. We're talking wastepaper bin basketball, desk chair races and security badge toss.

P Pancake race

Okay, so this one might be seasonal, but it's still flippin' good. Gather up some workmates to form teams for the race. Just don't forget to flip while you're running – those are the rules.

Q Quiz night

Think you know your Beach Boys from your Beastie Boys? Put your knowledge to the test with a quiz night. Each team pays to enter and then battles it out for a prize.



R

Rounders tournament

Transport everyone back to their school days with an office rounders tournament. You can charge per team or per penalty. Then just head to your local park and get batting.

S

Swap lifts for stairs

Did you know stair climbing burns more calories per minute than jogging? We reckon that's a good enough reason to ditch the lift and get sponsored to take the stairs instead.

T

Tuck shop

Set up your own tuck shop and sell your homemade goodies. Plus, lots of shops and bakeries will give any unsold food away at the end of the day, so you can sell those for a donation, as well.

U

Ugly Jumper Day

You've heard of Christmas Jumper Day, but how about Ugly Jumper Day? Get everyone to don their ugliest attire and donate.

V

Valentine's Day

Take on the role of office Cupid when 14 February comes around. For a donation, you could offer cards, roses or even love-themed cakes and treats.

W

Walk or cycle to work

Challenge yourself and your colleagues to make your commute greener and healthier. Ditch the car and pound the pavement or cycle to the office, while your workmates sponsor you.

X

X Factor

Let your inner Stacey Solomon shine with an X Factor-style talent show. You can get people to bid for the opportunity to sit on the judge's panel, too.

Y

Yoga

Inhale, exhale and join your teammates in a tree pose. If you're a bit of a yogi or know someone who is, you could host a yoga class for a small donation.

Z

Zumbathon

Dance your way to valuable funds by holding a workplace Zumbathon. It's a great way to burn some calories and raise some cash.



THANK YOU FOR YOUR SUPPORT

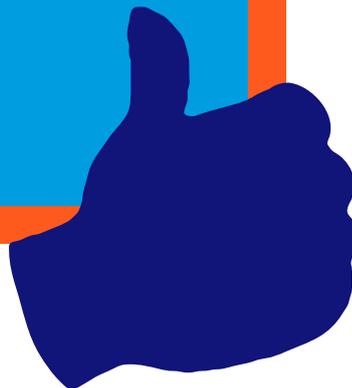
Your fundraising means we can be there for everyone
with and at risk of diabetes.

Get in touch

We're always happy to help.
We have a network of Regional
Fundraisers on hand to help support
you with ideas, materials and
different ways to get your company
involved. We'd love to chat with you!

fundraising@diabetes.org.uk

0345 123 2399*



*Calls may be recorded for quality and training purposes.

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