FUNDRAISING GUIDE

Brain Injury Matters

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"GETTING INVOLVED IN BRAIN INJURY MATTERS WAS AN EASY DECISION. AFTER MY DAUGHTER AOIBHEANN WAS INVOLVED IN A LIFE CHANGING ACCIDENT BIM WAS THERE FOR HER. SO FAR WE HAVE RAISED THOUSANDS OF POUNDS FOR VARIOUS CAUSES AND HOPE TO RAISE SOME MORE FOR BIM!"

"BIM HAS CHANGED MY LIFE. RECOVERING FROM A BRAIN INJURY IS NOT EASY AND THE RECOVERY AFFECTS EVERYONE IN DIFFERENT WAYS. BRAIN INJURY MATTERS SUPPORTS AND EMPOWERS INDIVIDUALS AND FAMILIES AFFECTED BY BRAIN INJURIES."

"BIM HELPED US UNDERSTAND THE CHANGES IN OUR LIVES . THEY WERE MOTIVATED AND EAGER TO HELP OUR CHILD AFTER HIS BRAIN INJURY. SO FAR WE'VE RAISED €3,900 WITH A RAFFLE, FILM NIGHT AND MORE!"

About Brain Injury Matters

Every 3 minutes someone in the UK is admitted to hospital with a head injury. This could be the result of trauma, stroke, infection or tumour.

The person affected and their family will require help and support to rebuild their lives.

Brain Injury Matters is here to help people with an acquired brain injury to lead social, rewarding and fulfilling lives as far as possible.

Our background

Brain Injury Matters (NI) was established in 2013 as an independent regional third sector organisation supporting, promoting and empowering those individuals and families affected by acquired brain injury.

Over the past 10 years, BIM has earned a reputation for developing and delivering a range of innovative programmes and initiatives led by a diverse team of clinicians.

What we do

We work together to develop programmes to help you become more independent, achieve your goals and help you adjust to life with brain injury.

Our services vary according to age and individual need:

- Children and Youth services for age 0-18
- Adult services for age 18+
- Advocacy Services

What is ABI?

An Acquired Brain Injury is damage to the brain which occurs after birth, and is not related to a congenital or a degenerative disease *(e.g. not caused by a birth disease, or from a disease which worsens over time).* These impairments may be temporary or permanent and cause partial or functional disability or psychological maladjustment *(e.g., an ABI may mean a person has to find new ways to manage feelings, complete everyday tasks and take part in community life).*

Getting Started

Events are a great way to bring people together to raise money.

They don't have to require lots of time, effort and expense- often the simplest ideas are the best.

When planning an event it is important to consider things such as budgeting, (remember you need to make more money than you spend!), sponsorship from local businesses, volunteers, venture hire etc.

You may find the following ideas appeal to you:

Planning your event

Follow the rules

Please remember that charity fundraising is regulated by law, so supporters need to know your relationship to Brain Injury Matters and where their donations will be going.

If you would like to collect money, play music, sell alcohol or hold a raffle in a public place, you will need to obtain an entertainment license from your local council

Please note, Brain Injury Matters cannot take responsibility for the legality or safety of any event you organise.

Set up a Timeframe

A planning document like the one available on the next page can be helpful for you to identify anything you need to do before, during and after an event and help you keep track of your progress.

Tell People about it

The best way to make sure your fundraising is successful is to tell as many people as possible about it! If you use social media, post about it regularly with a link to your event or fundraising page. Ask friends and family to share your posts to help spread the word.

Remember to include information on:

- What is the fundraising event and who is doing it?
- When and where will it take place?
- Why are you doing this? What's your connection to brain injury and BIM?
- Include some good quality photographs
- Remember to include details of how people can sponsor you

Social Media

Tag us on social media so we can help spread your event:

Twitter/X https://twitter.com/BrainInjMatters

Facebook https://www.facebook.com/BrainInjuryMatters

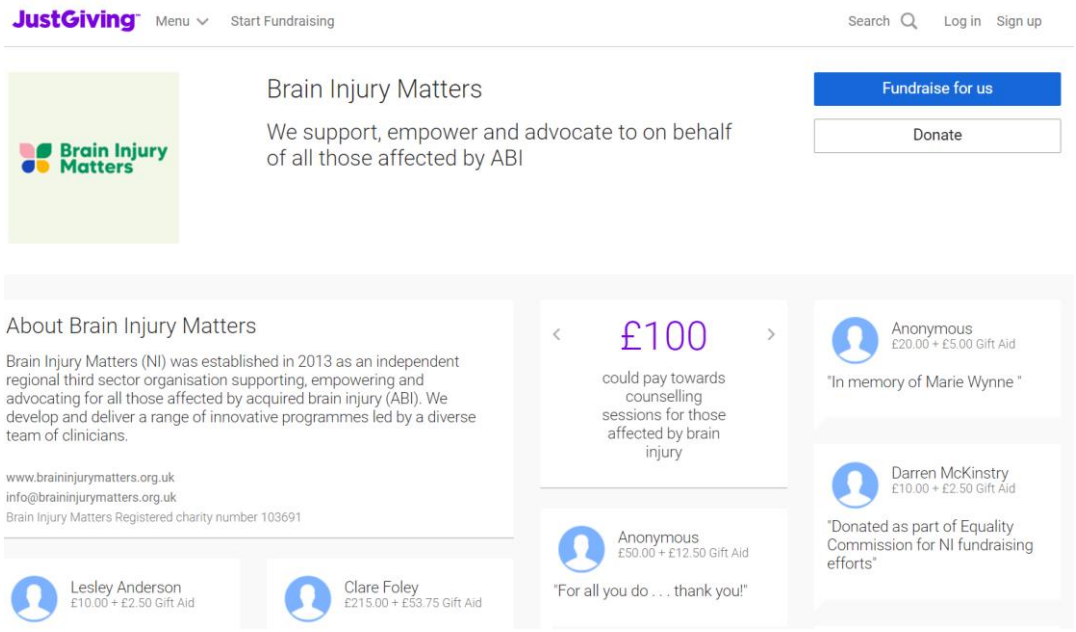
Instagram https://www.instagram.com/braininjmatters/

Resources

Brain Injury Matters can provide branded pop-up stands, collection buckets and merchandise upon request for your event.

Raising Money Online

To donate online you can use our JustGiving Page or create your own fundraising campaign for the charity by following these steps



How to set up your own JustGiving page for Brain Injury Matters

1. **Visit the JustGiving Website:** Go to the JustGiving website.

2. **Sign Up or Log In:** If you already have a JustGiving account, log in using your credentials. If you don't have an account, click on the "Sign Up" or "Start Fundraising" button to create a new account.

3. **Choose Your Fundraising Type:** JustGiving offers various types of fundraising campaigns, including "Personal Challenge," "Celebration," and "In Memory." For LLM select "taking part in an event".

4. **Select a Charity:** Choose the charity or non-profit organization that you want to support with your fundraising campaign. If you're fundraising for BIM, you can click here or go to https://www.justgiving.com/braininjurymatters

5. **Set Your Fundraising Target:** Decide how much money you want to raise for your chosen charity and set a fundraising target. This helps motivate donors to contribute.
6. **Create Your Fundraising Page:** Fill out the required information to create your fundraising page. This typically includes the following:
    - Title: A brief and descriptive title for your campaign.
    - Story: Write a compelling and personal story explaining why you're fundraising for this cause.

      Photos and Videos: Upload images and videos to make your page visually engaging. Fundraisers with pictures or a video on their page raise 13% more
    - End Date: Set a target date for when you plan to end your fundraising campaign.

7. **Customise Your Page:** Customize your fundraising page by adding more details, such as your fundraising goal, your connection to the cause, and any updates you want to share with your supporters.

8. **Add Offline Donations (Optional):** If you plan to collect donations offline, like cash or cheques, you can manually add these to your page to track your progress accurately.

9. **Share Your Fundraising Page:** Share your JustGiving fundraising page on social media, via email, and with friends and family to reach a broader audience. JustGiving provides sharing tools to make this process easy.

10. **Collect Donations:** As people visit your page and decide to support your cause, they can make donations directly through the JustGiving platform. JustGiving handles the payment processing and donation tracking.

11. **Monitor Your Progress:** Keep an eye on your fundraising progress through your account dashboard. You can see how close you are to reaching your goal and track donations.

12. **Thank Your Supporters:** Don’t forget to thank those who donate to your campaign. JustGiving provides tools for sending thank-you messages to your supporters. On average 20% of donations come in once the event is over. Thanking your supporters shows how appreciative you are of their support and may encourage them to donate again.

13. **Promote Your Fundraising Page Continuously:** Continue to share your fundraising page and updates regularly to maintain momentum and encourage ongoing support.

Fundraising Spotlight: Sahara Trek 2022

In March 2022 Brain Injury Matters achieved our most ambitious fundraising efforts to date with a trek through the Sahara Desert for 5 nights. Under a blanket of stars, guided by traditional Berbers, the trek teams summited the Chigaga Dunes, watched the sun rise over the desert and explored the lively city of Marrakech before returning home with over 100km walked and £8,535 raised for BIM.

Leave a Gift in your Will

Brain Injury Matters is part of Will to Give. Will to Give is a membership organisation for charities operating in Northern Ireland. Together, we're encouraging more people to be remembered for Kindness by leaving a charitable gift in their Will.

There's no obligation to, but we hope you will consider remembering your charity in your will after taking care of friends and family. Gifts in wills are so important to charities across Northern Ireland, funding a huge amount of their good work.

Help the causes you care about live on for future generations by leaving a gift in your will by visiting https://willtogive.org/about/

If you would like any more information please contact us:

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