

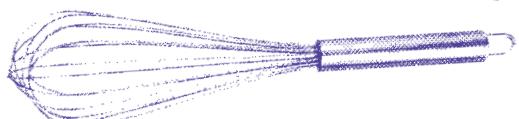
epilepsysociety.org.uk

epilepsy  
society



YOUR  
**FUNDRAISING  
GUIDE**

It's time to get fundraising! Use this guide for  
inspiration and tips for a successful event.



## HOW YOUR SUPPORT HELPS

£200

could cover the cost of DNA analysis to study the genes of up to 40 patient samples.

£480

could pay for our trained Helpline operators to support 20 callers with concerns relating to living with epilepsy.

£1,200

could allow us to visualise the structure and function of the brain of two people in our state-of-the-art MRI scanner and understand how seizures can impact the brain.

# THANK YOU SO MUCH

FOR CHOOSING TO SUPPORT THE EPILEPSY SOCIETY

With 1 in 100 people across the UK living with epilepsy, there are more than 630,000 adults and children facing daily challenges in our communities, schools and workplaces.

Whether you live with the condition yourself or have a close connection to epilepsy through a loved one, it is thanks to your support that we can continue to fund pioneering research, provide expert care, and campaign for better understanding and support.

There are many brilliant ways to fundraise which are easy, fun and fit around the time you have available. Whether you're baking cakes, running marathons, or hosting quiz nights, your efforts are helping us to transform lives.

This pack is full of ideas, tips, and resources to help make your fundraising a success. Whether you're planning something big or small, every pound you raise brings us closer to a future where personalised treatment is possible. Whether you are fundraising to say thank you for the support you've received, in support of someone with epilepsy or to honour someone's memory, we are here to support you every step of the way. If you need advice, materials, or just a bit of encouragement, our team is only a phone call or email away.

On behalf of everyone at the Epilepsy Society - and the thousands of people your fundraising will help - thank you. Your support means the world to us and really does change lives.

DEBORAH  
BOURNE  
FUNDRAISING DIRECTOR



# TWO OF OUR VALUED SUPPORTERS' STORIES



## TEAGAN'S STORY

**Teagan and her friends hosted a 12-hour dance marathon at their university for Epilepsy Awareness Month.**

Thanks to their incredible energy and community spirit, they raised £350 to fund vital research and support. Teagan told us "It felt amazing to dance for a cause so close to my heart. Everyone was so supportive and enthusiastic, rallying together to help me organise the event".

## MARIE-CLAIRE'S STORY

**Marie-Claire has organised several walks in memory of her son Jeremy, who tragically passed away in 2016 at just 20 due to Sudden Unexpected Death in Epilepsy (SUDEP).**

With friends and family, she has raised over £40,000 to support our work. "The Epilepsy Society does amazing work supporting people and conducting research. It's such a common condition, yet so few know about it - and it receives very little funding. The charity team has been hugely supportive throughout my fundraising journey, and I'm proud to raise awareness and funds for the Epilepsy Society in memory of our dear Jeremy."

Our life-changing work is only possible because of generous people like you. Whether you raise £200 or £20,000, every contribution helps drive research, support families, and raise vital awareness. Thank you for standing with us - together, we're making a difference



# TOP 12 FUNDRAISING TIPS

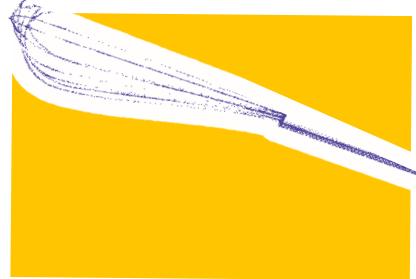
**Top Tip:**  
Choose something you'll enjoy—it makes the experience more fun and keeps the energy high. Fundraising should feel like a celebration!



## Sponsored Challenge

Take on a challenge that excites you—skydive, cycling, swimming, or even giving up chocolate!

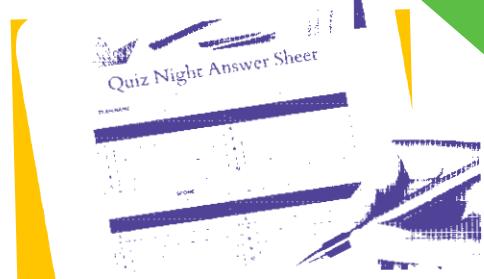
People love to support personal goals, big or small.



## Bake Sale or Coffee Morning

Freshly baked cakes and biscuits are always a winner.

Host a bake sale at school, work, or in your community, or invite friends for a cosy coffee morning with donations.



## Quiz Night

Organise a fun quiz at home, online, or in a local hall or pub.

Charge a small entry fee per team and offer a simple prize for the winners.



## Sponsored Silence (or Screen-free Day)

Perfect for younger fundraisers—or anyone who likes a challenge!

Spend a set time in silence (or without screens) and ask friends and family to sponsor your efforts.



## Bring & Buy Sale

Encourage people to donate unwanted items, then sell them at a stall or table-top sale.

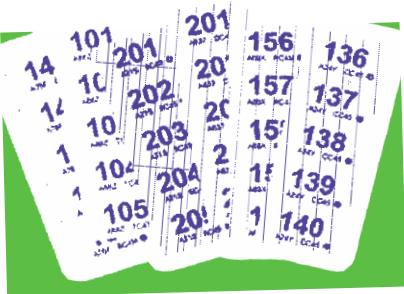
It's a great way to recycle and raise money at the same time.



## Seasonal Fundraisers

Use the calendar to your advantage.

Valentine's card deliveries, Easter egg hunts, summer BBQs, or Christmas jumper days all make great fundraising events.



### Raffle or Tombola

Ask local businesses, friends, or colleagues to donate small prizes, then sell tickets.

It's a great way to recycle and raise money at the same time.



### Talent Show

Everyone has a hidden talent—singing, dancing, magic, or comedy.

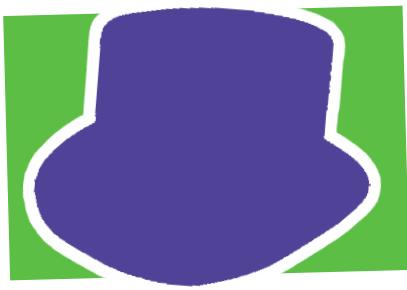
Host a talent show at school, in the community, or online, and sell tickets to watch.



### Games or Movie Night

Host a board game marathon or film night with friends or neighbours.

Charge a small entry fee and provide snacks and drinks for donations.



### Dress Up Day (or Dress Down)

At work or school, choose a theme—superheroes, favourite colours, or a simple “casual Friday.”

Collect donations from everyone who takes part.

### Car wash

Gather a few friends or colleagues, set up in a safe space (like a school or workplace car park), and offer car washes in return for donations.

This classic fundraising idea is a great way to raise money quickly and is super easy to organise.

### Sponsored Walk or Fun Run

Organise a group walk, jog, or fun run.

You can choose a scenic route, dress up in costumes, or add silly challenges along the way to keep it light-hearted.

# 6 STEPS

# TO A GREAT FUNDRAISING EVENT



1

## Decide How Much You Would Like to Raise

Set a goal that feels exciting and achievable—it gives your fundraiser a clear purpose and helps people understand what you're aiming for. Fundraisers who set a target raise on average 45% more.



2

## Choose What You Want to Do

Pick a fun activity that suits your interests—whether it's a bake sale, sponsored walk, quiz night, or something totally unique!



3

## Make a Plan

Write down what needs to happen, when, and who can help. A simple checklist keeps everything on track and stress-free. It's important to consider where the event will take place and who can help you organise it.



4

## Set Up a Fundraising Page

Create an online page where people can donate easily and safely. Share your story and why this cause matters to you and upload a picture of yourself. People who do this raise on average 36% more. You can also fundraise offline with a sponsorship form and take cash donations. Get in touch with us if you need any support with this.



5

## Promote Your Event

Spread the word with posters, social media, and in conversation. The more people know, the more support you'll get!



6

## Host Your Fabulous Event and Thank Everyone for Their Support

Enjoy the day, celebrate your efforts, and make sure to thank everyone who helped and donated. Consider where the event will take place and who can help you organise it.



# QUICK WINS

## Team Up

Fundraising is more fun with friends, family, or colleagues. Whether it's a bake sale or a big challenge, doing it together builds memories and momentum.

## Boost with Gift Aid

Want to increase donations by 25% at no extra cost? Encourage supporters to tick the Gift Aid box if they're eligible—it's a simple way to raise more.

## Back Yourself

A donation from you shows commitment and can kickstart your campaign. It might even help you reach your goal faster!

## Payday Push

People are most generous when they've just been paid. Promote your page around payday to catch that giving spirit. Don't be afraid to share your page with everyone you know—you never know who might be inspired to support your cause.

## Spread the Word

Keep your social media buzzing with updates. Share your journey, your wins, your challenges—and always include a link to your fundraising page.

## Go Live

Bring your fundraiser to life with a livestream. Use platforms like Tiltify or JustGiving and stream on Twitch or YouTube to reach new audiences.

## Ask Your Employer

Many workplaces offer matched giving. Speak to your manager or HR team—they might double your donations and help spread the word.

## Keep Going

Even after your event ends, donations can keep coming. Encourage people to pass it on too; the more people who see it, the greater the impact! And remember, it's perfectly fine to share your page more than once. Every share, every donation, and every bit of support helps make a real difference.





# FAQs



## How Do I Start Fundraising for the Epilepsy Society?

This fundraising pack is the perfect place to start! Follow the steps on page 6 to help you plan a fantastic event.



## Where Does the Money I Raise Go?

Your donations help fund pioneering research, expert care, and vital support for people affected by epilepsy. Every contribution makes a meaningful difference.



## Can I Fundraise as Part of a Group?

Yes absolutely! Fundraising with friends, family, or colleagues is a great way to increase your reach and enjoy the experience together.



## Do I Need Permission to Hold a Public Event?

If your event takes place in a public space, you may need permission from your local council or venue. We're here to advise you on what's required if needed.



## What Is Gift Aid and How Does It Help?

Gift Aid allows us to claim an extra 25p for every £1 donated by UK taxpayers. Encourage your supporters to tick the Gift Aid box if they're eligible—it's a simple way to raise more.



## Can I Use the Epilepsy Society Logo and Branding?

Yes! We provide approved materials, including posters and social media graphics featuring our logos and branding. You can download these from our Resources page. If you'd like to use our logo in another way, please contact us at [fundraising@epilepsysociety.org.uk](mailto:fundraising@epilepsysociety.org.uk)



## How Do I Promote My Fundraiser?

Getting the word out is half the fun. Share updates, photos, and your fundraising link on social media to keep people engaged. Posters, emails, and chatting with friends and family all help spread the message. The more people know, the more support you'll get!



## What If I Don't Reach My Fundraising Target?

That's okay. Every donation makes a difference, and your time and effort are truly valued. Even after your event is over, your fundraising page can stay active—so keep sharing, thanking supporters, and encouraging last-minute donations. You might be surprised how many come in after the big day!



## Can I Livestream My Fundraising Activity?

Yes. Streaming is a great way to engage supporters. Use platforms like Twitch, YouTube, JustGiving, or Tiltify to share your challenge live.

# WHY YOUR SUPPORT MATTERS

## OSCAR'S STORY

**Thank you so much for choosing to support the Epilepsy Society. As Oscar's parents, we're truly touched by your support – it means more than we can ever fully express.**

Oscar's journey with epilepsy began just before his first birthday.

One morning, we found him unresponsive in his cot—cold, blue, and barely breathing. His mum immediately called 999, and those moments were filled with panic and helplessness. Soon after, Oscar began having a prolonged seizure. Thankfully, a neighbour trained in paediatric first aid stepped in to help until the paramedics arrived.

He was rushed to hospital and transferred straight to the resuscitation ward. We had to see something that no parent should ever face—doctors and consultants surrounding our little boy's bed, fighting to stabilise him. When all the usual treatments failed, we were told they might need to induce a coma. We had to consider the unthinkable: Would he survive? What would his future look like?

Oscar was placed into a medically induced coma and transferred to intensive care. It was one of the longest, hardest nights of our lives. But by some miracle, he pulled through—and just days later, he was home in time to celebrate his first birthday.

Unfortunately, that wasn't the end of it. In October 2023, Oscar had another major episode. He was admitted to hospital again and began medication to manage his seizures. Since then, he's continued to have both absence seizures and convulsions and now carries emergency medicine in case a seizure lasts too long.

Despite everything he's faced, Oscar is an incredibly happy, loving little boy, social, and full of personality. He takes it all in stride—and keeps smiling.

Your commitment to fund the Epilepsy Society's vital work brings hope to families like ours. Every pound you raise brings us closer to better treatments and children like Oscar leading the life that they deserve too.

**From our family to yours, thank you.**

With gratitude, Oscar's Mum & Dad

\*Oscar's name and image has been changed to protect the family's privacy.



# PAYING IN DONATIONS

If you have cash raised from your event, then please **do not** send this via the post. Instead, please transfer the amount to us via bank transfer using one of the methods stated below.

## Online Fundraising Pages

There are many platforms you can use, including JustGiving and Enthuse. Donations are processed automatically, so no further steps are needed to ensure we receive your funds.

## Bank Transfer (BACS)

Email us at [fundraising@epilepsysociety.org.uk](mailto:fundraising@epilepsysociety.org.uk) and we can send you our bank account details and a unique reference which allows us to identify your donation.

## On the phone

Speak to a member of our Fundraising Team on **0300 102 0026**

gift aid it

## WHAT IS GIFT AID?

**Gift Aid is a simple way to make your donation go even further—without spending a penny more. If you're a UK taxpayer, ticking the Gift Aid box when you donate means the Epilepsy Society can claim an extra 25p for every £1 you give. That's a 25% boost to your donation, funded by the government.**

It's quick, free, and makes a big difference to the support we can offer people affected by epilepsy. Whether you're donating to your own fundraising page or encouraging others to give, always mention Gift Aid—it's one of the easiest ways to raise more.

To be eligible, donors must pay enough income or capital gains tax to cover the amount claimed. If you're not sure, there's guidance on most donation platforms. So, whenever you can, tick the box and help us turn every pound into even more life-changing support.

# KEEPING YOUR FUNDRAISING SAFE & LEGAL

When you're fundraising in support of the Epilepsy Society, it's important to make sure everything you do is safe and follows the law—for you and everyone involved.

## HEALTH & SAFETY

**Your wellbeing comes first. By fundraising for us, you agree to do so in a way that doesn't put yourself or others at risk.**

We're unable to accept responsibility for any loss, injury, or damage resulting from your fundraising activities.

Whether you're taking on a personal challenge or hosting an event, we recommend carrying out a risk assessment to identify potential hazards and how to manage them. If you'd like help, our team is here to support you. You can also find guidance on the Health and Safety Executive website.

If you're planning a public event, you're responsible for ensuring it's safe. Check that any venue, equipment, or suppliers you use are insured. For larger or higher-risk events, public liability insurance may be needed.

If you're serving food, contact your local council for advice on food safety regulations.

## COMPETITIONS, LOTTERIES & RAFFLES

**Some fundraising activities—like raffles or prize draws—may require a licence.**

Visit the Gambling Commission website to check what rules apply: [gamblingcommission.gov.uk](http://gamblingcommission.gov.uk)

You must not sell tickets to anyone under 16.

Online raffles and competitions follow the same rules. Your local council can also offer advice on what's allowed.

## CHILDREN & YOUNG PEOPLE

**If you're under 16 and want to fundraise, we'll need written permission from a parent or guardian.**

If children under 16 will be attending your event, their parent or guardian must give written consent and be present to supervise.

Any adult helping to manage the event who will be in direct contact with children or young people may need a background check.

For support or questions, contact our fundraising team at [fundraising@epilepsysociety.org.uk](mailto:fundraising@epilepsysociety.org.uk). We're here to help!



# WHO ARE WE?

**The Epilepsy Society is the UK's leading provider of epilepsy services. Through our cutting-edge research, awareness campaigns, information resources and expert care, we work for everyone affected by epilepsy in the UK.**

Our research is driven by the desire to understand what has caused the epilepsy in each individual person, to be able to identify the best therapy from the outset, and to make this expertise widely available.

We are the UK's only charity transforming the lives of people with epilepsy through world-leading research, advocacy and care. We put people at the heart of everything that we do; and we hope to see the day when epilepsy is irrelevant.

## NEXT STEPS

[Click here to check out our extra resources](#)

[Click here to set up a fundraising page](#)

## GET IN TOUCH

If there is anything we can help with, then please do get in touch with our fundraising team, Sophie, Liz and Pete.

[fundraising@epilepsysociety.org.uk](mailto:fundraising@epilepsysociety.org.uk)  
0300 102 0026

