



Fundraising Pack

The Brain & Spine Foundation is a registered charity (number 1098528) and a company limited by guarantee, registered in England (number 4432677)

Your kindness makes change possible

Thank you for fundraising for the Brain & Spine Foundation. We are the only UK-wide charity providing professional support and expert information for all 600+ neurological conditions. We rely entirely on the generosity of our community.

From Marathons to bake sales, there are plenty of ways for you to kick-start your fundraising journey, and we hope this pack provides you with inspiration!

Thank you for being a **Neuro Changemaker** and helping to improve the quality of life for people affected by neurological conditions.

If you have any questions do not hesitate to reach out to our Supporter Team:

Email: info@brainandspine.org.uk

Call: 020 3096 7880

Visit: brainandspine.org.uk/get-involved



Vicky's story

Two years ago Vicky, a keen runner and athlete, became lethargic and experienced loss of balance, pain and weakness in her legs. In December 2020, she was diagnosed with **cervical transverse myelitis** and is now adjusting to medication to relieve her symptoms.



I noticed my movement and mobility decreased and I was feeling a constant numb, weak and painful sensation in my legs. I have always been very fit but noticed I began to struggle. I continued running and tried to maintain my fitness levels but it became unbearable, both physically and mentally. I felt very lethargic, had constant numbness, loss of balance, pain and weakness in my legs. I was struggling to simply walk to my local shops and I couldn't run or do anything strenuous anymore. This started to take a toll on me mentally.

In September 2020, I decided to go to the doctors and expected to be told that I had a trapped nerve or something similar. I had many MRI scans, blood tests and physical examinations. Then on 3 December 2020, I was diagnosed with cervical transverse myelitis.

A 'mass' was found in my neck area caused by inflammation within my spinal cord. This meant that signals going from my brain to the rest of my body had been blocked and was causing all the symptoms that I had been experiencing. Suddenly everything I had felt made sense and I felt relief that I finally knew what was going on.

I am now on a strong course of medication to try and relieve some of my symptoms. I have only been taking them for a short period of time so it is still early days, but I hope that these will help to make my condition more manageable each day. I have also been referred to a clinic at the Queen Elizabeth Hospital to help me manage and monitor symptoms, plus I will be helping their Neuroimmunology team in research and trials to help progress the available treatments of this particular condition.

I have had to learn how my physical limits have changed. I can no longer go running. This is something that knocked my confidence and my condition has taken away something I love to do. I also used to get the train into town and walk to work but now I drive and park at work instead. My work have been very understanding.

The biggest thing for me has been learning to accept my condition and adapt to it – for example, I have invested in a spin bike so I can still exercise at home at my own pace. Mentally, I try to be as kind to myself as possible. There are many things I cannot do which I find frustrating, but I need to learn to accept that and try things in a different way instead. I also need to keep talking to people, whether that be my husband or parents, or even to my colleagues – partly for my own acceptance but also to ensure people understand how I am feeling.

After being diagnosed, I did some research and found the Brain & Spine Foundation booklet on transverse myelitis. This online resource was one of the most helpful things I found. The condition is different for everyone but it was great to have the basic information in one booklet, not just for me but also to share with family and close friends for their knowledge too.

I wish my family and friends knew exactly what it feels like with this condition. I can describe it until the cows come home, but unless someone has experienced it they will never fully understand. However, I am so grateful to have them around me and for all their support!

If someone is at the beginning of an experience like mine, I would encourage them to talk to someone. Doctors will do everything they can to help and support you, but your family, friends and colleagues need to know and understand how they can support you too. Plus, there are others out there, like me, who are in the same situation who will always be willing to talk!

Vicky took part in a fundraising skydive in 2021, and raised over £3,000 for the Brain & Spine Foundation. If you would like to share your story then get in touch by emailing info@brainandspine.org.uk or call 020 3096 7880.

Fundraising ideas

In your community

- Organise a pub quiz at your local pub
- Host a raffle and ask local companies to donate prizes. We can provide you with a Letter of Authenticity to help you collect prize donations.
- Organise a charity dinner, Christmas meal, Bonfire night or golf event with your local rotary club or Women's Institute.
- Get baking – host a coffee morning in your community centre.

At home

- Ask your friends and family to make a donation to the Brain & Spine Foundation in lieu of gifts for a special occasion.
- Take on a virtual challenge, such as a stair climb or gaming marathon.

At school

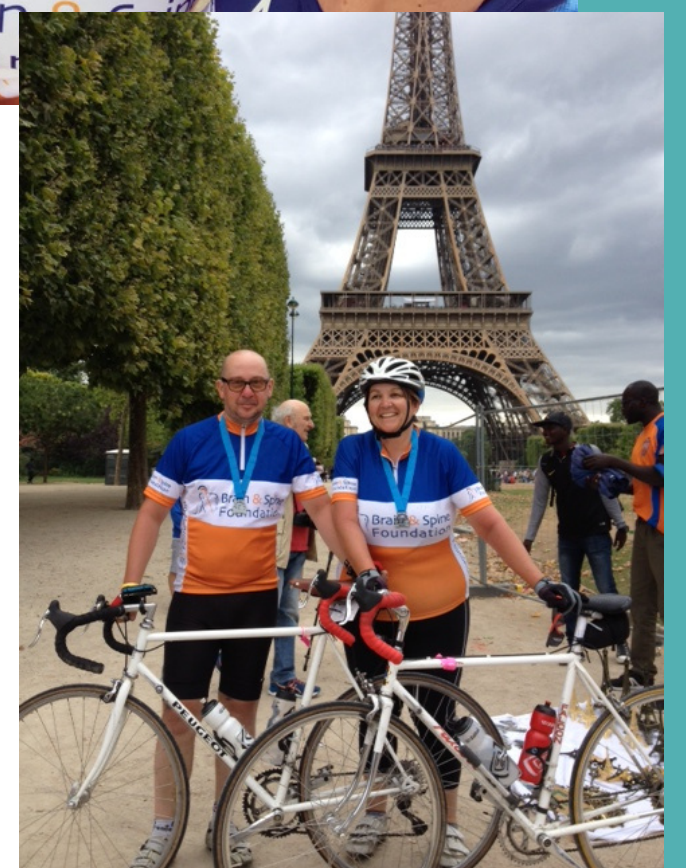
- Hold a non-uniform day and ask each student to donate £1 to take part
- Organise a talent show
- Battle of the Bake Off – ask each year group to hold a bake sale and compete against other Year groups to fundraise the most!

At work

- Organise a work sweepstake, coffee morning or Office Olympics event with prizes up for grabs!
- Find out if your workplace can partner with the Brain & Spine Foundation through your Corporate Social Responsibility programme.

In your faith group

- Hold a Christmas Carol Concert, or Pancake Day fundraiser at your church
- Donate your Zakat (2.5% of your annual earnings)
- Hold a service dedicated to raising awareness of neurological conditions



Visit brainandspine.org.uk/get-involved

Fundraising events

Ride London – May

The RideLondon–Essex 100 is a unique opportunity to ride 100 miles on traffic-free roads through the heart of London and neighbouring Essex. It will start and finish in the centre of the capital, with 60 miles of rolling roads through some of Essex's most beautiful countryside and villages in between.

Great North Run – September

57,000 determined and dedicated runners make the Great North Run the World's biggest and best half marathon – famous for its warm North East welcome, unbeatable atmosphere and the millions raised for good causes.

TCS London Marathon – October 2022/April 2023

Take on the iconic 26.2 mile challenge in London. Whether running, jogging or walking, every step pounding the pavement is a valued step towards helping more people affected by neurological conditions.

Ultra Challenges – throughout the year

If you're a keen walker, these events are for you! Whether it's along a stunning coastline, or on trails in the best of Britain's countryside, your Ultra Challenge® will be unforgettable – with full support, new friends made, and an amazing sense of achievement.

For places in any of the above events, or to find out what else we've added to the calendar this year, get in touch with us:

Email events@brainandspine.org.uk

Call 0203 096 7880

Visit brainandspine.org.uk/get-involved



Your impact

£30 could fund a Helpline nurse to answer calls for one hour.

Our free, national Helpline is run by neuroscience-trained nurses who provide a trusted, expert and safe space where you can seek professional insight and emotional support.

£100 could provide a hospital with a box of expert information booklets.

We produce high-quality health information so you know what to expect when seeing your consultant or clinician. It also helps you, and your family, to understand the symptoms and diagnosis, and to participate in shared decision making about treatments.

£250 could fund a peer support group for a month.

Our peer support programmes, Neuro Social, Neuro Creative and Neuro Carers, along with our community Facebook groups, offer a safe and welcoming space where you can discuss your reality, share advice, and offer mutual support.



Kickstart your fundraising

Set up a JustGiving page

Set up an online sponsorship page to collect donations for your fundraiser. On JustGiving you can add a photo, updates and share your page to your social media. justgiving.com/brainandspine

Inspire others

Fundraising is a lot of fun when others are involved! Encourage your friends, family, neighbours and colleagues to get involved in your fundraiser too.

Make some noise

Let everyone know what you're up to, and share your story. This is a powerful way to encourage others to donate or take part.

Match funding

Some employers offer a match funding scheme where your total raised could be matched. Find out if your workplace offers this scheme and encourage your employer to get involved.

Local media

As well as word of mouth, posters and social media, get in touch with your local press to them know what you are up to. We can also help you with a press release.

Fundraising materials

We can provide you with banners, posters, t-shirts, collection buckets and more to support your fundraising event. Get in touch with us for fundraising materials or to find out how best to promote your event in your local area.

Lawful fundraising

If you're organising your own event, there are several things to consider beforehand to ensure your fundraising is lawful. From managing risks, security and first aid to raffle licences, insurance and marketing – it is important are aware of fundraising regulations. Get in touch with our Supporter Team for advice and guidance, or visit ciof.org.uk/guidance-and-resources



Let us know what fundraising you have planned, or ask us a question:

Email: events@brainandspine.org.uk

Call: 020 3096 7880

Visit: brainandspine.org.uk/get-involved

Pay in your fundraising

Online

Sending your donation online is quick and easy. Simply visit brainandspine.org.uk/donate. Alternatively, you can send your fundraising direct to our bank account. Email info@brainandspine.org.uk to receive our bank details and a reference.

By phone

Call us on 020 3096 7880 to pay in your fundraising over the phone.

By post

Send a cheque made payable to 'The Brain & Spine Foundation' to:

The Brain & Spine Foundation
CAN Mezzanine
Fourth Floor
7-14 Great Dover Street
London
SE1 4YR





Thank you for
your support