

# YOU SMILE, WE SMILE, THEY SMILE

Charitable Support for the Wessex Neurological Centre  
[www.smile4wessex.org](http://www.smile4wessex.org)

Your smiles have already helped to put smiles on the faces of thousands of patients who've benefitted from projects funded by Smile4Wessex. With your support we can help thousands more to smile again.



## COMMUNITY FUNDRAISER'S PACK

### MAKE A DIFFERENCE

The great thing about raising money for charity is that it often means having a great time doing something exciting, fun or even challenging, but which is worthwhile too. Of course, one man's (or woman's) idea of fun can be another's idea of torture, but even those who have put themselves through gruelling feats of endurance seem to have a contented smile on their faces at the finish. Perhaps it's because they've overcome a personal fear or achieved a lifetime ambition, but most will also say that it's the pleasure of knowing that their efforts will 'Make a Difference' to others who may not be as fortunate as themselves.

The following pages give just a flavour of the many ways in which you, your friends and family, or your school, sports club or other organisation could become involved in helping us to achieve our goals. You'll also find details of the support we can give, and useful advice on how to maximise the return on your efforts whilst minimising the risk to yourself and others. If you're inspired to get involved, or simply want to know more, then please do get in touch.

And remember, when You Smile, We Smile and They Smile!

### THE POSSIBILITIES ARE ENDLESS



Tens of thousands of pounds have been raised for the Smile4Wessex Appeal by people participating in all kinds of physical challenges such as running the London Marathon or the Great South Run; cycling from Lands End to John O'Groats; scaling Mount Kilimanjaro or the peaks of Ben Nevis, Scafell Pike and Snowdon (all in 24 hours!); or just taking a leisurely walk through the New Forest or along the Jurassic Coast.

Others have found more 'unusual' ways of persuading people to put their hands in their pockets for the charity, such as the Worthing fireman who submitted himself to a full body wax hair removal, or the group of ladies who found a sponsored slim for the appeal to be just the incentive they needed to shed a few lbs - in return for several hundred £s.

Many of these fundraising opportunities are based upon well established and organised events, some of which are run by the charity, and some by other organisations, but many are staged by individuals & groups themselves. If you're thinking of participating in an event, or organising one yourself, the following information will be well worth a read.

## BEFORE TAKING THE PLUNGE



Before you take the plunge, be that literally or otherwise, you need to be very careful to think through what you are planning to do. Whether you're planning an event or activity of your own, or intending to participate in one that is being organised by others, you need to consider various aspects. If it is a physical challenge of some description, be realistic in assessing your own ability to take part, or in considering the amount of time it may take you to train for the challenge. You will also need to consider any implications in terms of special clothing or equipment you may need, or whether training/participating will require you to take time off from work or other commitments.

There are really no hard and fast rules, and every individual will have differing considerations for participating in any given event or activity, but a good rule of thumb is that 'if you think you MIGHT struggle, then the chances are you probably WILL struggle' so it is a good idea to be realistic in your goals. If you complete a challenge and find that it was easy, you can always set yourself a tougher goal next time.

## KEEP IT SAFE!



Part of the assessment before participating in any event or activity, particularly one that will provide a physical challenge, is to be as sure as possible that the safety of all participants has been considered and steps taken to minimise any risks. Major events such as the London Marathon are very professionally organised, and they are well prepared for almost any eventuality.

However, if you are planning to participate in an event and have any concerns about aspects of safety, you should be sure to check that the organisers have conducted a thorough risk assessment to identify and minimise any potential hazards. You may also wish to verify that the organiser has appropriate insurance cover in place. Of course, if you're planning to stage your own fundraising activity, you should thoroughly consider the safety aspects and do all you can to eliminate risk to yourself or others. If you are in any doubt then you should consult an expert and you should also consider whether it would be wise to arrange specific insurance for your event (we may be able to help with this).

## HOW WE CAN HELP

There are numerous ways in which we can help you to make your fundraising efforts a success.

**Share Our Experience** - Firstly, we can provide the benefit of our own experience, suggesting ways in which you can make the event or activity more enjoyable and safe for all involved. For example, if it's an event that is held regularly, we may be able to put you in touch with others who have previously participated, or to provide access to suggested training programmes.

**Pre-Event Promotion** - Next, we can provide a range of support to help you promote your event. For example, we have excellent relationships with local media, particularly local press and radio, and we can also promote your efforts via the charity's web site, social media and E-News Updates. We can also provide leaflets about our current appeal to help you explain exactly what your supporters will be helping to make possible, or even help you with the design of posters to promote your fundraising event.



**Maximising The Potential** - We can help you to set up your own 'Online Fundraising' page through which your family, friends and colleagues can pledge their support, provide official sponsorship forms for those who are perhaps wary of sponsoring you online, or supply collections boxes/buckets if appropriate to your activity. We'll also explain how you can make sure that the charity receives Gift Aid (worth an additional 25% at no extra cost to your sponsors) on money pledged in support of your efforts.

**Getting You Noticed** – Hopefully you'll feel proud to be supporting Smile4Wessex, and will want to show it. We can provide you with a branded T-shirt or running vest to wear, or put you in touch with specialist manufacturers if you want something special such as a cycling jersey or .

**We're Here to Help** - We can't promise to have all the answers, but please don't be afraid to ask as we'll do all we can to help make your fundraising 'experience' a pleasurable and safe one for you and any other participants, and a profitable one for the Smile4Wessex Appeal.

**Get in Touch** – Even if you're confident that you know what you're doing, do let us know as it's great for us to be able to tell others about your efforts. You can contact us direct through the Contact Form on the appeal web site – [www.smile4wessex.org](http://www.smile4wessex.org) – or by any of the following methods.

Call on 023 8079 8882

Email [info@smile4wessex.org](mailto:info@smile4wessex.org)

Message us via [www.facebook.com/smile4wessex](https://www.facebook.com/smile4wessex)

Tweet us via [www.twitter.com/smile4wessex](https://www.twitter.com/smile4wessex)

Or call in or write to us at:

The Smile4Wessex Appeal Office  
The Wessex Neurological Centre  
Mailpoint 101  
Southampton General Hospital  
Tremona Road  
Southampton  
SO16 6YD

The appeal office is located on Level B, adjacent to the main stair/lift well in the Wessex Neurological Centre and is usually staffed on Tuesdays from 11am to 5pm, and on Wednesdays & Fridays from 10.30am to 2.30pm.

Outside of those hours, please leave a message or send an email and we'll usually respond within 24 hours.

**We look forward to hearing from you!**