

ADHD UK FUNDRAISING GUIDE 2023-24



ADHD UK

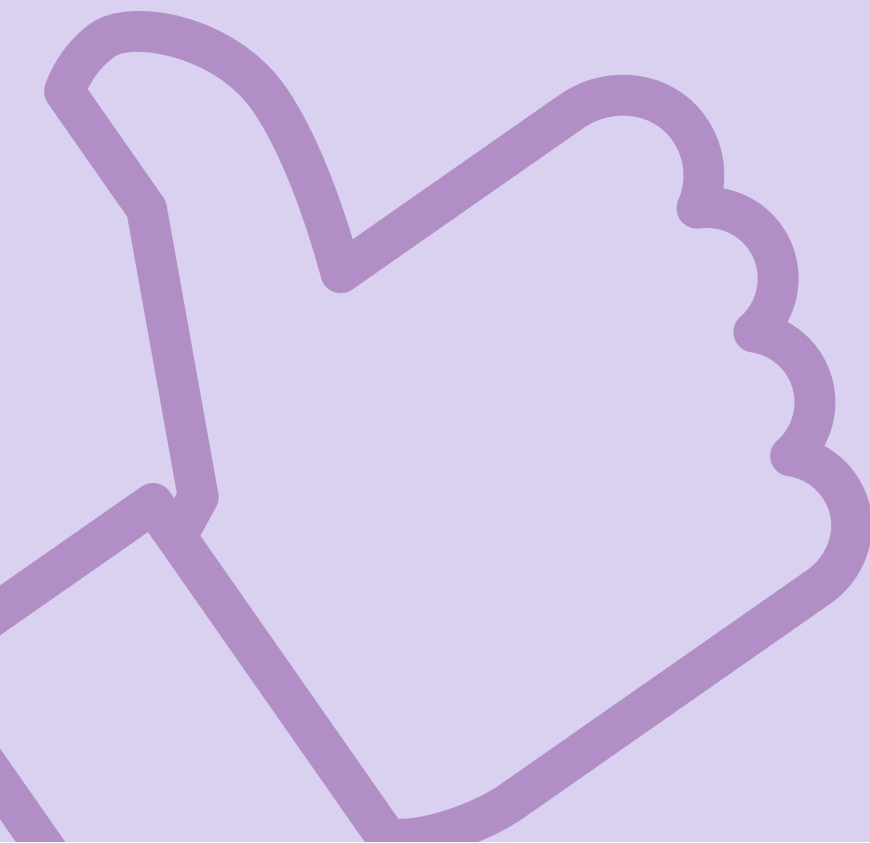
THANK YOU FOR CHOOSING TO SUPPORT ADHD UK

Welcome to the ADHD UK Fundraising Pack. We are delighted that you are choosing to support our charity! This guide is designed to help you have a fun, easy, and rewarding fundraising experience. The team at ADHD UK are here to guide you throughout your fundraising endeavour. We want your journey to be positive and to highlight the FUN in “FUNdraising!”

ADHD UK does not receive any government funding, so we rely on the generosity of our supporters and our advocates. We hope this pack will inspire you with some fundraising ideas, and answer any queries you may have as you begin your fundraising adventure.

If you would like to chat with our fundraising team, you can email us on fundraising@adhduk.co.uk

Don't forget to follow us and promote your fundraising on our social media. Click on the icons below or go to: www.adhduk.co.uk/social-media:



ABOUT ADHD UK

ADHD UK was founded in 2020 with a mission to help those affected by ADHD – either those that have the condition or people close to them: family, friends, employers, and co-workers.

ADHD is a condition that affects over 2 million people in the UK and, as every person is unique, it impacts individuals differently. Our aims are:

- to help people with ADHD thrive.
- to change what it means to have ADHD in the UK.
- to reduce the stigma that some attach to those with ADHD.
- to build awareness and advocate for those with ADHD.
- to provide support and information.
- to undertake or fund research that will have a meaningful positive impact on those with ADHD.

WHAT IS ADHD?

ADHD is a mental health condition that is defined through analysis of behaviour. People with ADHD show a persistent pattern of inattention and/or hyperactivity-impulsivity that interferes with day-to-day functioning and/or development.

Our 5 Goals

1. Information
2. Support
3. Research
4. Advocacy
5. Awareness



Our aim is to change what it means to have ADHD in the UK, if not the world. To do this we need the support of amazing people like yourself, as we receive no government funding. It is thanks to your incredible efforts that we are able to do the work we do, so thank you for choosing to support ADHD UK!

Henry Shelford
ADHD UK Chairperson and
Co-Founder

JANE & BEN'S STORY



The life of Ben highlights the importance of raising awareness about ADHD...

Jane's life changed irrevocably when her son, Ben, took his own life in December 2020. From as young as 6, Jane noticed Ben was struggling to focus at school. Despite concerns from Jane and his primary school teachers, they were told that even though he had difficulty concentrating, he did not have ADHD. And thus, at grammar school, Ben struggled to organise himself and underperformed, while teachers labelled him lazy. Ten years after his initial signs of ADHD, at the age of 17, he was diagnosed.

Late diagnosis and lack of support destroyed Ben's self-confidence, and he believed that he was a failure. He turned to using drugs and suffered from psychosis. Although he successfully overcame his drug misuse and psychosis, 5 years later, sadly, he took his own life. Jane believes that if Ben's diagnosis had been made sooner, the support, guidance, and understanding he should have received would have saved his life. Jane is determined to help prevent the same happening to other people's children, friends, and family members.

Raising awareness about ADHD and its damaging impact if undiagnosed in early years would save lives. It would change the way schools, the government, and employers view ADHD, and how they treat those with ADHD. It is only by the funds raised by people who support ADHD, that we will be able to achieve this - so thank you!

Jane is now an ADHD UK trustee.

Jane became a trustee and sponsor of ADHD UK in 2021. She also sponsored Stroud Neurodiversity Project providing support for families with ADHD children and teenagers in Gloucestershire. She seeks to raise awareness and improve treatment for ADHD by the NHS, at school, and at work.

"1 in 20 people in the UK have ADHD, and it has a massive impact on their lives – yet only one fifth are diagnosed. ADHD is a neurodiversity, like autism, and late diagnosis is very damaging. It is misunderstood and massively underfunded – we need to change that."



STEP-BY-STEP GUIDE TO FUNDRAISING

Starting a fundraising journey might seem a bit daunting. But worry not - these steps will cover all bases:

1 Choose an event

Do you want to showcase your strengths or push yourself to try something new? Check out our A-Z of fundraising on [page 9](#). There are lots of other ideas throughout this guide too.

2 Set a date

Give yourself plenty of time. This will give you time to prepare, as well as lots of opportunities to share your page and raise more money and awareness!

3 Set a target

Setting a target will keep up your motivation! You can always extend your target if you hit it early.

4 Set up a JustGiving page

We have tips for how to make your page stand out on [page 10](#)! JustGiving pages make it easy for people to know why you have chosen ADHD UK and then donate!

5 Share your page

Share your page on social media with your friends and family. Consider asking them to do the same! Sharing your story with as many people as possible will mean more money raised.

6 When the day gets closer- up the publicity!

Closer to the time, people will be more likely to donate to show their support. Re-share your pages and let people know the day is getting closer.

7 Wear ADHD UK branded items on the day

We will provide you with vouchers to spend at our store to get you equipped. ADHD UK branded items will help raise awareness for the cause you care about! This is a huge part of fundraising.

8 Thank you supporters and let them know how you got on

Share your achievement and thank your supporters for their donations. This is a great opportunity for people who haven't yet donated to donate as it will act as a reminder!

9 Be proud of yourself!

Fundraising for a cause you care about is a massive achievement. You should be proud of yourself throughout the process, and mostly when you have completed it. We cannot do what we do without the hard work and determination of our supporters.



RUNNING EVENTS

Challenge yourself to a 10k, or a full or half marathon in 2023/24 and help raise funds for ADHD UK.

We'll support you every step of the way, and supply you with ADHD UK branded gear for your fundraising and to wear to the event!

Head to adhduk.co.uk/fundraise-events to browse events near you that you can sign up for today!

Top picks by ADHD UK:



CHALLENGES WITH A DIFFERENCE



If you've already conquered one sport-try three and tackle a triathlon! Get it ticked off your bucket list whilst raising money for ADHD UK! Head here to find a triathlon near you:
adhduk.co.uk/fundraise-events

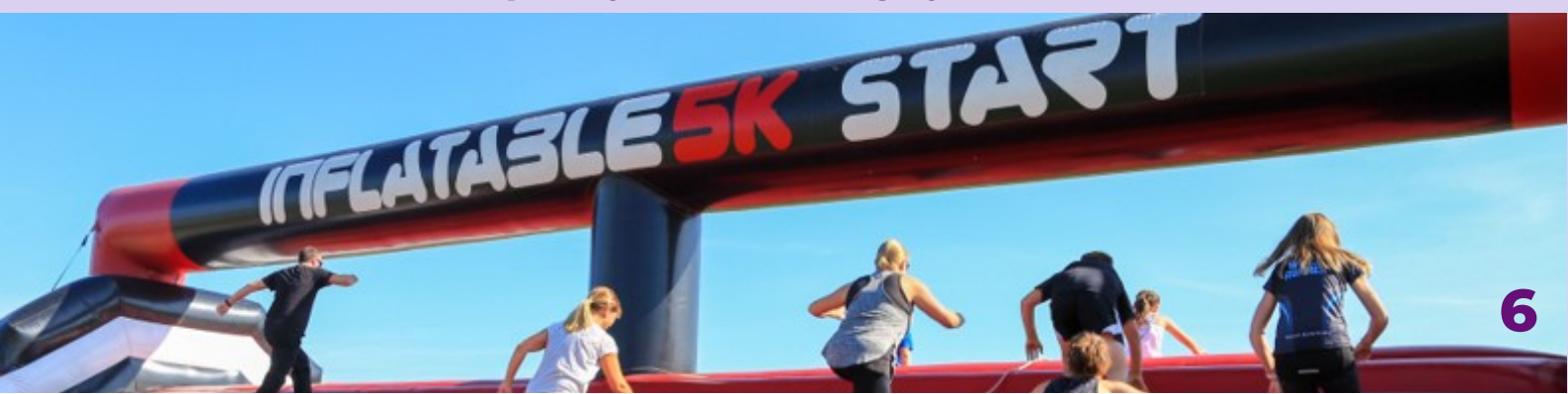
Want to tackle your fear of heights? And raise money for ADHD UK whilst doing it! The UK Bungee Club has events all over the country- challenge yourself!



If you're a regular at running 5k, why not challenge yourself to run one on an inflatable course? There are inflatable 5k courses across the country- have a go! A positive group event, great for friends and family. They even run a family day to include those over the age of 5!



Go to adhduk.co.uk/fundraise-events to find and book an event near you that will push you to challenge yourself!



NEAL'S STORY

Being diagnosed has made my life much easier in many ways as it's helped me and others around me reach a form of acceptance. I now understand why I struggle in certain areas of my mental health and the effect this has on both my personal and professional life. Understanding is easier to accept, as you can work with it rather than against it.

Neal's story highlights the importance of awareness of ADHD and neurodiversity in the workplace....

ADHD UK Ambassador, Neal Mankey, recently completed the 100km Jurassic Coast Challenge raising money for ADHD UK. Thanks to his amazing efforts and support, he raised nearly £2,000! He chose ADHD UK for reasons close to his heart. Up until his diagnosis in 2020, Neal faced challenges throughout his life which he didn't know were in-part caused by his undiagnosed ADHD. He was labelled a 'hectic' boy at school and didn't meet the expectations of his teachers. After his school years, he started to experiment with drugs and alcohol and went through a period of life where he lacked real ambition, drifting in and out of jobs. He didn't know that the difficulty he had with staying in jobs was in-part down to his ADHD. He found an area of work he was successful in, but when at work his stress impacted him acutely. He suffered with anxiety and depression, and his low self-esteem took over his perspective of his success. Despite excelling at work, buying a house, and have a lovely family, his low self-esteem meant he never felt good enough, and what he had achieved never felt enough. The turning point for Neal came after he was watching TV and saw someone speaking about ADHD; he recognised a lot of what was said in himself and decided to get an assessment.

Since being diagnosed with ADHD in 2020, Neal has been on a mission to increase awareness in the workplace. His diagnosis was a relief to him, and allowed him to understand himself and his past, and make changes for his future and the futures of others. He is now an ADHD UK Ambassador and Advocate, with a fundamental belief that gaining knowledge, understanding and making small adjustments to the working environment can make a MASSIVE difference to how the individual feels and therefore performs.



IT DOESN'T HAVE TO BE SPORT!

Got your own ideas for fundraising? Perhaps you want to do a talent show, a bingo night, or a cake sale? We'd love to hear from you! Let us know what you'd like to do and we'll support you through your fundraising journey. We have plenty of fun ideas on our [A-Z of fundraising ideas on page 9](#).

Take inspiration from Duncan and his bandmates!

Duncan and Co used their musical talent in their fundraising and put on a folk concert and a raffle in their local village. They raised £1000!

Since this fantastic fundraiser, Duncan has been busy raising awareness and starting conversations about ADHD. He has sponsored shirts for a local rugby team tournament and put the ADHD UK logo on them. The team will have ADHD explained to them as at least one at the team has it. Duncan wants it to feel normal for 9 year olds to talk about neurodiversity and see the positives it brings to think differently about neurodiversity!



A-Z OF FUNDRAISING IDEAS

If you need a bit of inspiration, choose something from the list of ideas below!

A

ABSAILING
AEROBICS
AUCTION

B

BINGO NIGHT
BAKE SALE
BUNJEE JUMP

C

CAR WASH
COFFEE
MORNING
CYCLE

D

DINNER PARTY
DO A DARE!
DRESS UP

E

EASTER
EGG HUNT
EBAY
EGG & SPOON

F

FILM NIGHT
FIVE-A-SIDE
FASHION SHOW

G

GAMES NIGHT
GARDEN PARTY
GUESS THE...?

H

HALF-MARATHON
HEAD SHAVE
HIKE

I

ICE BUCKET
CHALLENGE

J

JUGGLE
JUMBLE SALE
JUMPING JACKS

K

KARAOKE NIGHT
KNIT-ATHON

L

LADIES DAY
LOOSE CHANGE
CHALLENGE

M

MARATHON
MATCH GIVING
MONEY BOXES

N

NOMINATE A
FRIEND
NO MAKEUP
CHALLENGE

O

OFFICE
COLLECTION
ONESIE DAY

P

PYJAMA DAY
PARACHUTE
JUMP

Q

QUIZ NIGHT
QUIT A HABIT

R

RAFFLES
RUN

S

SKY DIVE
SWEEPSTAKE
SPONSORED
SWIN

T

TRIATHLON
TALENT SHOW
THREE PEAKS
CHALLENGE

U

UNWANTED
GIFTS SALE
UNIVERSITY
CHALLENGE

V

VIRTUAL
FUNDRAISING
VEGETARIAN
FOR A MONTH

W

WALK
WAX
WORLD RECORD
ATTEMPT

X

XMAS FAIR
X-PLETIVES
SWEAR JAR!

Y

YOGA-THON
YORKSHIRE
PEAKS
CHALLENGE

Z

ZUMBA-THON
ZORBING
ZODIAC
READING

5 TOP TIPS FOR YOUR FUNDRAISING PAGE



Once you've decided what you are going to do, it's time to start the fun stuff – setting up your fundraising page and sharing it with friends and family. Here are our top 5 tips to make your page stand out:

1 Get your page up

The earlier the better! Get your page up and running in advance of your event. The main aim is to get it up so people know you are fundraising and can donate- you can add and expand to it later!

2 Tell a story

An important factor of encouraging people to donate is helping your friends and family better understand WHAT you're doing, for WHOM and WHY it is important. Inspire your friends about ADHD UK, our work, and how their support could help. If you are happy to share a personal ADHD story, that will make a difference.

3 Set a target

Setting a target is a bug deal! Not only does it help you to stay motivated right up until the big day, but it is also shown that pages with targets tend to raise 46% more, so a target is really worth having!

4 Share photos and updates

Photos are a great way to get people interested and get your story across. Take some photos of you training or setting up your event and share these updates with your supporters. Fundraisers with photos raise more than those without!

5 Thank your supporters

After your event remember to thank everyone who sponsored you and use this time as a last chance to remind everyone who hasn't popped a donation in yet. Just because the event is over does not mean that you need to stop fundraising. 20% of donations come in after an event has ended, so make sure you follow up the event with an update about how you did.



An online giving page is essential to help your fundraising. We recommend using JustGiving - it's quick and easy to make your fundraising page, simply head to the link below to get started!

www.justgiving.com/adhd-uk

DONATING TO ADHD UK

Not everyone wants to give their donations through fundraising pages. That is not a problem. You can donate using number of different methods, including bank transfer, or through our website. Find out more here: www.adhduk.co.uk/donate

Gift Aid

Gift Aid is a way of making even more money for ADHD UK by claiming back the tax. For every pound donated, HMRC will give us an extra 25p. This means that £100 can be turned into £125 just so long as donations are made through Gift Aid. JustGiving will prompt your donors to allow their donations to be used for Gift Aid. For donations given outside of your page, all you have to do is ask the people who sponsor you to put in their full name and address on the sponsorship form and tick the Gift Aid box. Gift Aid can be claimed if the people who sponsor you pay tax in the UK. It's only available on donations – not for buying things like a raffle ticket. You can find all you need to know about Gift Aid here: www.gov.uk/donating-to-charity/gift-aid

To comply with Gift Aid policy you need to:

- Write your full name: To claim Gift Aid, the form must be clearly completed in the sponsor's handwriting.
- Fill in your home address: Please do not include your work address as HMRC need to know where you live to claim Gift Aid.
- Avoid ditto marks: Unfortunately, we can't claim Gift Aid on your donation if ditto marks ("") are used.
- Write down your donation: The most important bit – how much would you like to sponsor someone for their event?
- Tick the Gift Aid box: If you've read the declaration and are happy to include Gift Aid, please tick the box



SPONSORSHIP FORM



PLEASE RETURN COMPLETED SPONSORSHIP FORM TO: **ADHD UK, 49 GREEK STREET, WESTMINSTER, W1D 4EG**

FUNDRAISER DETAILS:

Please make sure you fill in all of these details:

Name:..... Email:.....

Address:.....

..... Postcode:.....

Phone:..... Event name:.....

Make every £1 worth 25p more at no extra cost to you

It's just a little box to tick, but Gift Aid makes a huge difference when it comes to how much money we can raise to support people with ADHD.

FOR SUPPORTERS TO FILL OUT:

FULL NAME	HOME ADDRESS	POSTCODE	SPONSORED AMOUNT	DONATION	GIFT AID (PLEASE TICK IF APPLICABLE)

Your Gift Aid declaration: By ticking the Gift Aid box, I confirm that I am a UK taxpayer and I would like ADHD UK to treat this donation as a Gift Aid donation. I confirm I have paid or will pay an amount of Income Tax and/or Capital Tax for the current tax year (6 April to 5 April) that is at least equal to the amount of tax that all the charities and Community Amateur Sports Clubs (CASCs) that I donate to will reclaim on my gifts for the current tax year. I understand that other taxes such as VAT and Council Tax do not qualify. I understand the charity will reclaim 25p of tax on every £1 that I have given.

TOTAL ON THIS SHEET:	
DATE PAID TO CHARITY:	

**THANK YOU!
YOU ARE AMAZING**

**ADHD UK
49 GREEK STREET
WESTMINSTER
W1D 4EG**

Fundraising enquires: fundraising@adhduk.co.uk

www.adhduk.co.uk/
www.adhduk.co.uk/social-media

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