

The Martin Fisher FOUNDATION

Fundraising Guide for The Martin Fisher Foundation

Thank you for your interest in fundraising for our charity and this guide gives ideas of how you can raise money for us.

Who are we?

The Martin Fisher Foundation is a Brighton & Hove charity which is funded by vital donations from within the community. The Martin Fisher Foundation was set up in 2015 and together with strategic partners we work to eliminate the transmission of HIV and any stigma that still remains associated with it. We have achieved much in the last 3 years but there is still so much to do, and we need your help.

We are currently seeking proactive contribution from individuals, businesses and organisations whose creativity and drive will help raise the necessary funds to enable the Foundation to achieve its core aims.

What your support will do

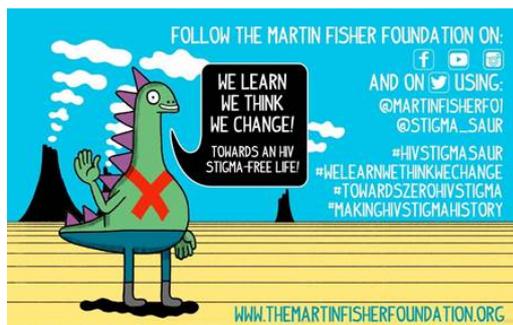
We need to increase the availability of HIV testing across the City and as a charity we have co-designed an award winning and unique Digital Vending Machine that offers HIV tests outside a medical setting allowing people choice of where to have an HIV test. These machines cost £3500 and we need at least 6 more machines across Brighton & Hove City.

We know that knowing your status is the most important step to take towards a healthy long life. On treatment HIV is Undetectable and therefore Untransmittable U=U.

As part of our Stigma campaign of 2018 we have produced educational training videos aimed to reduce stigma about people living with HIV. We need to get these videos, as well as new training materials out into the public domain especially to local employers.

We need your donations to continue this important work.

Thank you from The Martin Fisher Foundation



The organisation you choose to give money to or fundraise for tells the world something about you.

Using Facebook: To spread the word, you can now add functionality to run fundraisers on Facebook Pages that will manage all of the administration on behalf of your charities including The Martin Fisher Foundation. As soon as you announce a campaign your Friends and Followers will be provided with details of your aims and financial goal, the progress of which will be available for your friends whenever someone makes a donation.

You can run your fundraiser at any time of the year, although many users associate their campaign with a specific activity or event. On an annual level, many Facebook users launch campaigns to coincide with their birthday or anniversary as a suggested alternative to receiving a gift.

Please keep us informed of all fundraising activities that you are planning so that we can update our own events programme with community fundraisers across the city. Details of your events may also be publicised on our Facebook and Twitter pages with core activity communicated to the local media which could generate a powerful boost to your own efforts. Contact sarah@themartinfisherfoundation.org

Some Fundraising ideas

- **Organise an event**

Whether it's a quiz, open mic or club night; hosting an event is an excellent way to fundraise, have fun. Many entertainers and performing artists are prepared to appear for free or for a discounted fee, whilst stock lines such as drinks and alcohol brands will often donate product in return for a cobranded marketing promotion.

- **Auctions, Raffles, sweepstakes.** Any venue or service with a loyal customer base can be ideal for marketing auctions, sweepstakes and lotteries to, with activities taking place within the venue or organisation, or increasingly online via social media. Hampers and quality items donated free from local businesses prove particularly popular when presented as part of a seasonal occasions such as Christmas, Easter and anniversaries.
- **Activities within pubs.** Traditional favourites such as pool knockouts and darts matches are easy to run, whilst a bingo, quiz or film night could add light entertainment to an otherwise quiet night midweek.
- Manageable ideas for venues serving food include **steak or curry evenings** or hosting weekend barbeques that all the family can enjoy.
- **Sport clubs** are primed for organising charity matches, sponsored activities and personal challenges capable of putting skills, stamina and dedication to the test and often proving rewarding to both the mind and body as well as raising much needed cash.

Challenge Yourself

Why not set yourself a challenge, get fit and raise money for a good cause all at the same time? From running, cycling, walking to a triathlon, parachute jumping, swimming the English Channel and of course our own Brighton Marathon! - find the right challenge for you and ask your friends and family to sponsor you. These types of activities can draw significant sponsorship colleagues as well as local businesses, brands and products or even your own employer.

Fundraise within your workplace

Fundraising can be used to inject some fun and comradery into most workplaces. Most organisation charity commitments can make for good corporate PR and an example of social responsibility, whilst your voluntary supervision of workplace fundraising would be likely to catch the attention of senior managers and set you apart. We would be overjoyed for your organisation to make us as your Charity Of The Year.

- Sponsored silences, dress down days and bake sales are well tested favourites, whilst injecting an exercise bike into the office, skipping the snacks or introducing a company sports day are healthy ways of generating funds. You could also consider baking healthy dishes for colleagues to share at lunch, making a donation for every serving consumed.
- The introduction of an annual charity ball for your organisation would offer glamour, prestige, entertainment and dancing in one spectacular evening, practically guaranteed be a winner for overall staff morale.

Collecting Your Money

We gratefully receive personal, legacy or corporate donations via the Virgin moneygiving link on our charities website www.themartinfisherfoundation.org/get-involved

You can contribute by direct debit or send us a one off amount to

The Martin Fisher Foundation
Sort code: 23-05-80
Account: 25121163

We have added a Donation button to our charities' Facebook Page www.fb.com/TheMartinFisherFoundation. This can be found in the left-hand corner of our Page, just below our Pages cover photo at the top of your screen.

We have also teamed up with EasyFundraising so every time you shop online with one of over 3,600 retailers including Amazon, Argos, John Lewis, ASOS, Booking.com, eBay, Boden, M&S the retailer makes a donation to The Martin Fisher Foundation as a 'thank you' for your business.

Thank you again and do contact us and let us know(sarah@themartinfisherfoundation.org) what you are doing.

