

The Sara Lee Trust fundraising pack Virgin London Marathon 2012



Why run for The Sara Lee Trust?

The Sara Lee Trust is an East Sussex based charity which supports seriously ill patients in Hastings, Rother and Rye, living with Cancer, Motor Neurone Disease or HIV/Aids by providing complementary therapies, creative arts therapies, sanctuary days and counselling.

The Trust aims to support patients throughout their illness which for many will mean until they die. We also extend the service to carers and families and are able to provide over 2,250 treatments annually.

We are a small local charity which receives no public funding and is completely reliant on public generosity and support and our own fundraising to raise £150,000 annually.

Patient Testimony

'Peace of mind is something we all crave and especially when living with a Cancer diagnosis. Support from The Sara Lee trust has helped me so much in my journey through breast cancer. Thank you.'

Dolly

How will The Sara Lee Trust support me?

- Help and support with fundraising and building a 'Just Giving' site
- An opportunity to visit The Sara Lee Centre and Treatment rooms and find out more about what we do and the people we help
- A Sara Lee Trust t-shirt or running vest

How will The Sara Lee Trust use your sponsorship

The Golden Bond places we own for the Virgin London Marathon provide a vital part of our annual fundraising and the funds raised allow us to provide vital core services to those referred to us.

What your sponsorship can pay for:

£30 would pay for one hour's therapy

£155 would pay for a Natural Rhythm session for up to 8 people

£531 would pay for a Sanctuary Day for 8 people

The Sara Lee Trust's Top Ten Fundraising Tips

1. Start as soon as possible

Quite simply, the sooner you start, the more you will collect.

2. Enlist the help of others

Encourage family, friends and work colleagues to help fundraise! Give them copies of your sponsorship forms to enlist more support. And don't forget your contacts in other organisations and businesses!

3. Plan and be prepared

Adopt a similar determined and planned approach to your fundraising as you do for your training. We highly recommend that you create a fundraising site on www.justgiving.com allowing your supporters to sponsor you online. This is a fast, effective and secure way of collecting your sponsorship money. Raising your sponsorship money in this way will save you a lot of time and hassle later.

4. Know your charity

Find out more about us by visiting our website www.saraleetrust.org and let your potential sponsors know exactly how the money you raise will be spent. It may encourage them to give more!

5. What about your employer?

Many employers may give time off for training and may 'match' the funds you raise as a donation – ask, you might be surprised!

6. Collect the money as you go

Try and get as much of the money prior to the challenge as you can – unfortunately people lose interest quickly and find excuses for not paying up.

7. Gift Aid

Please remember that if your sponsors tick the Gift Aid box in the sponsorship form that The Sara Lee Trust can claim 20p for every £1 you raise. This significantly increases your overall total and funds for The Sara Lee Trust patients. All they need to do is complete the sponsorship forms and provide their full name, home postal address and postcode and be a UK taxpayer

8. Think Creatively

Sponsorship isn't the only way to raise money. You can set up your own fundraising events. For example; coffee mornings, quiz nights, games evenings and anything else you can think of.

9. Use The Sara Lee Trust

Don't hesitate to call Maria on 01424 456 608 if you have any problems or queries. We are here to help you.

10. Don't Give Up!

Keep up your fundraising efforts. Remember you are doing it for a charity so you have nothing to feel awkward about when it comes to approaching people for help or money. The worst they can do is say 'no', and more often than not they will say 'yes!' ... **GOOD LUCK!**

The best way to collect your sponsorship money



Please use the tips below to make collecting your sponsorship money easier for you and for The Sara Lee Trust....

1. Just Giving

Set up your own personalised sponsorship page on www.justgiving.com to cut the time spent on fundraising and enable you to collect donations by credit or debit card from friends and family all over the world. It's the most secure and efficient way to collect money for The Virgin London Marathon. Just Giving send donations direct to our bank account, every donor gets an automatic email and 20% extra in Gift Aid is automatically added to donations from UK taxpayers.

- Create an online fundraising page with the fantastic website www.justgiving.com, with which the Sara Lee Trust is registered.
- Click on the [Create a fundraising page with Justgiving](#) button
- In the 'Get started' box, click on the blue 'Make your page' button
- If you've not used JustGiving before you'll need to register. Otherwise, just log into your account
- [To select The Virgin London Marathon](#): Choose 'An organised event'
- Find the event you are taking part in (if you can't see your event in the list, you can search for it in the search box in the top left hand corner of the screen)
- [Choose the web address you want and check it's availability](#)
- Make your page
- Edit your page – add photos, a personal message and a fundraising target.

2. Collect as you go

Where possible, try collecting the money as you go along. You can collect cash or cheques (made payable to The Sara Lee Trust)

3. Cheque to you

Cheques can be made payable to you, but you will need to issue a final cheque made payable to The Sara Lee Trust. It may therefore be easier to ask for cheques to be made payable to The Sara Lee Trust from the outset. (Some sponsors prefer to make their cheques payable straight to the charity).

4. Cheques are simplest

If you collect cash, it would be very helpful if you could issue your own cheque and keep the cash.

5. Simplify administration

If you do send donations in early to The Sara Lee Trust, it is important to mark them as paid on your sponsorship form with the date you sent them in and to tell us who the money is from – this is particularly helpful if you are forwarding your own personal cheque to us.

PLEASE KEEP YOUR SPONSORSHIP FORMS SAFE

The Sara Lee Trust will need them after the Marathon in order to make our Gift Aid Claims.

Entry Guide to the Virgin London Marathon 2012

How do I obtain a place through the ballot?

The Sara Lee Trust encourages you to apply for a running place through the official ballot, which opens in August and closes end of October 2011. If you are successful in the public ballot, we ask that you relieve your Sara Lee Trust bond for another runner and continue to run for the Sara Lee Trust. As a small charity, this will enable us to have even more individuals running on our behalf helping to raise even more for the patients we support.

Entering the ballot is easy; you can pick up a free copy of the Marathon News magazine for an entry form and the magazine is available in most good sports shops. To find out more, please visit;

www.virginlondonmarathon.com

You will be informed at the beginning of December whether you have been successful in obtaining a place.

How can I obtain a Golden Bond place with the Sara Lee Trust?

Golden bonds are guaranteed entries into the Virgin London Marathon on behalf of the Sara Lee Trust. We ask that runners pledge to raise at least £1,750 in sponsorship to cover the costs of the bond and to raise money for the seriously ill people who use our services.

We have 1 Golden Bond that gives us 5 places available for the 2012 Flora London Marathon. Due to the high demand and number of applications for these places, we are unable to accept all applicants. We therefore recommend that you enter the general ballot to give you more of a chance to obtain a place within the Marathon and enable the Sara Lee Trust to give the Golden Bond places to other applicants who have not been successful in their ballot.

What am I required to do if I obtain a Golden Bond Place through the Sara Lee Trust?

We will inform you in September whether you have been allocated a Sara Lee Trust place. If you are later awarded a place through the official ballot, please inform us so we can reallocate your place.

How do I apply for a Golden Bond place for the Sara Lee Trust?

For an opportunity to run for the Sara Lee Trust, please fill in the attached Golden Bond Runner Application Form and return to:

Maria Gonet
Fundraising Manager
The Sara Lee Centre
25 Upper Maze Hill
St Leonards on Sea
East Sussex
TN38 0LB

If you have any queries please do not hesitate to contact Maria on 01424 456 608 or at maria@saraleetrust.org.uk

Thank you!