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anaphylaxis UK

A brighter future for people with serious allergies

2023

Anaphylaxis Awareness Week

1 - 7 October #WearItBright



FUNDRAISING PACK

Anaphylaxis Awareness Week 2023

It's time to get the world talking about anaphylaxis and serious allergies.

This year, it's all about empowering people with the right knowledge and building confidence to help safely manage allergies.

Join us for some fun fundraising activities! Why not organise a #WearItBright Day, or take on our new, shiny fundraiser #Challenge14.

Whatever you decide to do, thank you for supporting Anaphylaxis UK to help us raise much-needed awareness and funds to create a brighter future for everyone affected by serious allergies.

A Brighter Future

EVERY POUND & PENNY COUNTS

Anaphylaxis UK is the only UK-wide charity operating solely for the growing numbers of people at risk of serious allergic reactions and anaphylaxis.

Your fundraising efforts will help keep our vital services running so we can continue to strive for a brighter future for people with serious allergies.



How your support can help



£10

can fund one telephone call with our national Helpline team



£50

could help create a safer environment within schools



£114

could pay for a Healthcare Professional to complete our AllergyWise® Training

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Your fundraising journey starts here!

The following pages provide you with ideas and the essentials needed for your **Anaphylaxis Awareness Week 2023** fundraising.

Coming up:

- ➔ #WearItBright
- ➔ Challenge 14
- ➔ Ready, set, fundraise
- ➔ Useful resources
- ➔ Paying in your donations
- ➔ Here to help

#WearItBright

Dress up in your brightest clothes and share your support for everyone affected by anaphylaxis. Post a picture of yourself wearing bright clothes to Facebook, Twitter or Instagram and talk about why you are supporting Anaphylaxis Awareness Week this year.

Let's brighten up our social feeds and look forward to a brighter future for people with serious allergies.

Don't forget to tag us and use the hashtag #WearItBright



Challenge 14

Challenge 14 is our shiny new fundraising initiative for Anaphylaxis Awareness Week 2023

And we'd love for you to join us in being seen doing your 14!

Why 14? As it's Anaphylaxis Awareness Week, we want to highlight the 14 major food allergens and it's the perfect number for our fundraising challenge.

14 Major Food Allergens



Mustard



Milk



Soya



Molluscs



Eggs



Sesame



Celery



Lupin



Cereals
containing gluten



Fish



Tree nuts



Sulphites /
Sulphur Dioxide



Crustaceans



Peanuts


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Challenge 14

The beauty of this challenge is that you can fundraise your way - just make sure the challenge includes the number 14!

Whether it's distance, number of circuits, donation value, or time to complete your challenge...14 is your golden number.

Join forces with colleagues, family members, friends, or go it alone for a solo challenge.

We have put together 14 great ideas, but feel free to get creative and come up with your own #Challenge14!



1

Walkathon - walk 140,000 steps over 14 days



2

Runathon - team effort at work to run 14km during a lunchbreak



3

Quiz Night – have 14 Q's per round and include our allergen round!



4

Car Wash – wash 14 cars at work or on your street



5

Sponsored Silence – stay silent for 14 hours or a digital silence



6

Sweepstake - how far can you...in 14 minutes. Cartwheel? Space hop?



7

Bake Sale – bake 14 cakes to sell to friends & family



8

Give 14 – sign up to give £14 a month



9

14 day challenge – e.g. skip for 14 minutes every day for 14 days



10

Ask 14 people for a £14 donation (instant £196, kerching!)



11

Donate 14 items to our partners iCollectClothes



12

Sponsored fun run of 14 laps of the school playground



13

14 cubed – 14 repetitions of 14 circuit exercises for 14 days



14

Try 14 new things – get those bucket list items ticked off!



Getting started

Once you have your fundraising idea, the next step is to...

Set the date

Anaphylaxis Awareness Week runs 1-7 October, but you're welcome to complete your #Challenge14 earlier if that suits you. Just let us know your date, and we can share your fundraising successes



Set up a fundraising page

[Click here](#) to create your fundraising page with Enthuse! Remember to explain why you are fundraising for Anaphylaxis UK – what's the connection? Why is it important to you? A guide on how to set up your page can be found on our [website](#).

#WearItBright

We have some (bright!) orange Anaphylaxis UK t-shirts for you to wear during any training sessions and for the big day/week. Get in touch with [Carla](#) in the Fundraising team with your requirements and she'll arrange delivery.

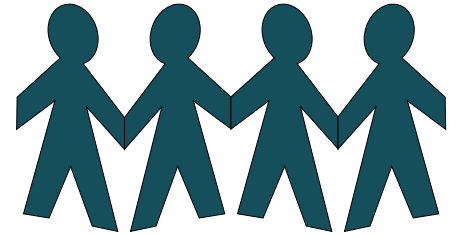


Ready, set, fundraise!

We know it can sometimes be hard to ask for donations. Here are some tips to help get the ball rolling...

BE THE FIRST

Ask your nearest and dearest to sponsor you and be the first to put money in the pot. Hopefully they will be generous with their donation to inspire others to follow suit and be just as kind-hearted.



TIMING IS EVERYTHING

Time social media posts carefully. Payday? Lunch time? Donations come in after the big event, so make sure you update everyone with your achievements and ask one final time for a donation!

KEEP TRACK

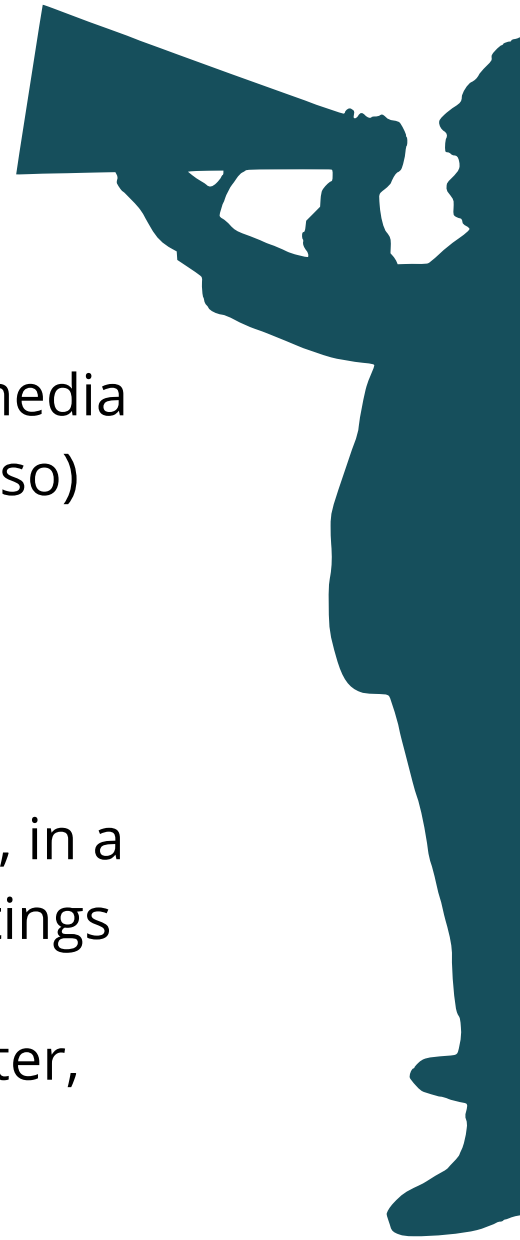
If your challenge is more than a day or requires training, be sure to update your network and take them on your #Challenge14 journey. Share your progress and show how hard you're working!



Spread the word

Tell your network far and wide about your fundraising:

- ✓ Personal social media accounts (don't forget LinkedIn!)
- ✓ Your school or company social media accounts (with permission to do so)
- ✓ Your work email signature
- ✓ Anywhere else at work - Intranet, in a breakout room/canteen, in meetings
- ✓ Include in your school e-newsletter, via your PTA, on the Intranet



Spread the word

Please take lots of photos and videos of your fundraising activity! Share online in your social media posts and with Anaphylaxis UK so we can see what you're up to. Thank you!



Social Media

Use these posts across your social media channels during Anaphylaxis Awareness Week to help us raise awareness and show your support. Don't forget to include your fundraising page link!

It's Anaphylaxis Awareness Week!

We are / I am fundraising for @AnaphylaxisUK to support their mission to create a brighter future for people with serious allergies. Visit their website for more information: www.anaphylaxis.org.uk

Please show your support! [Add your JustGiving page link here]

#WearItBright #Challenge14

Anaphylaxis (pronounced Anna-Fill-Ax-Is) is a serious and often sudden whole body allergic reaction. If you spot the symptoms, administer the person's adrenaline auto-injector and then call 999. Spread the word, save a life.

@AnaphylaxisUK #WearItBright #Challenge14

People with a serious allergy can spend their lives anxious and fearful. It can prevent children from enjoying parties, sleepovers and activities children love to do. It doesn't have to be like this, and that's why we support Anaphylaxis UK's vision of a brighter future for people with serious allergies.

@AnaphylaxisUK #WearItBright #Challenge14




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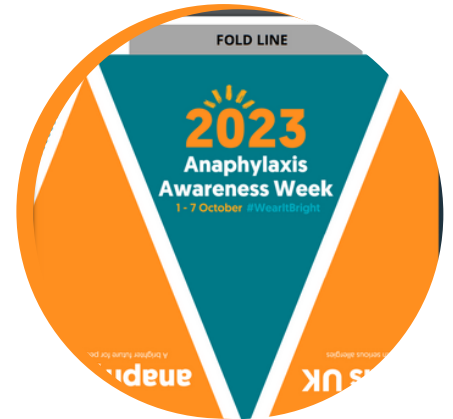
Useful Resources



[Anaphylaxis Awareness Week homepage](#)



[Impact Poster](#)



[Bunting](#)



[Sponsorship Form](#)



[Fundraising Poster](#)



[Collection Box Template](#)

Paying in your donations



ENTHUSE

If you set up an Enthuse page, there's little else you need to do! You can bank any cash donations received, and then make a donation of the same amount on your Enthuse page. Donations made via Enthuse come directly to Anaphylaxis UK.



PAY ONLINE

You can pay your donations directly through our website: www.anaphylaxis.org.uk/donate. Don't forget to add a note to your donation with your name and reference Anaphylaxis Awareness Week so we know it's you paying in your fundraising monies!



BACS PAYMENT

Please send your monies to:

Account Name: Anaphylaxis UK

Bank: HSBC UK Bank plc

Sort Code: 40-20-24

Account Number: 9133 9788

Reference: your name followed by 'AAW'

Please email fundraising@anaphylaxis.org.uk once you have made your donation. Thank you

Here to help

Thank you for your support!

If you have any questions or requests, please don't hesitate to get in touch with us. Remember, we're here to help you get the best from your fundraising experience and smash your target! Email us at: fundraising@anaphylaxis.org.uk

There are lots of other resources, ideas and guides available on our website for you, including:

- Fundraising Ideas
- Fundraising Resources
- Keeping Your Fundraising Safe & Legal

www.anaphylaxis.org.uk/get-involved/fundraise-for-us

