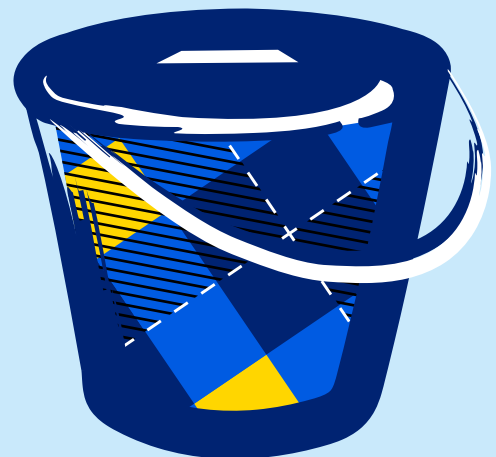


**MY
NAME'S
DODDIE**
FOUNDATION



Your guide to fundraising

There's no end to the ways you can support us. Discover more inside!



About My Name's5 Doddie Foundation

Thank you so much for choosing to support us.

Motor neuron disease (MND)
is brutal and has no cure.

Every day people are diagnosed with a disease that can move fast. Families live with uncertainty and fear, people lose their ability to walk, talk, eat and breathe.

For 98% of people living with the disease, there have been no new treatment options for decades. This isn't good enough.

We are My Name's5 Doddie Foundation. Founded by Doddie Weir OBE, we have a clear vision: a world free of MND. We fund the smartest, most efficient MND research. We back bold ideas and bring together the best minds from across the globe.

Our goal is simple: faster routes to effective treatments. Because when you're living with MND, time matters.

Our community makes it all possible. Together we've filled stadiums, baked, walked, ran, and hiked. We've done it dressed in a tartan as bold as our approach, and echoing Doddie's message: "MND isn't incurable, it's just underfunded."

Doddie did everything with love, fun and hope, and that still drives us today. We hope you, our incredible fundraising community, continue to support us on that journey.



**TOGETHER
WE'RE
TACKLING
MND.**

Ideas For Fundraising

Not sure where to start with your fundraising?
Here are some ideas to get the ball rolling:

COFFEE MORNING

Grab your friends for a catch up and raise money at the same time. Ask your friends to bring some yummy treats and enjoy together for a small donation. Why not make it themed and have people dress up!



HEAT UP THE WAX...

and sharpen those razors. Shave those luscious locks or tame those wispy leg hairs.



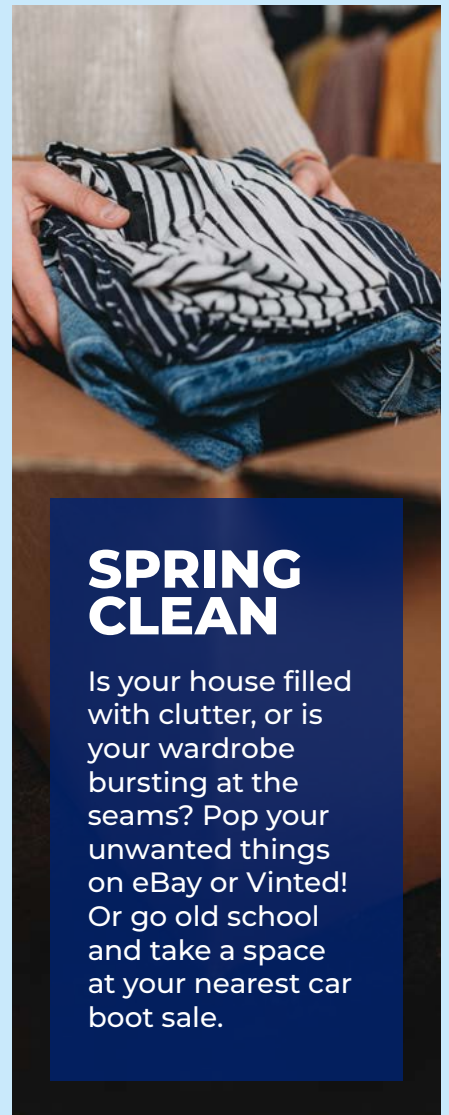
CHARITY DINNER

Dress up to the nines and hold a dinner or long lunch. Invite colleagues, friends and neighbours to dance the night away in aid of MND research.



SPRING CLEAN

Is your house filled with clutter, or is your wardrobe bursting at the seams? Pop your unwanted things on eBay or Vinted! Or go old school and take a space at your nearest car boot sale.



The money we raise makes it to labs across the UK and beyond.

CREATE YOUR OWN CHALLENGE

Take on the West Highland Way or Jurassic Coast, travel from Land's End to John O'Groats in a tractor, cycle 555 miles over 5 days, run 5k every day for 5 weeks, hold a Yorkshire pudding eating contest...we really have heard it all. Book a meeting with our fundraising team to talk about your idea!



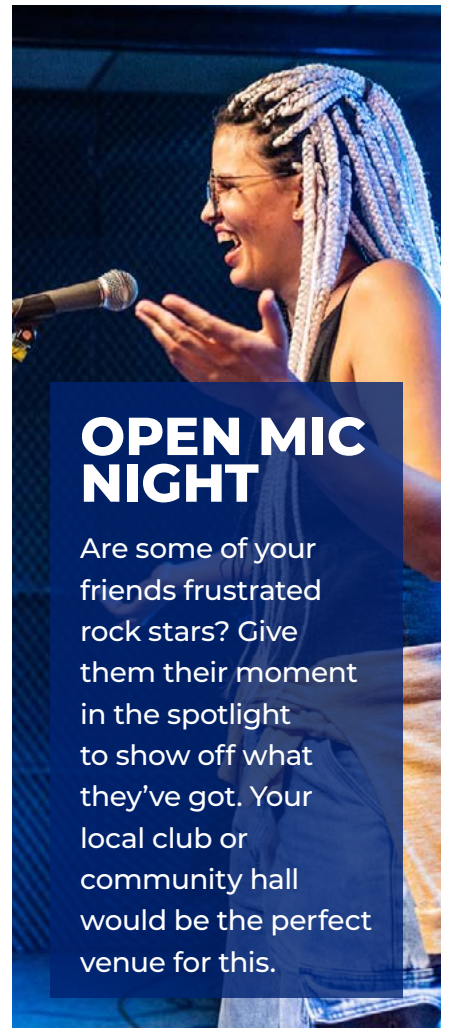
FITNESS INTO FUNDRAISING

Hold a cyclethon, dance-a-thon, 24-hour bootcamp or take part in a sponsored Hyrox. There are plenty of ways to get your local gym or leisure centre involved.



OPEN MIC NIGHT

Are some of your friends frustrated rock stars? Give them their moment in the spotlight to show off what they've got. Your local club or community hall would be the perfect venue for this.



RAFFLE OR AUCTION

Get in touch with local businesses about donating a raffle prize. Have a few high-end goods you'd like to auction? Speak to our fundraising team and we can help you set up an online auction page.



BAG PACKING

Speak to your local supermarket and ask if you can bag pack. Let our fundraising team know and we can provide you with some t-shirts and collection pots!



MY
NAME'S
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FOUNDATION

HOLD A QUIZ NIGHT

Whether you're a University Challenge expert or the last person picked, everyone loves a quiz! Why not add a Doddie or rugby round?

BUCKET COLLECTION

Hold a bucket collection at your local sports club. Remember, you must have permission from the landowner and may need a licence for this. Ask the fundraising team if you are unsure of the rules.



GOLF DAY

Whether you're the next Rory McIlroy or a frustrated Happy Gilmore, you can hold a fundraiser at your local club. Our team can help you plan your day and have a chat about how to make the most of it. myname5doddie.co.uk

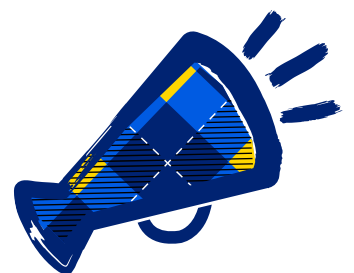


WORLD
FREE
MIND



We're so much further forward than we were, but we still need to keep going.

Dr Luke Hames-Brown, living with MND



Maximise your fundraising

Now that you've got your idea, what do you do next? Here are our top tips on how to kick start your fundraising:

☐ Make a plan

Sounds simple, but it all starts here. Make a list of what needs to be done and who can do it. For example, finding a venue, sourcing bakers or branded materials.

☐ Set a fundraising target

Fundraisers with a goal raise more money, even if they don't quite hit it. So be ambitious and set your sights on a target that will make you proud.

☐ Book time in with our fundraising team

We're at the end of an email and here to help you along the way. Get in touch at info@myname5doddie.co.uk and we'll get back to you as soon as possible for a chat.

☐ Shout all about it

Share your plans with everyone you know. It isn't boasting, it's just getting them involved! Social media is a powerful way to tell your story. Create a poster and get it on the wall at your work, sports club, university or college with your fundraising page QR code. We have templates to download here that should help.

☐ Search out some prizes

If you're holding a raffle or auction, make sure you leave plenty of time to get hold of prizes. Businesses are a great place to start, but don't rule out trying your friends too. Who knows what they might have tucked away in the garage! We can provide a letter confirming that you are fundraising for us.

☐ Make the venue great

We have a bank of fundraising materials that we can send you, including collection buckets, pens, badges, t-shirts, bunting and banners.

☐ Have fun!

Don't forget to have fun! Fundraising for a cause that you care about should be fun and exciting. Don't be afraid to take a step back and appreciate all your hard work.



[Click here to download](#)



Setting up a fundraising page

1. Tell your story



If you're comfortable, share why you've chosen to raise money for MND research. People connect with a real story and it's the best way to engage everyone in your fundraising.

3. Set a target



It encourages people to donate and lets your donors know how you're getting on with your fundraising. JustGiving pages with a target raise 17% more than those without, so aim high!

5. Update your supporters as you go



Let everyone know how you're getting on by updating your fundraising pages. If you're taking on a fitness challenge, share photos of your training (especially after a tough day in the rain!) or update them as you plan your event.

7. Connect fitness apps



If you are doing a fitness challenge you can link your Fitbit and Strava and keep your supporters updated on your training.

9. Don't forget about offline donations



If you have received cash or cheque donations you can track these donations on your fundraising page.

Online fundraising tools are great and an easy way to fundraise. We normally recommend JustGiving, or if you're fundraising for more than one charity, GiveAsYouLive works well.

2. Take a selfie



Include a photo of yourself or your fundraising team on your page. It will help them to remember who they're supporting, so don't be shy!

4. Keep on sharing



Share, share and share again. Social media will definitely help you raise more. You can share directly from JustGiving and other platforms onto Facebook, Instagram, X and WhatsApp. And don't forget about your professional network on LinkedIn.

6. Create a QR Code



You can easily create a QR code for your fundraising page. This can then be printed or stored on your phone for easy donations.

8. Self-donate



People who make a donation to their own page to get started raise a massive 42% more!

10. Say thanks!



Don't forget to thank your supporters after your event. We'd all be nowhere without our team.

Top tips for a safe and successful event

No matter what activity you're planning, it's important that you stay safe. Make sure your activities are carefully planned and follow all the rules. Here are some basic tips to help you with this.

Branding

We love seeing our branding at your fundraising events, but be careful that you follow the guidelines to make sure everything looks just right. Speak to our team about any fundraising materials you might need and use our 'In support of' logo when promoting your event. Doddie's tartan is formally registered and owned by Doddie's family and therefore can't be used without permission.

Risk assessments, insurance and first aid

Please carry out a risk assessment to make sure your fundraising activity is safe. If your fundraising takes place at an external venue you'll need this to deliver your event. Depending on the type of event you may also require special event insurance, a specific permit or need to have first aid providers on site.

Collecting money

To collect money on a public street you will need a licence from your council. If you are collecting money within a private venue, you should ask for the owner's permission. We recommend you buddy up and have two people per bucket.

Food hygiene

Whether you're selling cupcakes or organising a gala dinner, food safety laws still apply. For more guidance visit Food Standards Agency to make sure everything is in line with protocols.

Competitions, prize draws and raffles

These are all great for raising money, but there are important rules about how lotteries, draws and raffles can be run. You might need to apply for a licence to hold a raffle or lottery at your event. Find out more from the Gambling Commission.



I wanted to continue to be part of a community that's working so hard to create hope and change for people living with MND

Charlotte Webber, volunteer



Press tips

Getting press coverage can give your event a real boost.

While there's no guarantee that your story will be used, the tips below will give you the best chance of it being picked up.

If you decide to write a press release, make sure that your story includes the 5 Ws:

WHO is taking part or being encouraged to join?

WHAT is the challenge or activity?

WHEN is it happening?

WHERE is it taking place?

WHY are you doing this?

Other useful tips

Find the right contact

Check the newspaper's website for a relevant journalist's contact details. If you can't find one, email the editor listed on the contact page.

Target local relevance

Local press is more likely to use your story if you or the challenge are linked to their area.

Keep it concise and factual

Write clearly and avoid overly emotional or promotional language. Aim for 300-400 words maximum.

Use an attention-grabbing subject line

Include a relevant/informative/catchy subject line in your email to grab their attention e.g. 'Edinburgh teacher to run 500 miles for My Name's Doddie Foundation'

Include quotes

Add a quote from the event organiser (you, if you're organising it or entering a team etc.) and/or a notable participant. We can also help with a quote if you get in touch.

Add a strong image

Attach a high-quality, relevant photo that you have permission to use, to help your story stand out. Remember to credit any photographer.

Don't be discouraged by silence

Journalists won't always acknowledge they've received your news so don't be disheartened if you don't hear anything back as it may still appear.

Following up

If your story hasn't appeared after a week, it's reasonable to send one polite follow-up email.

Allow time for publishing

With local papers, you may need to wait a week before it appears, depending on the deadline.

Fundraiser story

Billy Herron completed 90 Munros in 90 days.

He did it in memory of his school friend Malcolm Dowie and to raise funds for My Name's Doddie Foundation. Malcolm, who was living with motor neuron disease (MND) died in 2016, around the same time that Doddie received his own MND diagnosis.



I visited Malcolm a few months before he died,” Billy recalls, “and I promised myself that at some point I would try and do something to raise money for MND research.

A Munro is a Scottish mountain over 3,000 feet, and there are 282 of them. A couple of days of difficult weather changed the course of Billy's challenge slightly, but he completed his 90th Munro at the end of July.

Billy chose the number 90 deliberately. “I wanted the challenge to be significant,” he said. “If you take the average height of a Munro to be 1,000m, then I will have climbed the equivalent of 10 times the height of Everest.”

He has already completed 80 other Munros, meaning when he concluded this challenge, he had hiked up 170 overall.



Speaking about the tough moments of his challenge, Billy said the first couple of weeks were particularly difficult: “The first week went well, but then we had some bad weather and I began to think I would never get to 90 Munros. I seemed to get stuck in a bit in the 20s and 90 seemed a long way away. But that great spell of weather and getting past 45, the halfway mark, made a big difference.”

Whilst Billy's challenge was an unsupported solo effort, up most hills he met other hikers who were more than happy to stop and talk.

“What surprised me most,” Billy said, “was that when I mentioned what I was doing, a large proportion immediately said that they knew of someone who has/had MND, just indicating how ‘common’ it is. As well, I often found that a good chat with someone on the hills resulted in a donation appearing a day or two later.”

Completing your fundraising

Congratulations! You have done something amazing and are helping us get closer to a world free of MND.

But what happens next?

Paying in your funds

There are a few ways to do this:

Bank Transfer: You can transfer money to our bank account, make sure you let us know when you have done this so we can confirm receipt of payment.

Cheque or CAF Vouchers: You can also send us a cheque. All cheques must be made out to "My Name'5 Doddie Foundation" and can be sent to our office address.

It always helps to drop us a wee note to let us know the cheque is on its way.

Online fundraising: If you have raised money online via platforms like JustGiving or GiveAsYouLive, there is nothing else you need to do as these funds are transferred directly to us.

Returning materials

Once your fundraising activity is done and dusted, return any materials back to us as quickly as you can so we can send them out to another fundraiser. If you have any questions about this, please contact us at info@myname5doddie.co.uk

Don't forget to celebrate your success! We could not fund what we do without your support.

Download your fundraising resources

Account Name:

My Name'5 Doddie Foundation

Bank: Royal Bank of Scotland

Account Number: 21299513

Sort Code: 83-06-08

IBAN: GB98RBOS83060821299513

BIC: RBOSGB2L

Head office:

My Name'5 Doddie Foundation

1st Floor, 127 Rose Street South Lane

Edinburgh, EH2 4BB



Other ways to get involved

Your support doesn't have to stop after your fundraising activity. There are plenty of ways you can continue to support our mission of a world free of MND.

Discover more [here](#)

Volunteering

Get more involved with the Foundation by volunteering your time. The community we have around us is invaluable in changing the future for those living with MND.

We're looking for volunteers who can represent us in various ways. Our opportunities vary from manning merchandise stands to presenting at local clubs.

For more information visit our [website](#).

Give regularly

Help us achieve our vision of a world free of MND by donating monthly.

By joining Doddie's Clubhouse you can make monthly donations supporting our work. Your money will support targeted research, identified by experts as the most promising for helping to find a cure for MND.

Set-up your monthly donation [here](#).

Take on another challenge

We have access to hundreds of challenge events ranging from marathons to sky dives. Set yourself a goal and take on an epic challenge to continue your fundraising.

Contact our team via info@myname5doddie.co.uk for more information or visit our website to see what events we have coming up!

Leave a gift in your will

Leaving a gift in your will is a powerful way to make a lasting impact beyond your lifetime. Even a small gift will help us continue funding the smartest, most efficient MND research.



OSCR
Scottish Charity Regulator

Charity Number: SC 047871

info@myname5doddie.co.uk

My Name's 5 Doddie Foundation, 1st Floor,
127 Rose Street South Lane Edinburgh, EH2 4BB