



cerebral
palsy
scotland

Fundraising Toolkit



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Welcome to team CPScot

Thank you so much for choosing to support **Cerebral Palsy Scotland**. We rely entirely on the generosity of people like you to make our work possible, and with your help, we can continue to provide the lifelong support that every person affected by cerebral palsy in Scotland deserves.

“

What's different about the care and support we receive from Cerebral Palsy Scotland is that they are specialists. They aren't working across all different conditions, and they know exactly what our children's needs are.

— Louise, mum to Rose
Specialist therapy service



Who we are

Cerebral palsy is the most common physical disability in children and there is no cure. Every year in Scotland, over 100 babies will be born with this lifelong, complex condition.

Early, specialist therapy makes a huge difference, but many families have to wait years for a diagnosis and struggle to access the support they need.

Too often, we see children who have missed important developmental milestones and families who tell us they feel isolated and overwhelmed.

Cerebral Palsy Scotland exists to close this gap.

“

Without Cerebral Palsy Scotland, Johnny wouldn't have had access to physiotherapy. I think I would still be at rock bottom and we'd be lost. The therapy and support we have received has been genuinely life-changing.

— **Caeleigh, mum to Johnny**
Specialist therapy service



We want to see a Scotland where every person affected by cerebral palsy is supported to thrive.



How we help

A few examples of the impact we made last year include:

1,798

enquiries dealt with from people seeking help and information for themselves or someone they care for

345

training webinars and information sessions delivered to unpaid carers and health and social care professionals

257

people with cerebral palsy received specialist input from our expert clinical team, including 96 children and 161 adults

19

therapist-led group sessions were hosted for babies & toddlers aged 0-2 years and their families

“

His doctors can't believe how much he has improved. Matthew would not be anywhere near where he is without the charity's help.

— **Lisa Marie, mum to Matthew**
Baby Buds attendees



How your support could help

66 enquiries get the right information & support

30 people receive training from our specialist team

12 families attend our fully accessible social events

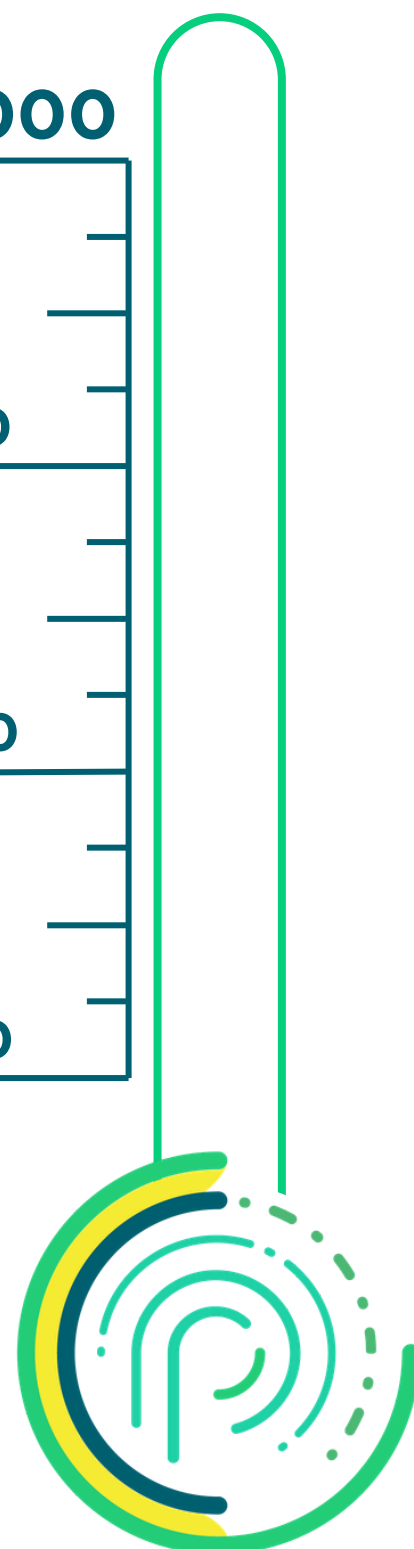
2.5 hrs of intensive therapy offered to children in need

£1,000

£750

£500

£250



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OSCR
Scottish Charity Regulator
www.oscr.org.uk

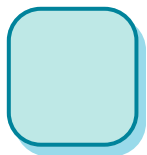
Registered
SCIO
SC022695

Bradbury House, 10 High Craighall Road, Glasgow, G4 9UD
www.cerebralpalsyScotland.org.uk

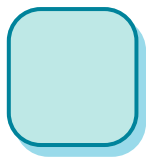
Fundraising Checklist



Choose how you want to raise funds and start planning in plenty of time



Read the ***Staying safe & legal*** page in this welcome pack



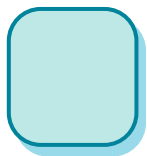
Get in touch to organise t-shirts, balloons and any other support you need



Set up a JustGiving fundraising page and a Team page (if applicable)



Personalise your page with photos and a story so people can find you



SHARE SHARE SHARE! Spread the word with shareable links and QR codes



Tag us in your updates, photos and milestones @cpscotland

Need some ideas?

Take on a physical challenge – Run, walk, cycle, or swim a set distance and ask for sponsorship. You could even create your own unique challenge or visit our website to check out the organised events we have charity places for.



Set a personal challenge – From a sponsored silence to giving up a favourite treat for a month, small sacrifices can inspire donations.

Host an event – Organise a quiz night, bake sale, coffee morning, or dinner party and invite friends, family, or colleagues to take part.

Celebrate with purpose – Ask for donations instead of gifts for birthdays, weddings, or other special occasions.



Sell something – Crafts, clothes, or unwanted items can be sold online or at a local sale, with proceeds going to the charity.

Just for fun – Organise a fun challenge for others to get involved in, like a gaming marathon, car wash event or tenpin bowling tournament.

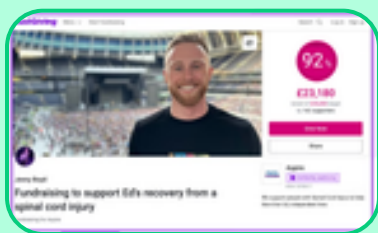


Fundraising

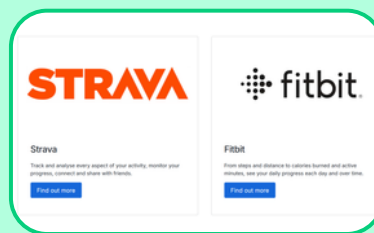
Using JustGiving

JustGiving is the world's leading fundraising platform. It's the easiest way to fundraise for Cerebral Palsy Scotland and all donations will come to us. If you've not used JustGiving before, you'll need to set up an online account, then follow the steps below to create your fundraising page.

Personalise your page



Connect a fitness app

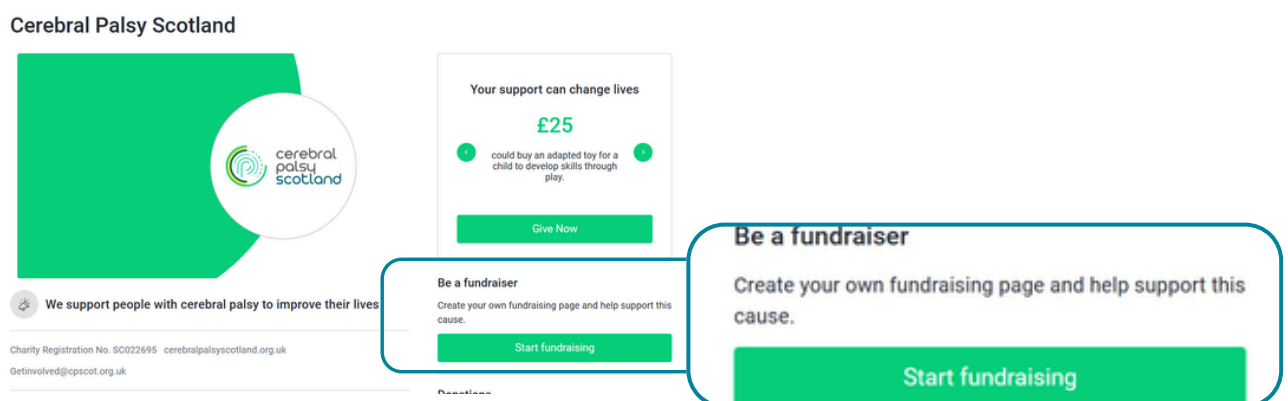


Create QR Codes



Set up your JustGiving page

1. [Log into your account](#).
2. Visit our charity page here: <https://justgiving.com/charity/cerebralpalsyscotland>
3. Click the '**Start fundraising**' button on the right.



4. Let us know whether you're taking part in an event, celebrating an occasion, fundraising in memory or doing your own thing.
5. If you can't see your event listed, select '**Create your own activity**' at the bottom of the page and tell us a bit more about your activity.
6. Personalise your page with a title that explains your activity, and use our fundraising resources to make it stand out.
7. Launch your page and share it with friends and family!



Banking offline funds



Cash donations

At the bank

Please do not send cash in the post. Take cash donations to any Bank of Scotland, Lloyds or Halifax branch for deposit directly into our account using the details below.

Online banking

Transfer funds from any UK bank account using the details below.

Branch Address: Bank of Scotland
836 Crow Road
Glasgow
G13 1ET

Account Name: Cerebral Palsy Scotland
Account Number: 00766723
Sort Code: 80-07-15

Please let your charity contact know when you are making a deposit or transfer and use the payment reference: **Fundraising**

By Cheque

We kindly ask supporters to use the payment methods above wherever possible, as cheque deposits incur additional bank charges. Please contact the fundraising team if you need any assistance.

Postal address: Cerebral Palsy Scotland
Bradbury House
10 High Craighall Road
Glasgow,
G4 9UD



Staying safe & legal

Fundraising and the law.

All charity fundraising in the UK must be carried out in line with the Fundraising Code of Practice and Charity Law to ensure it is safe, legal and ethical. We've included some important tips below to bear in mind when planning your fundraiser to keep you right and make sure it's a success.

Collections:



To hold a public collection or organise a pub-to-pub collection, you must obtain a licence from your local council. The application process varies between councils, and we recommend you apply at least three weeks in advance. For collections on private property, always get permission from the landowner or manager.

Raffles & Lotteries



There are strict rules about prize draws, raffles and lotteries, so please check the latest information and advice at

[gamblingcommission.gov.uk](https://www.gamblingcommission.gov.uk)

If you plan to approach local businesses for prize donations, please get in touch with us, and we can provide you with a letter of authorisation.

Health & Safety:



Before holding a public event, check who is responsible for organising liability insurance and carrying out a risk assessment to make sure everyone will be completely safe. You may also need to have trained First Aiders present on the day.

Food & Drink:



If serving food to the public at your event, visit [food.gov.uk](https://www.food.gov.uk) for food hygiene regulations. You can only sell alcohol with a licence, so check if your venue is already licensed or contact your local council to ask about getting a temporary event licence.



Staying safe & legal

Using the charity name and logo.

We are proud to have our supporters fundraising in aid of our charity. To ensure the charity name is used appropriately and responsibly, please follow the guidance below:

To help protect our supporters, beneficiaries and the charity please use our Cerebral Palsy Scotland-branded materials and supporter logos.

If you intend to use any of your own-generated promotional material, you must let us know first to ensure you are doing so correctly.

Only use our “In aid of” logo so it’s clear that your event/activity is volunteer-led, and not organised by Cerebral Palsy Scotland directly.



When creating posters, always include our Scottish charity number: **SC022695** or get in touch for an official OSCR logo

In exceptional circumstances, we may withdraw permission to use our name or logo if we believe an activity could pose legal, safety or reputational risks.

Useful links

[About fundraising | Fundraising Regulator](#)

[OSCR | Charities and Benevolent Fundraising \(Scotland\) Regulations 2009: Guidance](#)

[Good Fundraising Guarantee – Scottish Fundraising Adjudication Panel](#)



Hints & Tips

To get the donations rolling in



Add pictures

Fundraisers with pictures or videos on their page raise **13%** more per photo. A perfect excuse for a selfie!

Tell your story

Writing a story on your JustGiving page can raise **65%** more as it helps your supporters understand why it's important to you.



Don't be shy

Sharing your page & asking for support helps raise more. **44%** donate to causes through friends and family.

Self donate

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



Staying in touch

Your charity contact

Our experienced fundraising team is here to support you every step of the way, from ideas and planning to making your fundraising goals a reality.

Please get in touch if you need any help or want to order t-shirts and other merchandise.

Rachel Bottomley,
Senior Fundraising Officer

e: getinvolved@cpscot.org.uk
t: 0141 352 5000



We love to see what our supporters are up to so be sure to tag us in any social media posts:



giftaid it

Registered office Bradbury House, 10 High Craighall Road Glasgow G4 9UD

In aid of



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Cerebral Palsy Scotland is a Scottish Charitable Incorporated Organisation (SCIO)

Scottish Charity Number SC022695

Registered office Bradbury House, 10 High Craighall Road Glasgow G4 9UD



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t: [0141 352 5000](tel:01413525000)

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w: cerebralpalsyscotland.org.uk

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