

# ENDING BOWEL DISEASE

# TOGETHER



Your guide to fundraising for St Mark's Hospital Foundation

# MEET SAJ!

**"I've had Crohn's disease for over 15 years, and St Mark's Hospital have been there with me every step of the way.**

**It's been a rocky road – multiple medications, surgeries, and a lot of time in hospital –but I'm genuinely grateful for where I am today. I've always tried to give back to the cause that has supported me throughout my journey."**

**In 2023, Saj ran the London Marathon to raise funds for St Mark's Hospital Foundation.**



# GETTING STARTED

## YOUR 5 STEPS TO SUCCESS

### 1. WHAT

What are you going to do to raise money? We have ideas on page 6, or let your imagination run wild! It can help to set a fundraising target and identify milestones along the way.

### 2. WHERE

Does your fundraising require a venue? Are you organising a walk and need to plan a route? We recommend sorting this out first.

### 3. WHEN

Once you know what you're doing and where, it's time to set a date! Giving people lots of notice means more involvement, and more money raised!

### 4. WHO

Spread the word to your friends, family, and colleagues and share the link to your online fundraising page far and wide. Fundraising tips on page 9.

### 5. WHY

Most importantly, let people know why you have decided to fundraise for St Mark's. Sharing your story and our mission will help inspire people to donate.

# HOW YOUR FUNDS MAKE A DIFFERENCE



Help us fund research which is enhancing disease understanding and tangibly improving patients' clinical care and quality of life.

Help us cover the cost of up to 30 St Mark's Research Fellows, the future leaders in gastroenterology and colorectal surgery.



Help us share the clinical and surgical best practice developed at St Mark's Hospital to make a difference for even more patients.

# HOW WE CAN SUPPORT YOU

Whether you're organising your own fundraiser or taking part in an existing event or challenge, we are here to support you!

We can help you set up a fundraising page, send you charity branded t-shirts or running tops, and lend you collection tins, standing banners, tablecloths and more. You can find social media assets, information leaflets, printable posters, and more in the [Fundraising Hub](#) on our website.

We would also love to hear more about your connection to St Mark's Hospital and your motivation to fundraise for the Foundation.

**Get in touch with us at**  
**[info@stmarkshospitalfoundation.org.uk](mailto:info@stmarkshospitalfoundation.org.uk)**

**EMMA**

Community  
Fundraising Officer



**JASON**

Chief Executive

## COLLECTION TINS



Put out our tins at work or in a busy local shop, gym or pub.

## BAKE SALE

Sell your own baked goods or organise a bake-off style competition and charge for entry.



## QUIZ NIGHT

Talk to your local pub about organising a charity quiz night.



## MAKE ART



Auction off your drawings, handmade jewelry, or crochet projects. Or donate a portion of the proceeds when people stream your music.

# FUNDRAISING IDEAS

## DRESS DOWN DAYS



Pick a theme and charge your classmates or coworkers £2 to take part.

## SPONSORED WALK



Pick a distance, grab your friends (or your dog) and get walking! Ask people in your network to sponsor you.

## SECOND-HAND SALE

Clear out your closet! Sell your second-hand goods on DEPOP, Vinted or Ebay.



## AUCTION OF PROMISES



From DIY to pet-sitting to car-washing and gardening, auction off small jobs to your friends, family, and neighbours.



## BEKI & ISOBELLE

ran the Manchester Half  
Marathon for St Mark's

# CHALLENGE EVENTS

Completing a run, cycle, walk, or other challenge event for St Mark's Hospital Foundation is a great way to meet your fitness goals while helping us make a meaningful difference in the lives of individuals with complex, and rare, bowel diseases.

Our supporters can register to take part in a number of incredible challenge events using the [Run for Charity](#) and [Charity Challenge](#) platforms.

## WHY DO WE SET MINIMUM FUNDRAISING TARGETS?

We generally expect individuals to pay their own registration fees when signing up for a challenge event. If this cost is prohibitive, please get in touch about subsidised places. If given a subsidised place, we will ask you to meet a minimum fundraising target to make sure we can cover the initial cost and put more of your hard-earned funds toward vital bowel disease research at St Mark's.



# REEM'S BAKE SALE

**Year six student, Reem and her mum, Ibi, organised a school bake sale to raise money for St Mark's Hospital Foundation.**

**They recruited Reem's friends, asked local businesses to donate baked goods, and borrowed our charity branded fundraising materials to put on a fantastic event!**

**"I decided to do a bake sale for St Mark's Hospital Foundation because I found out some of my friends have IBD. I wanted to do this charity sale to raise awareness and also raise money to help support research at St Mark's, so doctors can keep helping people feel better."**

# FUNDRAISING TIPS

## ONLINE FUNDRAISING

Creating an online fundraising page is a great way to reach more people and make it easy for them to donate. Check out our how-to guides for help setting up a JustGiving page and a Facebook fundraiser.

## KEEP IT PERSONAL

When fundraising online or asking for donations in person, let people know why supporting St Mark's is important to you. Including a photo on your fundraising page, personalising communications and sharing your story will inspire more people to give.

## CONSISTENCY IS KEY!

Regularly sharing your fundraising milestones or challenge event training updates will help your fundraiser build traction and reach more people.



**ROB**

ran the Richmond  
Marathon in support of  
his brother, James, who  
has Crohn's disease

## SPREAD THE WORD CHECKLIST



- ☐ Send fundraising page to friends, family, and colleagues. Ask them to send it out to their networks as well.
- ☐ Share fundraiser or event on social media.
- ☐ Put up posters at work, at school, or around your neighbourhood.
- ☐ Include the link to your fundraising page in your email signature.
- ☐ Reach out to local radio stations, newspapers, community groups and school and workplace newsletters to promote your event.
- ☐ Link your challenge event fundraising page to your Fitbit or Strava account.

**Tag @Stmarkshospitalfoundation on Facebook and @bowelsofstmarks on Instagram so we can share what you're doing!**

**Want to be featured in our monthly e-newsletter? Contact our community fundraising officer at [emma.klahr@nhs.net](mailto:emma.klahr@nhs.net)**

# MAXIMISE YOUR MONEY

## MATCHED FUNDING

Many workplaces have programs that will match charitable donations made by their employees. Through gift matching, your employer can multiply the impact of your gift to St Mark's Hospital Foundation and help you make an even greater difference for individuals with complex, and rare, bowel diseases. Get in touch with your employer to enquire about matching gifts.

## GIFT AID

Don't forget to encourage your networks to Gift Aid their donation if they're a UK taxpayer. This allows us to claim an extra 25p for every £1 donated! Use our online [Gift Aid declaration form](#) or download the printable version from our Fundraising Hub.



## THE HILLINGDON TRIATHLETES

organised a fundraiser for St Mark's during Bowel Cancer Awareness Week

# GETTING YOUR MONEY TO US

If you've chosen to fundraise through JustGiving, you don't need to do anything else. All money donated comes directly to St Mark's Hospital Foundation. You can also send us your donation...

## ONLINE

Complete the [online donation form](#) on our website.

## BY CHEQUE

Send a cheque made payable to St Mark's Hospital Foundation to: [St Mark's Hospital Foundation, Room ENT-25, St Mark's Hospital, Central Middlesex, Acton Lane, London, NW10 7NS](#)

## BY BANK TRANSFER

Get in touch via [email](#) and we will be able to provide you with our bank account details.

# TURNING PASSION INTO PURPOSE

**Bill, or Callycat as he is known in the recording studio, has been a patient of St Mark's for 15 years, and writes songs that capture his experience of living with Inflammatory Bowel Disease.**

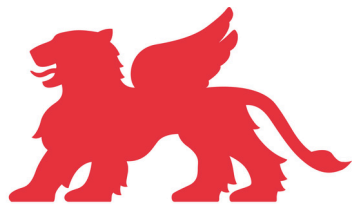
**"What has stayed with me most over the years is not just the medical expertise — though that has been exceptional — but the sense of being known. The same faces. The same steady reassurance. The feeling that I am not navigating this alone.**

**When people asked if my music was available on CD, I made physical copies. Rather than selling them, I ask for a donation to St Mark's Hospital Foundation. It feels like a small way of giving something back to the place that has given me so much."**



**OUR COMMUNITY FUNDRAISERS ARE  
VITAL PARTNERS IN OUR MISSION TO  
CREATE A FUTURE FREE FROM THE  
FEAR OF BOWEL DISEASE.**

**THANK YOU FOR YOUR SUPPORT!**



**ST MARK'S**

**HOSPITAL  
FOUNDATION**



**Any Questions? Contact us at [info@stmarkshospitalfoundation.org.uk](mailto:info@stmarkshospitalfoundation.org.uk)  
Registered Charity Number: 1140930**