GIANT GUIDE TO FUNDRAISING

PARKINSON'S UK CHANGE ATTITUDES. FIND A CURE. JOIN US.
Your Giant Charity Champion

Tile Giant Charity Champions are here to help you make the most of this great opportunity to raise funds for Parkinson’s UK.

Your Charity Champion is your Business Development Manager (BDM) and your first point of contact.

Ghalib Ullah is the Parkinson’s UK Account Manager for the Tile Giant partnership and can also be contacted for any queries on 0207 963 9333 or email gullah@parkinsons.org.uk

If you have any questions about fundraising for Parkinson’s UK, they’re the ones to ask. They can also help you with:

- ordering fundraising materials like collection tins, t-shirts and balloons
- information about our partnership with Parkinson’s UK
- details of Parkinson’s UK fundraising events and volunteering opportunities
- making a donation
- banking the money you raise

Charity Champions

<table>
<thead>
<tr>
<th>Name</th>
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<tbody>
<tr>
<td>Stuart Bell</td>
<td>Scotland</td>
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<td>Jim Carpenter</td>
<td>Midlands</td>
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<td>Phil Cuthbertson</td>
<td>North East</td>
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<td>Paul Hammond</td>
<td>East Anglia</td>
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<td>Mark Hilton</td>
<td>Midlands</td>
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<td>Dave Marshall</td>
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<td>Andy Moore</td>
<td>South Midlands</td>
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<td>Roger Mouncher</td>
<td>London/Kent</td>
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<td>Tony Plant</td>
<td>North/North West</td>
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I am delighted we’ve chosen Parkinson’s UK as our charity partner for 2013/2014. It’s a wonderful opportunity for us to make a difference to the lives of people with this condition, which affects around one in 500 people in the UK.

The money you raise will go towards funding the charity’s specialist nursing service. Parkinson’s nurses are a real lifeline – providing expert care that helps people with the condition lead independent lives.

At Tile Giant we never do things by halves. There are so many things you can do, from a collection box on the counter to triathlons! The only limits are our imagination and our determination to succeed.

Let’s make the most of this opportunity and make fundraising another Giant success!

Andy Morrison
Managing Director, Tile Giant

Thank you

I would like to say a thank you to Tile Giant for selecting us as your charity partner.

Time and time again people with Parkinson’s tell us that they simply couldn’t manage without their Parkinson’s nurse. We are determined that everyone who needs a nurse should benefit from their expert care.

Parkinson’s nurses are at the heart of good, local care, helping to deliver specialist services that help people to stay in the comfort of their own homes. Thanks to them, many people with Parkinson’s are able to lead independent lives.

Our goal is to provide a Parkinson’s nurse for everyone who needs one. With your support, we can get even closer to making that happen.

Thanks again for helping us improve the lives of people affected by Parkinson’s.

Steve Ford
Chief Executive,
Parkinson’s UK

What your support means to me

Hello. I’m Stuart from Tile Giant in Shipley. I was diagnosed with Parkinson’s when I was 30. It was a shock at the time – everyone thinks it’s just older people who get Parkinson’s.

Life goes on – I’m married with two lovely kids. Parkinson’s doesn’t affect my everyday life and work that much, yet. I have a tremor and my speech goes sometimes, but it’s easier now I’m working part time.

Parkinson’s UK is close to my heart so it’s fantastic they’re our new charity partner, and it’s even better we’re supporting Parkinson’s nurses. They make such a difference to people’s lives. But we need more! My nurse looks after 300 people but she only has one pair of hands. I don’t need to call on her too much at the moment, but I will need her more in the future. And for others with Parkinson’s, she’s a lifeline.

So I hope you’ll get stuck into fundraising with me. There are already a few things in the pipeline like the Three Peaks Challenge and triathlons. And there is always the ‘baked beans in the bath’ stunt if anyone fancies it!

Thanks for helping to support Parkinson’s UK.

Stuart Hopwood
Tile Giant Shipley
Imagine what life would be like if, when you wanted to walk, you felt as if you were rooted to the spot. If when you wanted to smile, your face wouldn’t let you. When you wanted to shout in frustration all that came out was a tiny whisper.

Even doing the most simple things like cleaning your teeth becomes a massive task as you become trapped inside your own body.

That’s what life is like for many of the 127,000 people currently living with Parkinson’s in the UK.

People get Parkinson’s because some of the nerve cells in their brain have died. These cells produce dopamine, a chemical that controls movement.

Without dopamine, people with Parkinson’s can have a tremor or stiffness that makes it hard to do everyday things like smiling, eating, getting dressed, walking and driving.

But Parkinson’s doesn’t just affect movement. Pain, depression, memory and continence problems can also have a huge impact on people’s lives.

To make things harder, the symptoms of Parkinson’s can change from day to day and even hour to hour.

What Parkinson’s UK is doing to help

We’re working to:

• find a cure and better treatments that can improve people’s lives
• provide specialist care through our Parkinson’s nurses
• provide information on all aspects of Parkinson’s through our free confidential helpline, website and information resources
• offer friendship and support so no one faces Parkinson’s alone
• campaign for better services and raise awareness of Parkinson’s

You can find out more about how we’re helping people with Parkinson’s at parkinsons.org.uk
Supporting Parkinson’s nurses
The money you raise for Parkinson’s UK will help fund Parkinson’s nurses. They provide specialist care for people affected by the condition, helping to make sure that no one faces Parkinson’s alone.

What Parkinson’s nurses do
Thousands of people rely on Parkinson’s nurses like Anne Martin. Anne cares for 800 people with Parkinson’s. Her expert support helps them to stay independent at home – avoiding unnecessary and distressing trips to hospital. And she cares for their families too, providing emotional support, medical advice and emergency help in a crisis.

Expert care that changes lives
Parkinson’s affects people in different ways. So it’s vital to have an expert, like Anne, who understands the condition. She makes sure people get the care they need, organising specialists like physiotherapists and speech and language therapists. This can make a huge difference to the quality of people’s lives.

She may adjust someone’s medication so they’re no longer in pain. She may get someone a walking aid, so they can leave the house without fear of falling. Or she may organise a desperately needed break for a carer. Whatever the problem, Anne will find a way to help.

More nurses are urgently needed
Parkinson’s nurses are funded by Parkinson’s UK. Sadly, there aren’t enough nurses to cover all of the UK, so many people don’t get the expert care they need. That’s why we need your support. The money you raise will help us provide a Parkinson’s nurse for everyone who needs one. Whatever you get up to, you’ll be helping to make a real difference to the lives of people living with Parkinson’s.

The difference you can make

| £20 | Provides an hour of nursing care |
| £80 | Covers the cost of an emergency home visit |
| £160 | Runs a clinic for a day so 12 patients and carers get the specialist help they need |
| £800 | Provides nursing care for a week |
| £3200 | Helps a Parkinson’s nurse educate healthcare professionals about the condition, so people with Parkinson’s get better care |

All donations will be doubled by The Monument Trust
The Monument Trust backs our aim to ensure no one has to face Parkinson’s alone. So they’ve pledged to match everything you raise £ for £ for Parkinson’s nurses. You can find out more at parkinsons.org.uk/doubleyourgift

*Throughout 2013 only, capped at £50,000.
There are lots of ways you can raise money for Parkinson's UK. Whatever you get up to, everything you raise will go towards specialist nursing care for people living with Parkinson’s.

Get inspired

Any questions?
For more information on Parkinson’s UK events visit parkinsons.org.uk/events
If you are interested in taking part or need support for one of your own events, contact your Charity Champion or Ghalib Ullah on 020 7963 9333 or email gullah@parkinsons.org.uk

Two things you can do right now

Tile Giant has two great fundraising schemes you can sign up to today. Neither costs more than £1 and you could win £1,000.

Small Change, Big Difference
This is so easy, it’s a no-brainer. You just donate the pence from your monthly salary which means you never pay more than 99p.

Land a Grand
A pound is taken from your monthly salary and entered into a draw to win £1,000. All the money left in the pot goes to Parkinson’s UK.

Any questions?
Visit iconnect and click on charity for details on how to sign up to these initiatives.

Here are some ideas to get you started:

…do something active
Five-a-side football, cricket match, golf tournament, go kart race, bowling, Iron Man competition, fun run, 10K, half or full marathon, swimathon, walking, cycling, tug of war, triathlon.

…do something social
Barbecue, bingo, darts competition, karaoke night, quiz night, tombola, gala dinner, jazz night, Halloween party, carol singing, angling competition.

…do something at work
Raffle, lottery, swear box, dress up day, bad taste tie competition.

…do something amazing
Skydiving, white water rafting, mountain climbing, abseiling, shave your head.
1. Get planning
Careful planning will help make your event a success. Things to check include:
- Dates – does your event clash with anything else?
- Time – do you have enough to organise everything?
- Stuff – have you got all the equipment and supplies you need?
Your Charity Champion can help you with materials including t-shirts, balloons and posters.

2. Go online
Setting up an online fundraising page will help you raise more money and tell more people what you’re doing. Just follow the simple instructions at justgiving.com/company/tilegiant

3. Be safe
You need to be sure your event meets health and safety requirements.
- If there are a lot of people attending you may need first aid cover – check with your local council.
- If you’re preparing food, be aware of hygiene regulations – check food.gov.uk
- If you think you need insurance, check with Ghalib Ullah at gullah@parkinsons.org.uk

4. Be legal
There are laws about raffles and lotteries – check gamblingcommission.gov.uk. If you are collecting money, please remember that public collections need a licence from your local authority. If you are holding an event you may need an alcohol or entertainment licence – check with your local authority.

5. Go public
As well as your press release (see overleaf for more info) you can spread the news by Facebook and Twitter.

6. Watch the pennies
Keep a record of all financial transactions so it’s really clear where you’ve spent money and where the donations have come from.

7. Have fun
Enjoy it – it’s your event!

8. Say thank you
It’s nice to thank everyone for their support. There are some thank you cards you can order from your Charity Champion. We’d like to thank you for all your hard work too.
Telling the media about your event or challenge is a great way to not only help spread the word about Parkinson's but also to increase funds and awareness of our partnership too.

So if you’re doing something different or exciting to raise money and would like to help create a bit of buzz around it, we can help you tell your local newspapers, radio and TV stations.

What to do
Once you’ve decided on your event it is a good idea to get in touch with the Media team at Parkinson’s UK as soon as you can – that way we can help you generate as much local media interest as possible.

Find out who to talk to
Calling your local newspaper, radio or TV station may sound scary but we can help you find out the right person to speak to – we can also make contact with them on your behalf.

Call your journalist
Again, speaking to a journalist for the first time might sound difficult but the team at Parkinson’s UK can help you get your message across.

Simple things like checking if a journalist is free to talk and having all the key facts to hand can help.

Write a press release
A press release helps to provide media with the key information they need about your event.

These releases follow a simple formula – with all the key details at the beginning.

We’ve provided a sample press release opposite, so you can see what it looks like. Download an electronic version at parkinsons.org.uk/tilegiant or by emailing pr@parkinsons.org.uk

Press release top tips
Follow the simple tips below to write your own release. It will help to get journalists interested in your event and give them information they need.

What makes your event special
Journalists like a good story, so think about what makes your event different. Are you doing something out of the ordinary to raise funds? Or is there a connection to a friend or family member who has Parkinson’s?

When and where the event is happening
So people know where to go.

Why you are doing the event
You need to say your event is part of the Tile Giant – Parkinson’s UK charity partnership.

What you hope to achieve
What’s your fundraising target?

What you want people to do
Do you want the media people to come to the event? Is there anything local people can do to get involved?

Celebrities and VIPs
Asking local celebrities to support you is a great way to get your event publicised. This could be a local radio DJ, footballer, your MP or mayor.

Don’t forget the photos
Remember to take lots of great photos with a digital camera. Even if the local press send a photographer along, your pictures can still be used in Tile Giant and Parkinson’s UK publications.

Any questions?
The Parkinson’s UK Media team are happy to help you with any questions. So call us on 0207 963 9370 or email pr@parkinsons.org.uk
SAMPLE PRESS RELEASE

This is what a press release looks like. You can complete one for your event — all you need to do is fill in the bits in **bold** with details of your event.

You can download an electronic version at parkinsons.org.uk/tilegiant or by emailing pr@parkinsons.org.uk

Things to remember

- Your press release should be ready at least three weeks before your event.
- If a local journalist asks you for a comment or an interview please contact the Parkinson's UK Media team as they will give you the support you need.
- Parkinson's UK doesn't use the word ‘sufferers’ when talking about people with Parkinson's. Instead we say ‘people with Parkinson's. We also say ‘condition' instead of 'disease'.

FOR IMMEDIATE RELEASE

TILE GIANT [STORE] TO HOST [EVENT, EG HOLD FASHION SHOW] FOR PARKINSON'S UK

[STAFF OR INDIVIDUAL] from [INSERT TILE GIANT BRANCH] is/are gearing up to take on a special [FUNDRAISING CHALLENGE – run, fashion show etc] at [VENUE] in [TOWN] on [DATE].

[FIRST NAME], is [TAKING ON/HOSTING] this [CHALLENGE/EVENT] as part of a two-year partnership encouraging staff from across Tile Giants 108 stores to come together and raise £100,000 for Parkinson's UK.

[GIVE MORE DETAILS, EG HIGHLIGHTS ABOUT THE EVENT].

[FIRST NAME], said: "[INSERT QUOTE ABOUT YOUR EVENT AND WHY YOU SUPPORT PARKINSON'S UK]."

Funds raised from the partnership will go towards a specialist nurse programme at Parkinson's UK — designed to ensure that those living with the condition have access to a specialist nurse to help manage their condition.

Paul Jackson-Clark, Director of Fundraising at Parkinson's UK, added: “Despite one person every hour being diagnosed with Parkinson's, it remains a little-understood condition and we are delighted that Tile Giant is joining with us to help change this.

“We would like to wish [INSERT NAME] the best of luck with their [CHALLENGE/EVENT] and hope that it will help to pave the way to a better life for many people with Parkinson's.”

To find out more contact [NAME] on [TELEPHONE NUMBER AND EMAIL ADDRESS].

Parkinson's UK — the support and research charity — is passionate about finding a cure and improving life for everyone affected by Parkinson's.

ENDS
The info on this page will help you make the most of your fundraising. Plus there are the all-important details of where to send that hard-earned money.

1. **JustGiving**
   
   We’ve created an official Tile Giant JustGiving page justgiving.com/company/tilegiant where you can create your own sponsorship page.

   Please let your Charity Champion know once you’ve done this.

   Setting up an online sponsorship page lets you collect donations safely and securely and tells the world what you’re doing too.

2. **Claiming Gift Aid**
   
   Gift Aid is a way of making even more money for Parkinson’s UK by claiming back the tax. For every pound donated, HMRC will give an extra 25p. All you have to do is ask the people who sponsor you to put in their full name and address on the sponsorship form and sign the Gift Aid box.

   Gift Aid can be claimed if the people who sponsor you pay tax in the UK. It’s only available on donations — not for buying things like a raffle ticket.

   Parkinson’s UK can help you with any questions you have about Gift Aid — just email Ghalib Ullah at gullah@parkinsons.org.uk

3. **Banking the money you raise**
   
   You’ve held your event and it’s been a great success. Congratulations! Here’s how to get the money to the bank:

   - You can pay in the money through your store’s cashing up process.
   - Or you can use paying in slips from your Charity Champion and pay in the money at your local bank. Remember to add the name of the store to the paying in slip.

   Any questions?
   
   If you have questions about how to bank the money raised, please ask your Charity Champion or Ghalib Ullah on 020 7963 9333 or email gullah@parkinsons.org.uk
Every hour, someone in the UK is told they have Parkinson’s. Because we’re here, no one has to face Parkinson’s alone.

We bring people with Parkinson’s, their carers and families together via our network of local groups, our website and free confidential helpline. Specialist nurses, our supporters and staff provide information and training on every aspect of Parkinson’s.

As the UK’s Parkinson’s support and research charity we’re leading the work to find a cure, and we’re closer than ever. We also campaign to change attitudes and demand better services.

Our work is totally dependent on donations. Help us to find a cure and improve life for everyone affected by Parkinson’s.

Parkinson’s UK
215 Vauxhall Bridge Road
London SW1V 1EJ

Free* confidential helpline 0808 800 0303
Monday to Friday 9am – 8pm
Saturday 10am – 2pm. Interpreting available.
Text relay 18001 0808 800 0303
(for text phone users)
*calls are free from UK landlines and most mobile networks.

parkinsons.org.uk
hello@parkinsons.org.uk