

# Anne Rowling Regenerative Neurology Clinic Fundraising Information Pack



THE UNIVERSITY  
of EDINBURGH



## Anne Rowling Regenerative Neurology Clinic

When J.K. Rowling's mother Anne was diagnosed with multiple sclerosis (MS) in the early 1980s, no treatment existed and Anne passed away at the young age of 45. When J.K. Rowling herself turned 45 years old, she made a donation to the University of Edinburgh, enabling the Anne Rowling Regenerative Neurology Clinic to open in 2013.

Our mission at the Anne Rowling Clinic is to seamlessly integrate the best health care with the best health research in order to discover and test new treatments in clinical trials.

At the Clinic we deliver specialist NHS Lothian clinics alongside research and trials for people with neurodegenerative and neuroinflammatory conditions including MS, motor neuron disease (MND), Parkinson's and dementias.

The clinics we host are for NHS Lothian patients who have been referred to us by their GP or another specialist. The welcoming environment of our building aims to help people attending appointments feel comfortable and relaxed during their visit.

Our research programme is Scotland-wide and provides people living with neurodegenerative and neuroinflammatory conditions the opportunity to take part in research studies, and so be part of innovations and discoveries that will have a positive impact for the future.

Alongside research studies conceived and developed here at the Clinic, we contribute to national and international research projects. We're part of the global effort towards discovering new treatments and cures.

Research at the Clinic is funded by grants and donations. We're incredibly grateful for any funding that supports our work to improve the lives of people living with these conditions and find new treatments.

There are many ways you can help, including: making a one-off or regular donation; using easyfundraising for your online shopping; or leaving a gift in your will.



## Fundraise Your Way

Thank you for your interest in fundraising for the cause you care about most. I'm Kerry and I'll be delighted to support your fundraising activity.

Please let me know if you'd like any help or advice with your fundraising plans - you can call me on 07407 817 267 or email me at [fundraise@ed.ac.uk](mailto:fundraise@ed.ac.uk).

As the University's Community Fundraiser, I oversee fundraising for all the University areas and centres – making community fundraising a fun experience for you and a cost-effective area of fundraising for the University.

You can turn almost any hobby, occasion or challenge into a fundraising activity. From once-in-a-lifetime challenges to small informal events, there are countless ways to raise money for your chosen area of the University. Whether you are sporty, creative, entrepreneurial or just up for a challenge, your contribution and commitment can make a real difference.

I hope that you will fundraise for us and I would love to hear what you decide to do. I will support and help you with your fundraising challenge or activity and ensure that the money you raise goes straight to the Anne Rowling Regenerative Neurology Clinic.

With thanks again,

*Kerry*

Kerry Mackay  
Senior Community Fundraising Officer

Phone: 07407 817 267  
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Visit: [www.ed.ac.uk/fundraise-your-way](http://www.ed.ac.uk/fundraise-your-way)





There are countless ways to raise money in aid of the Anne Rowling Clinic. Whatever you chose to do, your contribution and commitment can make a real difference.

### **Walk, jog, run...**

From a 5k walk to an ultra-marathon – simply find an event to suit your fitness level, register and set up a JustGiving page at [www.justgiving.com/campaign/rowlingclinic](http://www.justgiving.com/campaign/rowlingclinic).

### **Obstacle course**

If a sponsored run is not your thing, how about taking on an obstacle course? From the foam filled Gung-Ho Fun 5k to the hard-core Tough Mudder there's something for everyone.

### **Bake sale**

Bake sales are a great excuse to get together with friends, family and colleagues. Enjoy some delicious home baking with a cuppa, chat and laughter. Set-up a JustGiving page for your bake sale - this allows people to make cashless donations and donate if they can't attend.

### **Celebrate**

If you have a special occasion coming up or are just looking to get together with friends and family, why not ask your party guests for donations instead of gifts.

### **Collection cans**

Would your local shop, café or pub have one of our collection cans on their premises? Simply speak to the venue owner and I'll send you everything you need to get up and running.

### **Give something up**

What is your obsession? Chocolate? Alcohol? Make-up? Your car? Whatever it is, if it is something people know you love, you can raise money by giving it up for a period of time.

### **Anything goes**

Are you looking to do something a bit different? Or do you already know what you want to do? Whatever you choose to do, we will be delighted to support your fundraising initiative.

### **Easyfundraising**

You can raise money when shopping online via [www.easyfundraising.org.uk/causes/arrnc](http://www.easyfundraising.org.uk/causes/arrnc) as thousands of brands give back when you spend.

## Top tips

It's wonderful that you are supporting our work - I hope the tips below will make your fundraising as straightforward and fun as possible, whilst raising the most for the cause close to your heart.

### JustGiving

Create a JustGiving page at [www.justgiving.com/campaign/rowlingclinic](http://www.justgiving.com/campaign/rowlingclinic) - set an ambitious fundraising goal and use your story to tell your donors about the Anne Rowling Clinic and why you are raising money for it.

**Please click to opt-in to receive communications from your chosen charity (us) when you set up your Just Giving page. This will allow us to provide advice and support for your fundraising activity; let you know how your donation is helping; and invite you to events.**

### Tell everyone

Share the link to your JustGiving page far and wide. You can post on social media: Facebook, Twitter, and Instagram; update your email signature; and make posters for notice boards.

### And repeat

Don't be afraid to ask people more than once to sponsor you. We all need reminding at times so feel free to mention again that you are fundraising.

### Matched funding

Ask your employer about Matched Funding.

You can count on me to support you every step of the way. Just let me know your plans and we can discuss your fundraising activity. I can give advice and tips on helping you raise as much as you can, as well as promote your fundraising activity online. I'd love to hear from you, so please contact me on 07407 817 267 or email [fundraise@ed.ac.uk](mailto:fundraise@ed.ac.uk).



## Remembering a loved one

When someone you love dies, the sense of loss can cause a profound sadness. It can, at times, feel almost overwhelming. It can also be difficult to know where to start when thinking about a special way to remember, honour and celebrate your loved one's life. That's why we'll be on hand to answer any of your questions. We want to make it as easy as possible for you to raise money in memory of your loved one, if and when you need us.

### JustGiving

One of the easiest ways to fundraise is to set up a JustGiving page. This gives you the opportunity to share your loved one's story and allows others to share their own messages of love and support, all whilst fundraising for the cause that is special to you and your loved one. Set up your JustGiving page at [www.justgiving.com/campaign/rowingclinic](http://www.justgiving.com/campaign/rowingclinic).

Please click to opt-in to receive communications from your chosen charity (us) when you set up your Just Giving page. This will allow us to provide advice and support for your fundraising activity; let you know how your donation is helping; and invite you to events.

### Funeral and memorial collections

Another way you can raise money in memory of your loved one is a funeral collection. You can set up a JustGiving page in advance of the funeral, or the funeral director can organise this for you and send the money to us on your behalf. However you decide to remember your loved one with a funeral collection, please get in touch and we can support you every step of the way.

### Tribute funds in honour of loved ones

Tribute funds are a wonderful way to remember and celebrate the life of your loved one in a positive and meaningful way. Some people like to donate on special occasions such as birthdays and anniversaries whilst others prefer to organise their own fundraising activities and events. It's also possible to support your tribute fund through regular giving. There is no minimum donation or set length of time for tribute funds – each fund is as unique as the person it is named after.



## Getting your money to us

Thank you so much for your support of the Anne Rowling Clinic. The University of Edinburgh Development Trust administers all donations in aid of the University of Edinburgh. It will administer your donation and ensure 100% gets to the Clinic. There are a few different ways to get your donation to us:

### Online

Simply visit our online donation portal at <https://donate.ed.ac.uk/support/rowlingfund>.

### By post

If you are writing a cheque or sending a CAF voucher, please make it payable to "The University of Edinburgh Development Trust" and write Anne Rowling Clinic on the back of your cheque / CAF voucher. Send your donation to:

### Freepost UNIVERSITY REPLY

Please note, 'UNIVERSITY REPLY' must be in capitals. There's no need to include our address - it will make its way to us just as it is.

### Bank transfer

You can pay your donation directly into our Bank of Scotland account via the details below:

Bank:	Bank of Scotland
Address:	300 Lawnmarket, Edinburgh EH1 2PH
Account name:	Univ of Edin Dev Trust B
Sort code:	80-02-24
Account number:	00423592
BIC:	BOFSGB21216
IBAN:	GB32 BOFS 8002 2400 4235 92

Please use ARRNC followed by your surname as the reference and email [fundraise@ed.ac.uk](mailto:fundraise@ed.ac.uk) to let us know to look out for your donation. Thank you.





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