

Fundraising for the British Dyslexia Association



Fundraising for the British Dyslexia Association

Thank you for joining #TeamBDA - every penny you raise will help more people get the support they deserve.

We know that fundraising can seem daunting, so that's why we're here to help with ideas and tips to help you reach your fundraising target.

The British Dyslexia Association has been the voice of dyslexic people since 1972. We work tirelessly to achieve a dyslexia-friendly society for all. We aim to influence government and other institutions to promote a dyslexia friendly society that enables dyslexic people of all ages to reach their full potential in education, employment and in life.

Our charity offers invaluable services such as information and support, training and assessments, tutoring, dyslexia screening... to name a few.



Without people like you, we couldn't offer the support the dyslexic community needs and deserves.



I fundraised for the BDA to help people understand the difficulties which dyslexia has on people, and to show that you can achieve the things you want in life.

Simon

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Need inspiration for your fundraising idea?

Take a look at our website: Fundraise for the BDA - **British Dyslexia Association** or contact the fundraising team – fundraising@bdadyslexia.org.uk.

Take on a challenge

Events - Challenge Event - British Dyslexia Association.

Get your school involved

Raise funds to help dyslexic children across the country get the support they deserve and gift them the right the learn in a way the works for them. **Schools fundraising - British Dyslexia Association.**

Reach out!

Ask if your friends and family would like to help. You also might want to approach local businesses, as they may be able to provide you with sponsorship or even raffle prizes.



My children Lilly and Evie wanted to help raise awareness to try to prevent children from struggling in school due to dyslexia/dyscalculia without the correct support. They thoroughly enjoyed their challenge!

Parent quote



Setting up your JustGiving page

Thanks to online platforms like JustGiving, fundraising has never been easier. The money you raise goes directly to the BDA – there's no need for you to do anything else to get the money to us. Here's a quick guide on how to set up your JustGiving fundraising.

- 1 Log in to your JustGiving account or set one up for free.
- 2 Click on 'Start Fundraising' at the top of the page and search for the British Dyslexia Association. You can find our page at **British Dyslexia Association - JustGiving**.
- 3 Write a short summary of what you're doing and most importantly why you've decided to raise money for us. This will help people understand why it's important. You can also share pictures and videos to make your page more personal.
- 4 If you're taking part in a well-known event like the London Marathon you can also link this to your account.
- 5 Make some noise! Share the link on social, email, WhatsApp, and ask your employer if you can share it at work to kick off your fundraising.
- 6 Here are some tips to make the most out of your fundraising page: **Top 10 Effective Fundraising Tips | JustGiving**.
- 7 It's easy to find the British Dyslexia Association on social media, so why not involve us! You can tag us in photos or mention us in updates. Find us on Twitter and Instagram @bdadyslexia and search British Dyslexia Association on Facebook.



If you're looking for an alternative way to donate then contact our fundraising team on fundraising@bdadyslexia.org.uk

Maximise your fundraising

Tell the press!

Your local paper will be thrilled to hear about your fundraising. It's easy to get in touch. Simply find the contact for their news desk (you can find this online, or by calling Directory Enquiries) and give them a call. If you can, try to get them to cover your fundraising efforts before they happen. It could help with your fundraising.

Match – Funding

Did you know employers often offer match funding for employees fundraising efforts? It's always worth asking the question. Often there are application forms to complete. If you need any help, just get in touch and one of our team will be delighted to help. We can offer support with the application form and/or letters of authority.

Fundraising Materials

We have plenty of fundraising materials that you can download for free. Or, get in touch or complete the form on our website for your free BDA T-shirt/vest! **Fundraising Materials - British Dyslexia Association.**

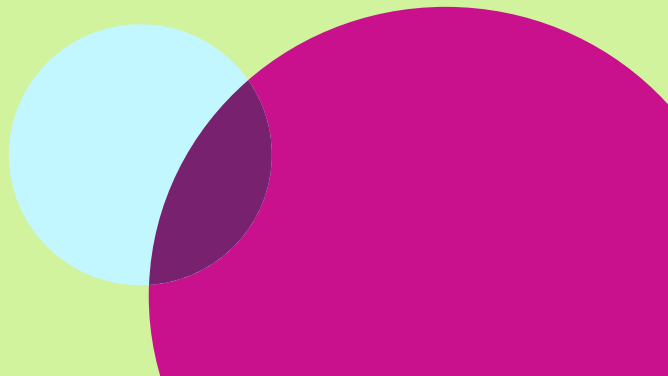
Gift Aid

Increase the value of your fundraising by 25% for no extra cost! Don't forget to ask your donors to enable gift aid. You can find out more here: **Gift Aid - British Dyslexia Association.**



The BDA's information resources have helped me better understand dyslexia and learn how to support my son more effectively. The knowledge and guidance they offer have made a real difference to our journey."

BDA Supporter



Legal and useful bits

Here to help

We're always here to support you and answer any questions you may have. We'd also love to hear how you're getting on, and to see any photos you've taken.

Email us at fundraising@bdadyslexia.org.uk or visit www.bdadyslexia.org.uk.

If you have any questions regarding your fundraising or any of the above, please email us. We'll be more than happy to help out.



Permission - If you're holding an event in a public place, you must get permission first, either from the local authority or the property owner.

Photos - If you plan to take photos of other people at your fundraiser, please make attendees aware.

First aid - If you're holding an event involving many people, make sure that you have appropriate first aid support in place. You can get advice from St John Ambulance (sja.org.uk). For larger events involving around 500 people there should be a minimum of two qualified first aiders on site. If your event is even bigger than this, drop us an email at fundraising@bdadyslexia.org.uk.

Insurance - If your event involves the general public, it's important to have public liability insurance in place.

Public collections and raffles - If you are planning one of these, please contact our team first as you may need a license and can request collection buckets or tins. .

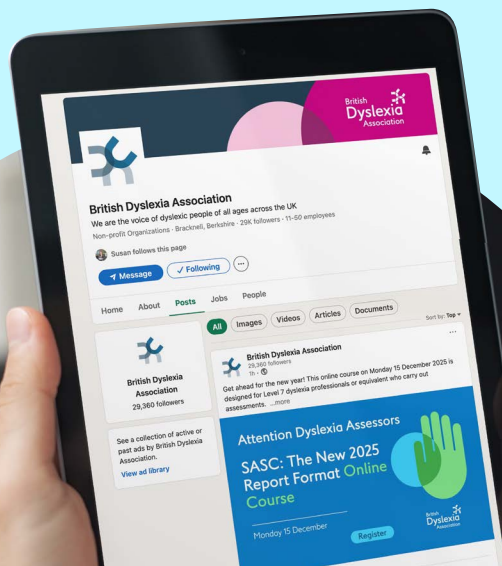
If you are under 18 - If you're aged under 18, you'll need to get permission from a parent or guardian to raise money for the British Dyslexia Association.



Fundraising Materials



We have plenty of materials that can be downloaded and editable templates to promote your event or challenge.

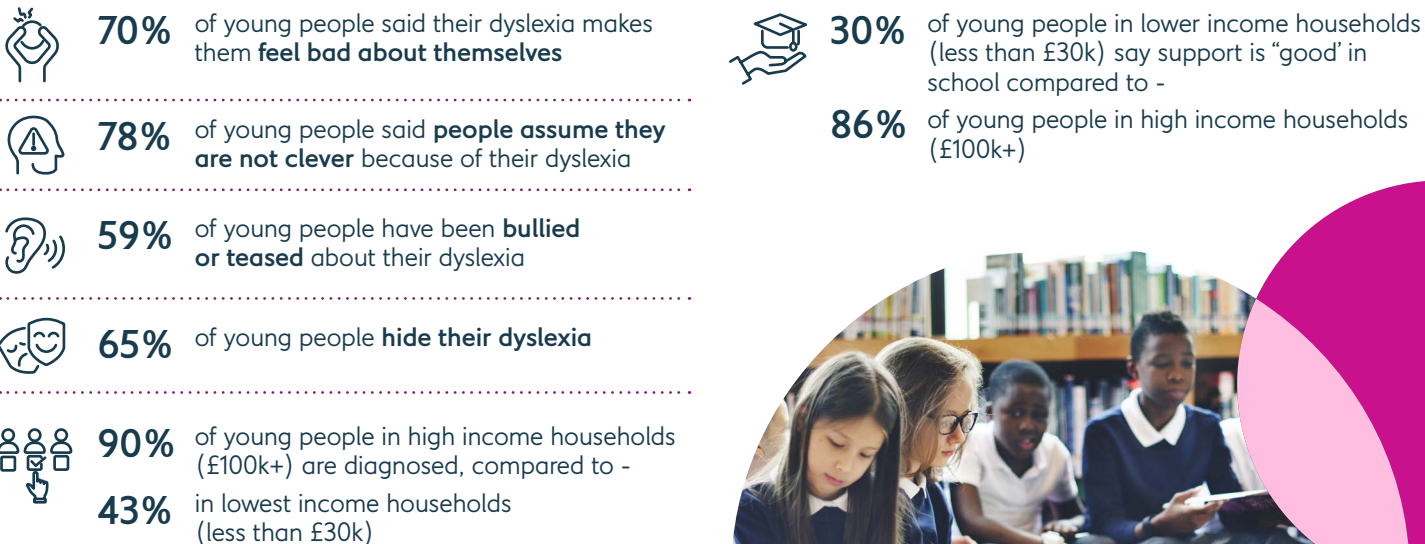


What your fundraising is spent on

For too long, dyslexic individuals have faced systems and expectations that weren't designed with them in mind.

The lack of systemic support creates unfair barriers, damages self-esteem and reduces educational and professional outcomes. These outcomes are even more severe for those with intersectional disadvantage.

Key Statistics



It doesn't need to be this way

At the British Dyslexia Association, we want to help all children and adults with dyslexia flourish. As the voice of dyslexia, we aim to ensure that all members of society, and especially those most disadvantaged and least privileged, receive the support they deserve.

We advocate for change in three ways:



Firstly, we cultivate and maintain expertise in the field – we set the standards for professional training and provide expert resources and toolkits.



Secondly, we engage widely with stakeholders. We liaise regularly with our 32,000 community members.



Finally, we empower people through our services and free resources to open up to ways of accessing learning, to level the playing field.



Did you know...

£12

Just £12 could fund vital support for someone desperately seeking our advice from one of our expert advisors.

£50

Could train an educator on the signs of dyslexia and give them the tools needed to create dyslexic friendly classrooms.

£700

Could fund a diagnostic dyslexia assessment for someone who would otherwise be unable to afford.

Contact Details

If you have any questions or queries regarding fundraising for the British Dyslexia Association, please contact:
BDA Fundraising team
fundraising@bdadyslexia.org.uk



Search for British Dyslexia Association

bdadyslexia.org.uk

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