



YOUR EVENT

Start fundraising for
the Shetland MRI
Scanner appeal

SCAN
SHETLAND CAN!
www.SHETLANDMRISCANNERAPPEAL.com

Shetland MRI Scanner Appeal
NHS Shetland Endowment Fund
Shetland NHS Board Headquarters
Upper Floor Montfield
Burgh Road
Lerwick
ZE1 0LA

T: 01595 743310
E: info@shetlandmriscannerappeal.com
W: www.shetlandmriscannerappeal.com



Thank you so much!

We're so happy that you have chosen to support the Shetland MRI Scanner Appeal in achieving its aim to:- Scan-Shetland Can!

Going south for an MRI scan is stressful and inconvenient - let's make it easier for Shetland patients. Last year over 600 patients from Shetland travelled to the mainland for an MRI scan. MRI diagnostics are used to diagnose and monitor a very wide variety of conditions, so the number of patients who need them is steadily increasing.

There can be delays in having an MRI scan due to transport delays with bad weather and logistical problems in getting short notice appointments. There is also the challenge of making the journey itself, which can involve time off work and can impact family life and child care at a difficult time.

Through a combination of grant funding and a public fundraising campaign, the Shetland Health Board Endowment Fund aims to raise £2 million for an MRI Scanner located at the Gilbert Bain. Scans could be done here and sent far more quickly to the specialists who analyse them now.

Every penny you raise for the Shetland MRI Scanner Appeal will be spent on the scanner or its staffing. Thank you for choosing to support the appeal. Your efforts will make a difference to every Shetland family in the long term.

Good luck and best wishes



Chair - Shetland MRI Scanner Appeal

Boost your fundraising

We've made this guide to help you make your fundraising as successful as possible. All the information you need to plan and make the most of it is here.

Set a target

Like everything else, with fundraising, it's good to know what you are aiming for. Setting yourself a fundraising target will help you stay motivated until the event and is proven to help boost the total that you raise. Every penny you raise will go towards funding the new MRI Scanner and the more money raised, the quicker we will get it in Shetland.

Publicity and PR

Promoting your fundraising activity through the media will help you shout about your efforts and ultimately raise more money for the Shetland MRI Scanner Appeal. If you tell us about your event, we can help you to gain maximum coverage.

We have templates for your publicity materials available on www.shetlandmriscannerappeal.com. So, if you need an eye-catching poster to promote your event, a flyer, invitation or tickets, you can choose from our templates. Just download what you need to your computer, add your event and contact details and print.

We have some great merchandise to support you from T-shirts and balloons to collection tins.

Social media

Sharing your efforts on social media is a great way to spread the word about your event. If you have a Facebook page, or if you're on Twitter or Instagram, make sure you tell your friends and followers all about your Shetland MRI Scanner Appeal fundraising. It's also a great way to keep everyone up to date with how you are getting on. We'd love you to share your amazing fundraising achievements with us too, so make sure you connect with ShetlandMRI.



Shetland Resolve donation



Weight loss challenge



Shetland Crabby Line Championship

Facebook Fundraiser

The Shetland MRI Scanner Appeal is run by the charity Shetland Health Board Endowment Fund. Facebook is a great place to create your fundraiser as most people are comfortable using it and it is very easy to share it far and wide. Donations are made through your Facebook Fundraiser and sent direct to Shetland Health Board Endowment Fund for the Shetland MRI Scanner Appeal. Follow the steps below to get your Facebook Fundraiser off to a great start.

Set up your own Facebook Fundraiser

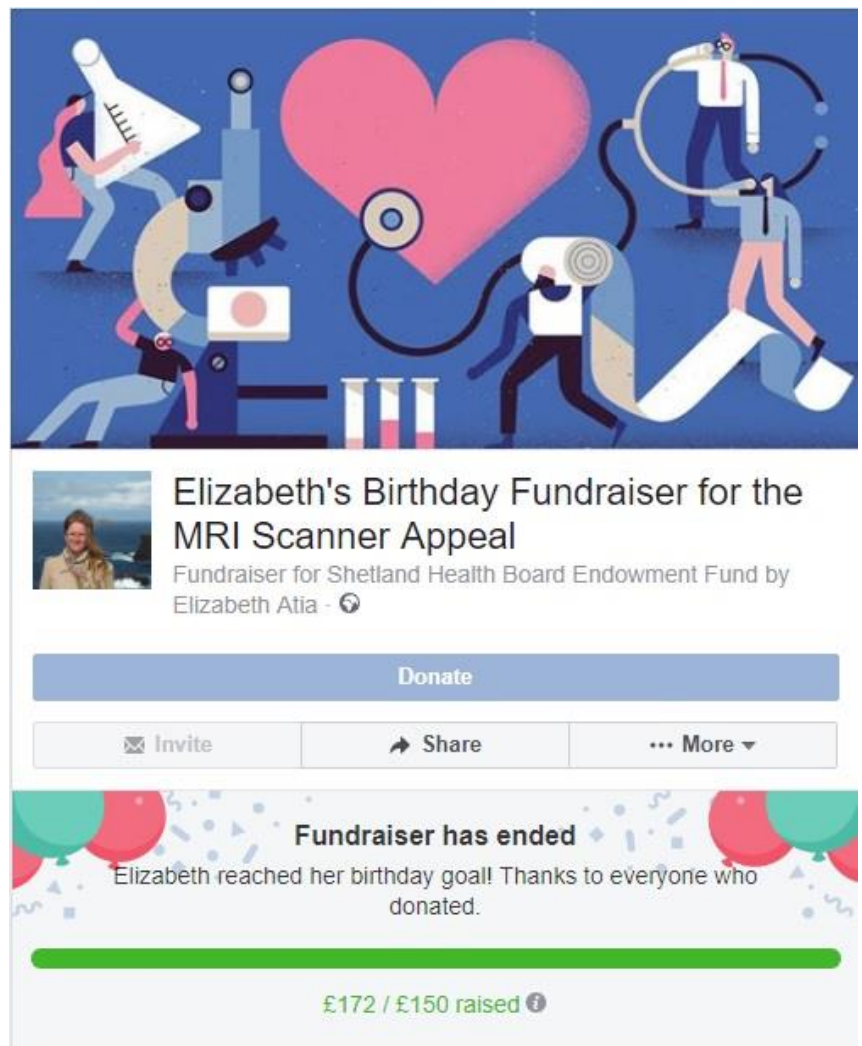
- Open up your personal Facebook page
- On the left hand side, under "Explore", click "See more" and select "Fundraisers"
- In Fundraisers, click "Raise money"
- Under "Who are you raising money for?", select Charity
- Under "Select non-profit", type "Shetland Health Board Endowment Fund" in the search bar
- Select "Shetland Health Board Endowment Fund"
- Under "Let's start with the basics", enter the amount you want to raise and the end date
- Under "Tell your story", standard text for the Shetland MRI Scanner Appeal will appear, add details of your fundraiser and why the charity matters to you.
- Add a picture to help tell your story
- Click "Create"

Getting your Facebook Fundraiser out there

Once you click "Create", your Facebook Fundraiser will be shared on your own page. Please share it to the ShetlandMRI page, so that we can help you to promote it. Every time someone donates to your Fundraiser, it will be shared with all their friends. You can also share your Facebook Fundraiser with other pages and relevant groups to make sure as many people as possible see it.

How does the money get to Shetland MRI Scanner Appeal?

Facebook uses the PayPal system to transfer your donations to Shetland Health Board Endowment Fund. All money raised from Facebook Fundraisers for Shetland Health Board Endowment Fund is automatically credited to the Shetland MRI Scanner Appeal. Facebook Fundraisers can also boost your donations as they give the opportunity to include Gift Aid, whereby HMRC give an extra 25% if the donor is a UK taxpayer.

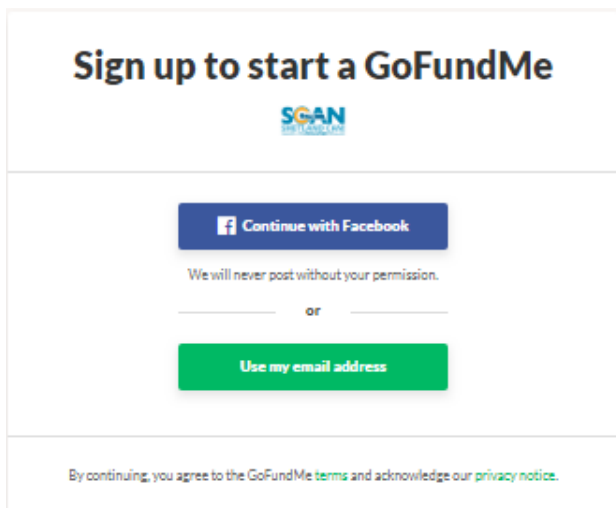


Setting Up Your GoFundMe Fundraising Web Page


It's really easy to set up a web page for your fundraising challenge or event. Having a page makes it easier for you to get the news out there and for people to support you. Donations can be made on your page, so no need for spending lots of time on administration and collecting money.


Step 1 (image below left) - Just go to <https://www.gofundme.com/sign-up?charity=3382693> and choose "Continue with Facebook" (easier to remember and GoFundMe do not post on your Facebook page without your permission) or "Use my email address". Follow the steps outlined below to create your personal account with GoFundMe and create your own personal or team fundraising page.

Step 2 (image below right) - If you chose "Use my Email address", you will see this screen. Just fill in your details, choose a password and click the green "Next".



Sign up to start a GoFundMe



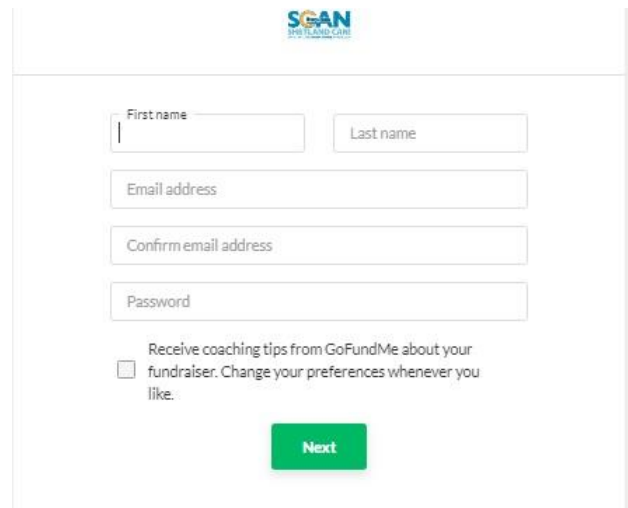
 Continue with Facebook


We will never post without your permission.

or

Use my email address

By continuing, you agree to the GoFundMe [terms](#) and acknowledge our [privacy notice](#).





First name

Last name

Email address

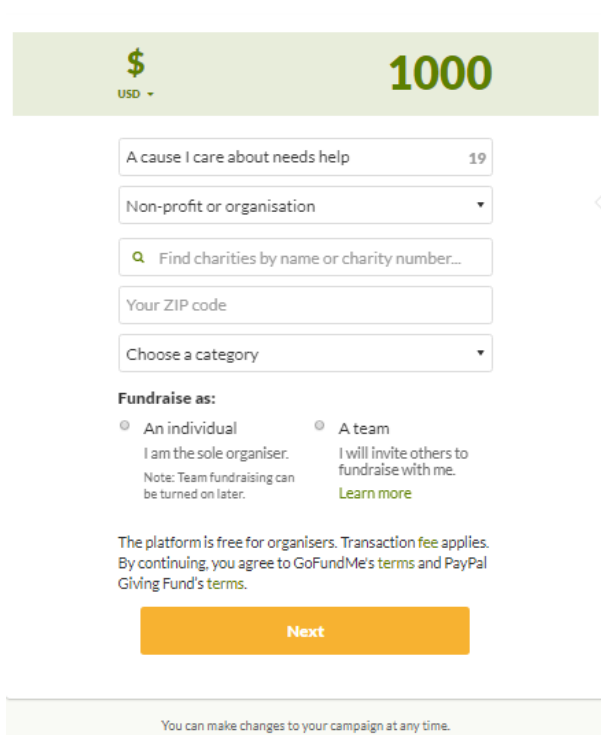
Confirm email address

Password

☐ Receive coaching tips from GoFundMe about your fundraiser. Change your preferences whenever you like.

Next

Step 3 (arrive at below left, completed below right) - Click the \$ sign and choose GBP, set your target amount, Select Charity or organisation, search for "Shetland Health Board Endowment Fund" and select it, add your postcode, Choose the "Medical, Illness & Healing" category, choose whether you want to raise funds as an individual or team and click the orange "Next".



\$ 1000

USD

A cause I care about needs help 19

Non-profit or organisation

Find charities by name or charity number...

Your ZIP code

Choose a category

Fundraise as:

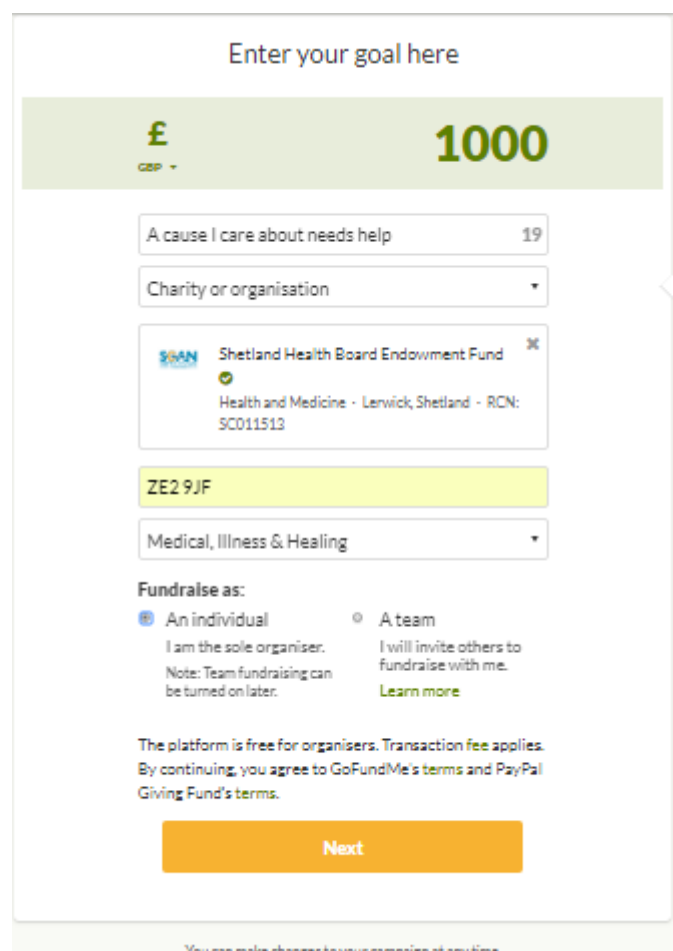
☒ An individual
I am the sole organiser.
Note: Team fundraising can be turned on later.

☐ A team
I will invite others to fundraise with me.
[Learn more](#)

The platform is free for organisers. Transaction fee applies.
By continuing, you agree to GoFundMe's [terms](#) and PayPal Giving Fund's [terms](#).

Next

You can make changes to your campaign at any time.




Enter your goal here

£ 1000

GBP

A cause I care about needs help 19

Charity or organisation

 Shetland Health Board Endowment Fund
Health and Medicine - Lerwick, Shetland - RCN: SC011513

ZE2 9JF

Medical, Illness & Healing

Fundraise as:

☒ An individual
I am the sole organiser.
Note: Team fundraising can be turned on later.

☐ A team
I will invite others to fundraise with me.
[Learn more](#)

The platform is free for organisers. Transaction fee applies.
By continuing, you agree to GoFundMe's [terms](#) and PayPal Giving Fund's [terms](#).




Next

You can make changes to your campaign at any time.


Designing and Populating Your Fundraising Web Page


After following the steps on the previous page, you will be asked to “Choose a cover photo or video”. It’s really best to use something that represents what you are doing but you can use the appeal logo which is the first option given (if you don’t have your own suitable image), you will then be asked to confirm your photo. If you want to confirm it, click the orange “Next”.


Choose a cover photo or video



or


 Add from Facebook

 Upload photo

 Use YouTube or Vimeo video

[Go back](#)

Confirm your photo


www.SHETLANDMRISCANNERAPPEAL.cor

[Change](#)

[Next](#)

[Go back](#)

Tell your story

[BOLD](#) [LINK](#) [PHOTO/VIDEO](#)

Do you want to join me in making a difference? I'm raising money for Shetland Health Board Endowment Fund and any donation will help make an impact. Thank you in advance for your contribution to this cause that means so much to me.

More information about Shetland Health Board Endowment Fund: Over 600 patients from Shetland travel off island to Aberdeen or Glasgow for MRI scans each year, a round trip of over 450 miles. The Shetland MRI Scanner Appeal hopes to raise 2 million so that a MRI Scanner can be located in Shetland which would bring quicker access to diagnostic tests, reduce inconvenience and the need to travel off island. An MRI scan is used to diagnose and monitor a wide variety of conditions and the number of patients who need them is steadily increasing.

[Next](#)

[Preview](#) [Save](#)

Explain who you are and why you are fundraising.

[Go back](#)

The screen on the left will come up with details about the Shetland MRI Scanner Appeal already populated. For best results, it's a great idea to explain why getting a scanner in Shetland is personally important to you or your team. Pictures and videos also enhance your page, making it more attractive to prospective donors. Once you've written your story, you can preview it. Once you are happy with it, click the orange “Next”. This will result in the screen on the right. Click the orange “Launch” on that page.

Your campaign is ready

Any funds raised through your campaign will go directly to:

Shetland Health Board Endowment Fund
Registered charity number: SC011513

You will not withdraw funds from your campaign personally. Instead, the funds will be sent straight to your selected charity's PayPal account through PayPal Giving Fund UK, a registered charity (No. SC011513).

GoFundMe's platform is free. Charities will typically receive the funds from PayPal Giving Fund within 15–45 days of your donation if the charity has enrolled (or 90 days if the charity has not yet enrolled). Unlike other platforms, 100% of any Gift Aid will go to the charity as well. In very rare cases, a recommended charity may cease to meet PayPal Giving Fund's requirements to receive funds. In such cases, PayPal Giving Fund will reassign the funds to another charity and (wherever possible) seek a new recommendation from the donor, in accordance with its policies.


For more information on good practice in UK fundraising, see the [Fundraising Regulator's Code](#).

Donors will be sent a receipt from PayPal Giving Fund UK. By continuing, I agree.

[Launch](#)

[Go back](#)

gofundme Search Dashboard



A cause I care about needs help

[Edit](#) [View](#)

60 raised

[Share](#) [Update](#) [Withdraw](#)

Did you know that Sharing on Facebook can increase your donations by as much as 350%? [Share on Facebook](#)

[Donors](#) [Comments](#) [Updates](#) [Team](#)

0 of 20


Your goal: Send 20 invites (0)
You have invited 0 of 20 people to donate.


[Email](#) [Text](#)


Donations [Invited contacts](#)

Your campaign has no donations yet.
Donations will show up here. Start by sharing your campaign with friends and family.

[Share campaign](#)

 Total shares
0

 Total views
0

 Total invites
0

You will be asked to upload your Facebook photo to personalise your page. You can either do this or “Skip”, which will result in the screen on the left. Your page is now complete. You can use the tools on this page to edit and update your page, invite friends to support you and share it on Facebook.

GoFundMe also has an app you can use to manage your fundraising. Just search for “GoFundMe” in the Apple or Android app store and download it to your phone.

Gift Aid

For registered charities like the NHS Shetland Endowment Fund, the taxman gives relief if the correct forms are filled in and the right boxes are ticked. For every £1 the sponsor donates (if they pay tax on their earnings), HMRC give us an extra 25p. Having a page on GoFundMe makes this easy, as it's a case of ticking the box online when you make a donation. If you are using paper sponsorship or donation forms, please use the ones in this pack and make sure the Gift Aid details are completed. If everyone agrees to Gift Aid their donation, we will reach our target a lot faster.

A huge thank you

Thank you so much for choosing to fundraise for the Shetland MRI Scanner Appeal. We know that you will enjoy raising money for us. Wouldn't it be great if our slogan came true - with your help it is more likely we'll achieve it. Scan-Shetland Can!

Tips to help increase your total

Here are just a few ideas guaranteed to get friends, family, neighbours and colleagues digging deep to help you realise your target. They are also excellent ways of promoting what you are doing to help get an MRI Scanner for Shetland.

Gather funds in advance

Sell tickets before your event – even if nearer the time, the person decides not to come, you'll still get the funds.

Get support from your employer

Ask your employer to support you by either making a donation or holding an event for employees.

Sponsorship

If your event is open to the public, ask local business to sponsor you in return for advertising opportunities within your promotional material or at the event.

Raffles and auctions

Raffles and auctions are a great way to raise extra money at any type of event. There is no need to gather hundreds of raffle prizes – just a few will do as people buy raffle tickets anyway. Raffles are regulated, so, to stay legal make sure that all tickets are sold at the event location during the event itself. The Shetland MRI Scanner Appeal runs auctions and has secure payment methods. If you have something you'd like to put up for auction, we can help.

50/50 Raffles

A really simple way to raise money at an event is a 50/50 raffle, where everyone puts in an agreed amount and the winner of a draw keeps half, with the other half going towards the MRI Scanner Appeal. To help maximise what people give, make sure to remind them why you are trying to raise money and the difference an MRI Scanner in Shetland will make.

Tell your story

Revealing your motivations behind doing your fundraising activity and making it personal will make a huge difference to the total you can achieve. Reporting your progress on social media in an honest and open way will help people identify with you and the cause you want to raise money for.

KEEPING YOUR FUNDRAISING LEGAL

Collections

Collections are a great way to raise money, especially in a busy area. However if you're planning a collection that takes place in a publicly-owned place then this is governed by strict legal requirements and must be licensed by the Shetland Islands Council (SIC).

Before you approach the SIC for a licence, please advise us of your plans so that we can help. You don't need a licence on privately-owned land, just the permission of the business or owner. Please do not collect house-to-house or business-to-business as there are regulations controlling this.

Raffles and lotteries

Raffles, lotteries and prize draws are all subject to legislation. The SIC Environmental Health department can advise you on what you need and guide you through an application. It is best to contact them before doing anything to be sure you can do what you are planning and that it is legal.

Data protection

The simplest way to be compliant with data protection legislation is to run your fundraising through your GoFundMe fundraising web page. That way, you don't need to hold anybody's details and it is all taken care of for you. If you do need to have electronic or paper records about people, don't keep the information any longer than you need to and don't share it without the individual's permission.

Insurance

When you organise a fundraising event, you're responsible for making sure it poses no risk to others. That's why we'd recommend you take out public liability cover for events such as a sponsored walk or sports event. Unfortunately, our own policy won't cover you but we can advise you about the kind of cover you might need.

Food hygiene

Please take great care when handling food and work to basic rules for safe preparation, storage, display and cooking.

Where Your Donations Go

The NHS Shetland Endowment Fund is applying for grant funding to help us reach our £2 million Shetland MRI Scanner Appeal target but relies on donations from supporters like you to help us fill our projected funding gap of approximately £900,000 and get an MRI Scanner for Shetland.

If you have any questions, or specific fundraising ideas you want to discuss, contact us at info@shetlandmriscannerappeal.com or 01595 743310.

MEET FELLOW FUNDRAISERS

People from all over Shetland choose to organise their own fundraising events. Here are four of them, whose stories about raising money might give you inspiration or ideas to support your plans.

Harriet Knits Fair Isle



Harriet Middleton with her Fair Isle Knitwear stall at the Toll Clock Centre

Harriet Middleton has first-hand experience of the need for an MRI Scanner in Shetland. She was diagnosed with cancer two years ago and every three months she has to travel to Aberdeen for a scan.

Having cancer and then having to travel for a scan isn't a very pleasant experience. When Harriet saw the Shetland MRI Scanner Appeal, she felt she had to do something to help make a scanner in Shetland a reality.

Harriet is an incredibly talented Fair Isle knitter. She learned to knit from her mother before she could read and write. She is using her talents to raise money for the appeal. She sells small items of her Fair Isle knitwear at craft markets across the isles and regularly sets up her stall at the Toll Clock Centre in aid of the MRI Scanner. Samples of Harriet's knitwear are also on sale (for a donation) at Patient Travel at the Gilbert Bain Hospital.

Harriet got in touch with us and we helped promote what she is doing. A video of her knitting on Facebook was shared all over the world. She has made many sales for the MRI Scanner Appeal and people have also come forward to donate wool for her creations.

Top tip 1

If you have a hobby and can use it to raise funds, it can be a lot of fun. Harriet loves knitting and meeting folk, so what she chose to do has worked well for her.

Top tip 2

Get in touch with the MRI Scanner Appeal and let us know what you want to do. We can help promote what you are doing and that helps raise more funds as more people know about it.

Aith Charity Shop - Inspiring Community Project

The volunteers at Aith Charity Shop are old hands at fundraising. Joyce Johnston said: *"Aith Charity shop donated money for the CT Scanner when that fundraising project was underway a few years ago and the equipment had an enormous impact on delivering healthcare in Shetland. All the money raised through the sale of clothes and goods in our shop goes back into worthwhile projects in the community – many of them linked to healthcare."*

Bertha Brown said she had had several MRI scans and each time it had been a stressful experience made worse by having to go to the mainland. She said, *"This is a project that we wholeheartedly support and encourage the wider Shetland community to become involved in, so we can make it a reality."*



Left to right: Bertha Brown, NHS Chief Executive Ralph Roberts and Joyce Johnston.

The Aith Charity Shop has items donated from all over Shetland and customers come from all over too. When you visit, it is obvious that the many volunteers have great fun together working in the shop. They donated £2,000 to the MRI Scanner Appeal.

Top tip 1

Be careful to manage your fundraising in a way that makes the process fun for everyone. Lots of laughs along the way really do help.

Top tip 2

Having lots of people helping makes the job a lot easier.

Open Water Swimming



Back left to front right: Laura Thomson Kain, Lisa Ward, Erica Leask Mikolajczak, Emma Knight, Shona Manson, Emma Williamson, Catriona Barr

Emma Williamson is a nurse in Accident and Emergency Department at the Gilbert Bain. She is a big supporter of the Shetland MRI Scanner Appeal. Every day, she sees the struggles patients deal with. Having the CT Scanner in Shetland has made a positive impact on the patient experience and Emma is sure having an MRI Scanner will do the same.

Emma enjoys open water swimming with a group of her friends, so they swam from Bressay to Lerwick for various charities in 2014. Emma said: *"It's going to take us a while to raise money for the MRI Scanner, so we might as well have fun while we're doing it. When we did our last fundraising, we had a great time out in the water training and then swimming from Bressay to Lerwick. We raised a fair bit of money and decided that the Shetland MRI Scanner Appeal was the best place to put the £3,630 that was left. We had such a fun last time, we've decided to support the appeal by doing it again next year".*

Top tip 1

Get your friends and family involved in whatever you are doing. The more people are involved, the wider the network and the bigger the total you can raise.

Top tip 2

Get organised early and spread the word about what you are doing. The first time the Bressay Swimmers did it, they promoted it everywhere and raised £19,200.

Ice cream and Fancy Cakes

Cousins Katie Anderson (12) and Aimee Laurenson (13) care about their community and the services we will have in the future. They decided to raise money for the MRI Scanner Appeal and were supported by their granny, Grace Laurenson.

During their summer holidays, the children raised money for the Shetland MRI Scanner Appeal on three separate occasions. The first day, they sold ice-cream and raised £124, the second time they sold ice-cream, fancy cakes, tea and home-made lemonade at the Bridge End Church of Scotland and raised £106. On their final fundraising day of the summer holidays, they sold ice-cream from the Pink Hall, Hamnavoe and raised £155.

Top tip 1

The more people know what you are doing, the bigger the total you can raise. People knew the girls were selling ice-cream for the MRI Scanner at the last location, so they made more.

Top tip 2

Age isn't a barrier - everyone can do their bit to help.



From left are Simon Bokor-Ingram, Katie Anderson, Mary Marsland, Aimee Laurenson, Lisa Gray and Pauline Moncrieff.

IT'S EASY TO PAY YOUR MONEY IN

Please follow these guidelines for the different methods you can use to pay in the money you have raised or donated to the Shetland MRI Scanner Appeal.

Online

Your own GoFundMe Fundraising page (details on how to create one are in this pack)

Through the Shetland MRI Scanner Appeal PayPal fundraising page:

<https://www.paypal.com/gb/fundraiser/charity/3382693>

Facebook

You can donate to the Shetland MRI Scanner Appeal via Shetland Health Board Endowment Fund directly on Facebook at www.facebook.com/192456844744264/posts/285510565438891/

By Post

Please make cheques out to "Shetland MRI Scanner Appeal" and post to:

Endowment Fund Supervisor,
NHS Shetland Endowment Fund
Shetland NHS Board Headquarters
Upper Floor
Montfield
Burgh Road
Lerwick
ZE1 0LA

For smaller amounts

There are **Collection Tubs** in the Gilbert Bain and all over Shetland in every Health Centre and many shops.

You can donate using PayPal



<https://www.paypal.com/gb/fundraiser/charity/3382693>

To donate while you shop at no extra cost to you



Easy Fundraising covers over 3000 online stores:
<https://www.easyfundraising.org.uk/causes/shetlandmriscan/>



Amazon Smile, covers Amazon.co.uk
<https://smile.amazon.co.uk/>

DONATIONS FORM



Please use this form to donate money raised from your fundraising efforts.

I would like to give a gift of £_____	Home address*_____
Name and address*_____	_____
_____	_____
_____	_____Postcode*_____
_____	Phone no._____
_____Postcode_____	Email address_____
Your details	
Title (Mr/Mrs/Miss/Ms/Other*_____	* Fields marked with an asterisk must be
Name*_____	completed.

About your donation (what did you do to reach your target?)_____

We like to share information on what people have done to support the Shetland MRI Scanner Appeal and how much they have raised. We'd love to contact you and tell your story. Please let us know how you prefer to be contacted:
Email <input type="checkbox"/> Phone <input type="checkbox"/> Text <input type="checkbox"/> Post <input type="checkbox"/>
Please return this form with your gift to: Endowment Fund Supervisor, NHS Shetland Endowment Fund, Shetland NHS Board Headquarters, Upper Floor, Montfield, Burgh Road, Lerwick, ZE1 0LA

Thank you so much for supporting the Shetland MRI Scanner Appeal!

SPONSORSHIP FORM

Please make sure you fill in all of these details

Name_____

Address_____

_____Postcode_____

Email_____

Phone_____

Event name_____

Please return your completed sponsorship form to: **Endowment Fund Supervisor, NHS Shetland Endowment Fund, Shetland NHS Board Headquarters, Upper Floor, Montfield, Burgh Road, Lerwick, ZE1 0LA**

Please Make every £1 worth 25p more at no extra cost to you

It's just a little box to tick, but Gift Aid makes a huge difference when it comes to how much money we can raise

Gift aid!

Your Gift Aid declaration: By ticking the Gift Aid box, I confirm that I am a UK taxpayer and I would like Shetland NHS Endowment Fund to treat this donation as a Gift Aid donation. I confirm I have paid or will pay an amount of Income Tax and/or Capital Tax for the current tax year (6 April to 5 April) that is at least equal to the amount of tax that all the charities that I donate to will reclaim on my gifts for the current tax year. I understand that other taxes such as VAT and Council Tax do not qualify. I understand the charity will reclaim 25p of tax on every £1 that I have given.

Title	Initials	Surname	House name or number	Postcode	Date of donation	Your donation	Gift Aid (please tick)
Mrs	L	Ward	Roadside	ZE2 9HV	05/07/18	£50	✓
Mr	R	Roberts	42	ZE1 2RB	05/07/18	£100	✓
(Please fill in your name and address in your own writing - otherwise we can't claim Gift Aid)							
Total							
Date paid to charity							

Thank you so much for raising money for the Shetland MRI Scanner Appeal

If you have any questions about your activity we're here to help. Get in touch on 01595 743310, on our Facebook page or at info@shetlandmriscannerappeal.com.

At NHS Shetland Endowment Fund, we know a fast and stress free diagnosis through an MRI scan can help. Over 600 (and rising) Shetland residents have the added stress of travelling south to get their diagnoses every year at one of the most difficult times in their lives. It doesn't have to be this way.

The Shetland MRI Scanner Appeal exists to make the diagnosis of: Cancer, heart conditions, multiple sclerosis, arthritis bone and joint damage, stroke, dementia, fertility issues, heart defects, liver problems, infection, internal bleeding and many more conditions much less stressful for Shetland patients.

Due to all the conditions MRI Scan results can help diagnose, having an MRI Scanner in Shetland will positively affect every single family in Shetland over the years, so let's put all our efforts into making sure we can live up to our aim - Scan-Shetland Can!

