

in aid of the

Anne Rowling

Regenerative Neurology Clinic



Anne Rowling
Regenerative Neurology Clinic

THE UNIVERSITY of EDINBURGH

NHS Lothian

Anne Rowling 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.

We're delivering drug trials, making discoveries and improving quality of life for people living with neurological conditions including MS, motor neuron disease (MND), Parkinson's and early onset dementias.

We host NHS Lothian specialist clinics for these conditions and combine this clinical care with scientific research.

Although we only see people from within NHS Lothian for clinical appointments, we're giving people across Scotland 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.

The unique welcoming environment of our Clinic aims to help people attending NHS and research appointments to feel comfortable and relaxed during their visit.

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.



The University of Edinburgh and the University of Edinburgh Development Trust are charitable bodies, registered in Scotland, with registration numbers SC005336 and SC004307.



Hello and thank you

Thank you for your interest in fundraising in aid of the Anne Rowling Regenerative Neurology Clinic. I'm Kerry and I'll be delighted to support your fundraising activity.

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 the Anne Rowling Clinic. Whether you are sporty, creative, entrepreneurial or just up for a challenge, your contribution and commitment can make a real difference.

I very much hope that you will fundraise and I would love to hear what you decide to do. I will be delighted to support you with your fundraising, whether it be giving advice on setting up your JustGiving page, supplying promotional materials, or creating social media assets for you. Please get in touch to let me know your plans, how I can help, and if you'd like a branded t-shirt or running top.

The University of Edinburgh Development Trust (registered charity number SC004307) will process your donation. We don't take any admin fees; 100% of your donation will go to the Anne Rowling Clinic.

With thanks again for your support.

Kerry

Kerry Mackay
Senior Community Fundraising Officer
Fundraise Your Way

https://giving.ed.ac.uk/fundraise-your-way
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What will you do?

There are countless ways to raise money - whatever you chose to do, your contribution and commitment can make a real difference.

Sponsored walk or run

There's a huge amount of events to choose from. From the Kiltwalk's Wee Wander or atmospheric Supernova 5k to an ultra-marathon. Simply register for an event to suit your fitness level and then set up a JustGiving page at 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 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 along with a cuppa, chat and laughter. Setting-up a JustGiving page lets people donate even if they can't attend.

Give something up

What do you love? Chocolate? Coffee? 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.

Celebrate

Celebrations are a lovely way to raise money. Instead of receiving traditional birthday, wedding or anniversary gifts, why not ask for a donation to the Clinic. Simply set up a JustGiving page and share your link far and wide.



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Top tips

It's wonderful that you are supporting the Anne Rowling Clinic - I hope the tips below help you reach your fundraising target.

JustGiving

Create a JustGiving page at www.justgiving.com/campaign/rowlingclinic.

Set an ambitious fundraising target and use 'your story' to tell your donors why you are raising money. Add your photo to your JustGiving page, so your supporters know they're at the right page!

Please click to opt-in to receive communications from your chosen charity (that's 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.

When creating your page, JustGiving will automatically generate a unique URL – it's worthwhile changing this to something easier to remember. We can create a QR code for your page that you can use to promote your fundraising.

Once you're happy with your page, share the link to it far and wide. You can post on your social networks, update your personal email signature, and make posters for notice boards. You can also use your phone to text or message friends and family.

Matched Funding

Some companies (big and small) support their employees fundraising efforts through matched funding. Ask your employer if they offer matched funding (or similar).

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Getting your donations to us

Thank you again for your support of the Anne Rowling Clinic. The University of Edinburgh Development Trust will process your donation. The Trust doesn't take admin fees, meaning 100% of your donation will go straight to the Clinic.

JustGiving

If you have set up a JustGiving page for online donations and collected cash as part of your fundraising, simply bank the cash and pay the donation into your JustGiving page.

Online

Visit https://donate.ed.ac.uk/support/rowlingfund to donate online, then email fundraise@ed.ac.uk to let us know to look out for your donation.

Bank transfer

Bank:	Bank of Scotland
Account name:	Univ of Edin Dev Trust B
Sort code:	80-02-24
Account number:	00423592

Please use ARRNC followed by your surname as the reference and email fundraise@ed.ac.uk to let us know to look out for your donation.

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 'ARRNC' 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.



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