

# Your fundraising pack





**1 in 5 people in the UK are affected by hearing loss, many of whom could be your family, friends or colleagues.**

People who are deaf and hard of hearing face significant communication barriers on a daily basis which have profound impacts on their quality of life and mental wellbeing.

With your help, we can change that.

# Action beyond words



## Welcome

Thank you for choosing to support Deaf Action, we're so glad to have you on this journey with us. When you raise money for Deaf Action, you are supporting our vision of inclusive communities for deaf people.

Deaf Action is a deaf-led charity that supports and celebrates deaf people. We exist to support the diversity of deaf people, including deaf users of British Sign Language (BSL), and those who are deafened, deafblind and hard of hearing. We were established in 1835 and work with deaf people across Scotland and the South of England. Your fundraising will help us achieve this goal.

This pack is filled with everything you need to help make your fundraising idea become a reality. We have included tips to get you started, and some information so you know the difference your fundraising makes. We hope you enjoy your fundraising journey, we're glad to have you as part of our team.



*My experiences with Deaf Action's Youth Club have been amazing. Ever since I've been here, I've met new friends and the activities have helped me learn more about myself. The leaders here, who are also deaf, have helped us all learn more about our deafness. We can look up to them and can see how they're successful, and it just helps to know that things later in life are going to be good."*

- Emily, 17, Youth Club



**When you raise money for Deaf Action,  
you are supporting our vision of inclusive  
communities for deaf people.**

**£50**

funds a BSL counselling  
session for a struggling  
deaf person

**£100**

provides a young deaf  
person with support to  
prepare and empower them

**£500**

could train 5 new  
befrienders to support  
deaf people

**£1,000**

can support a family with  
40 hours of British Sign  
Language tuition

**£2,500**

could train a new BSL  
or Lipreading tutor

**£5,000**

could support 5 deaf  
young people to attend  
our summer camp



# The fundraiser's roadmap

Looking to fundraise, but not sure where to start? Look at our A-Z of fundraising ideas to help get you started. We are always open to your own creative ideas also – anything can be a fundraiser!



## Make a plan

Choose a fundraiser that excites YOU the most, one that taps into your skills and interests. Why not try something from our A-Z list, or any of your own ideas.



## Contact us

Pitch your idea to us! The fundraising team are always at hand and we welcome new fundraisers with open arms. We'll be here to support you and guide you through this journey at every step.



## Set up a JustGiving page (if applicable)

This is how people donate to your fundraiser. It's easy to set up, and the money comes directly to Deaf Action. If you need support setting this up, we're here to help.



## Get your resources

If you are taking part in a running event, we will send you a branded running t-shirt for the event. For any other event, we can send you posters, flyers and merch to help you promote your fundraiser.



## Promote your event

Share your JustGiving page on your social media channels or any other networks to raise awareness and boost your donations.



## Have fun!

Whatever you're doing, have fun! Thanks to supporters like you, we will be able to grow our support for deaf people who need it most.



## Send in your donations

If you're not using JustGiving or another online platform and prefer to use bucket collections, collection tins, etc, send your final amount to the fundraising team.



## Share your story

We are always looking for good news stories from our supporters about their events and hard work, share them with us and inspire others to do the same.



# A-Z of fundraising

Need some inspiration? Check out our A-Z of fundraising ideas to help get you started. We are always open to creative ideas – anything can be a fundraiser!

We've also included the finger alphabet so you can practice some British Sign Language as you plan your fundraising journey.



Abseiling; auction



Non-uniform day; netball tournament



Bake sale; bag pack



Open mic night; office Olympics; open swim



Coffee morning; car wash; cocktail night



Poker night; press-up challenge



Dress down day



Quiz night



Eighties night; endurance challenge



Raffle; race night



Five a sides tournament



Sweepstake; skydive



Give something up



10k step challenge; tough mudder



Hour of pay; hiking challenge



University challenge; upcycling



Iron man challenge



Vintage sale



Jumble sale



Wine tasting; world record attempt



Kick a habit



Xbox tournament; Xmas fayre; X-factor night



London Marathon; Loose change collection



Year long challenge



Murder mystery



Zip wire; Zumba



# Get involved

If you want to register to take part in any third party events, let us know. We will be happy to help you register. The table below lists some popular events taking place this year.

Event	Location	Date
London Marathon	London	27 April 2025
Edinburgh Marathon Festival	Edinburgh	24-25 May 2025
Supernova Kelpies	Falkirk	14 March 2025
Big Fun Run 5k	Virtual event	Anytime (final entry 31 December 2024)
Dog Jog 5k	Virtual event	Anytime (final entry 31 December 2024)
Kilomathon Scotland	Edinburgh	6 April 2025
2024 Women's 10k	Glasgow	16 June 2024 (final entry 14 June 2024)
2024 Women's 10k	Edinburgh	22 September 2024 (final entry 20 September 2024)
2024 Men's 10k	Glasgow	16 June 2024 (final entry 14 June 2024)
2024 Men's 10k	Edinburgh	22 September 2024 (final entry 20 September 2024)
Scottish Half Marathon	Edinburgh	18 August 2024 (final entry 16 August 2024)
Scottish 10k	Edinburgh	18 August 2024 (final entry 16 August 2024)
Run Bournemouth Weekend	Bournemouth	12-13 October 2024 (final entry 11 October 2024)
Tough Mudder	Multiple locations	Multiple dates (contact for more info)

If any of these events pique your interest and you would like more information, please get in touch. If there are any other third party events that are not listed above that you are interested in, please drop up an email, we'd be happy to help. (Please note, an entry fee may apply.)



A deaf person is four times as likely to be unemployed. For those in employment, the average income is 25% less than the general population.

*Jemma is a deaf BSL user who was recently supported by our Employability team to help get her on the career ladder. She quickly secured herself jobs in retail and hospitality with help from our advisors.*



# Thanks for your support

If you have any fundraising queries, please do not hesitate to get in touch. No matter, how big or small your fundraising idea or target may be, we are extremely proud and grateful to have you as part of our community. Thanks for everything you do for us.

Don't forget to tag us on social media when sharing your fundraising activities, we'd love to know what you are getting up to. Use the hashtag #ActionBeyondWords

Email: [fundraising@deafaction.org](mailto:fundraising@deafaction.org)

Call: 0131 556 3128

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[deafaction.org](http://deafaction.org)



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