



FUNDRAISERS HANDBOOK

EVERYTHING YOU NEED TO MAKE
YOUR FUNDRAISER A SUCCESS

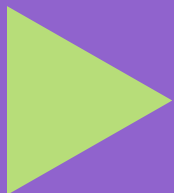


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Welcome to Team EPT



We are so thrilled that you've chosen to support The Ectopic Pregnancy Trust by fundraising for us. Your commitment is incredibly valuable, and we cannot thank you enough for your efforts in raising both awareness and crucial funds for our cause. As a charity, we rely on the support of fundraisers like you to continue our vital work. We don't receive corporate or government funding due to the specialised nature of our cause, so your fundraising efforts are absolutely essential. You're not just raising money - **you're helping us reach more people** who need support, providing life-saving information, and offering a compassionate community for those affected by ectopic pregnancy.

By choosing to fundraise for The Ectopic Pregnancy Trust, you're playing a key role in ensuring that others are never alone in their journey. Your efforts make a real difference, and we're with you every step of the way.

We're here to support you throughout your fundraising journey. If you need any assistance, guidance, or even just a bit of inspiration, our team is just an email away. Whether you're planning an event or spreading awareness in your community, your contribution helps us keep our services running and expand our reach to those who need it most.

Thank you again for choosing The Ectopic Pregnancy Trust. **You are making a lasting impact**, and we are so grateful for your support.

Kerri x



FUNDRAISING TERMS AND CONDITIONS

Thank you for registering to raise money for The Ectopic Pregnancy Trust. If you have any questions, please contact our Fundraising & Campaigns Coordinator at kerri@ectopic.org.uk.

You have agreed to raise funds for The Ectopic Pregnancy Trust and, by taking part, you agree to the following:

1. You will use your best endeavours to raise awareness and funds for The Ectopic Pregnancy Trust and not do anything which may bring The Ectopic Pregnancy Trust into disrepute.
2. You will only lawful means to fundraise for The Ectopic Pregnancy Trust and must not do anything that may jeopardise The Ectopic Pregnancy Trust's reputation.
3. You confirm that you are medically fit and are participating in the event at your own risk. If you are in any doubt, you should seek medical advice from your general practitioner before participating.
4. You will use only the forms and links provided by The Ectopic Pregnancy Trust upon which to record those who sponsor you and not use any other type of sponsorship form.
5. You will encourage sponsors to complete Gift Aid declarations.
6. You will collect the funds raised either by cheque made payable to The Ectopic Pregnancy Trust or via the online donations page that you have created at:
<https://ectopicpregnancytrust.enthuse.com/fundraising/start#!/>
7. You will not carry out house-to-house collections.
8. You must carry out your fundraising in accordance with the guidance set out in "The Legals with Fundraising" attached in your welcome pack.
9. You will not collect in any public place without first obtaining a collector's licence from the appropriate local authority and informing The Ectopic Pregnancy Trust's Fundraising Coordinator of your intentions.
10. You will not conduct any raffle or lottery without first contacting The Ectopic Pregnancy Trust and will comply with any guidance issued in connection with this type of event.
11. You will not collect on private property (including the workplace, shops, pubs etc) without first obtaining the permission of the owner and informing The Ectopic Pregnancy Trust's Fundraising Coordinator of your intentions.
12. You will not reproduce The Ectopic Pregnancy Trust logo without first obtaining prior written consent from The Ectopic Pregnancy Trust.

- 13.** You will ensure The Ectopic Pregnancy Trust signs off any material you create to help with your promotion whether printed or online bearing The Ectopic Pregnancy Trust name or logo or website link or that discusses the work of the Trust in writing prior to printing and distribution.
- 14.** You will not advertise your event (including but not limited to any associated events) on The Ectopic Pregnancy Trust forums.
- 15.** You will not contact any Ambassador of The Ectopic Pregnancy Trust direct (whether by any form of social media or otherwise) without first discussing such intention with The Ectopic Pregnancy Trust. If deemed appropriate, The Ectopic Pregnancy Trust may grant prior written consent (acting in its sole discretion) to communicating with the Ambassador on the fundraiser's behalf, but is not obligated to do so. Any intended communication shall be submitted to The Ectopic Pregnancy Trust to forward to the Ambassador.
- 16.** You will take responsibility for the safe keeping of money raised in aid of The Ectopic Pregnancy Trust until it is transferred to The Ectopic Pregnancy Trust.
- 17.** If you choose to send photographs and videos to The Ectopic Pregnancy Trust, you agree that The EPT may use, without payment, notice or further consent, any photographs, videos, and other images in which you appear which are taken at an event or event-related occasion in future promotional materials.
- 18.** You will obtain and pay to The Ectopic Pregnancy Trust all money raised no later than 6 weeks after the event.
- 19.** Should your event not go ahead, you will immediately inform The Ectopic Pregnancy Trust's Fundraising Coordinator and return all correspondence giving you authority to raise money on behalf of The Ectopic Pregnancy Trust.
- 20.** You confirm that guests (including any children) participating in and attending events always remain the responsibility of the primary carer.
- 21.** By providing your details on the registration platform the charity will contact you by email, SMS, telephone and/or mail about your fundraising and your participation in relation to your event. For other marketing purposes, we may contact you by email, telephone, mobile telephone, or text, but only if we have your permission to do so. We may also send you marketing in line with our legitimate interest. The Ectopic Pregnancy Trust will always treat your personal details with the utmost care and will process your information in line with our [privacy policy](#).

The Ectopic Pregnancy Trust may terminate your rights to raise funds at any time.

The Ectopic Pregnancy Trust shall not be liable for any direct, indirect, incidental, special, or consequential loss or damages arising out of or in connection with this agreement or your event or any associated events.

This agreement shall not confer any benefits on any third party. No third party may enforce any term of this agreement. The provisions of the Contracts (Rights of Third Parties) Act 1999 are hereby expressly excluded from this agreement.

This agreement shall be governed by and construed in accordance with the laws of England and Wales and the parties hereto submit to the exclusive jurisdiction of the courts of England and Wales.

FUNDRAISING GUIDE



If this is the first time you have organised or participated in a fundraising event, it can be a little daunting. This handy guide can help with some useful tips to get started and make your event a runaway success!

This guide contains important fundraising standards and conduct including information about health and safety and legal requirements. Please read carefully and contact kerri@ectopic.org.uk if you have any queries.

The
Ectopic
Pregnancy
Trust



Registered Charity Number:
1071811 (England & Wales) SC053187 (Scotland)

THE ECTOPIC PREGNANCY TRUST FUNDRAISING STANDARDS AND CONDUCT

(A) Responsibility

You, the fundraiser, shall be responsible for and organise all aspects of the event. The Ectopic Pregnancy Trust does not and will not accept any responsibility or liability for the event. Documentation connected with the event must state that it is 'in aid of the Ectopic Pregnancy Trust'.

(B) Health and Safety

The interests and reputation of The Ectopic Pregnancy Trust and the safety of our fundraisers are paramount. Please make sure that you and those with whom you are fundraising are safe and acting within the law. If you have any doubts or questions whatsoever about the legal ramifications and aspects of your fundraising idea, (which can be quite complicated), please contact us.

You must comply with the Health and Safety at Work Act 1974 and all other relevant legislation (as amended from time to time). If children are helping with fundraising, always ensure that they are safe and that do not allow them to solicit or collect money without parental supervision. The Ectopic Pregnancy Trust cannot accept liability for accidents, so make sure that your fundraising event is safe for all concerned. Be extra careful with security if you are carrying money around. Deposit cash into the bank as soon as possible.

(C) Insurance

Insurance is a complex area for charities and it can be difficult to obtain comprehensive cover for one-off events. However, most venues for hire will already be covered with public liability insurance, but you should always check first.

(D) Collections

It is perfectly legal to collect from your friends, family, and work colleagues, although at work, you should obtain permission from your employer before fundraising.

If your fundraising involves collecting money in the street or in a public place, you will need a licence from your local authority. The Trust does not supply closed collecting tins. Please do not collect money house-to-house as this is illegal without a licence and many people consider it intrusive.

These regulations do not apply to collections made during a private function or to static collection boxes placed in pubs, shops etc. Supermarkets are usually private property and you will need to obtain permission from the store manager. Please contact supermarkets to seek permission in good time as they often book up months in advance.

(E) House-to-house collections for goods/jumble

Collecting goods/jumble on a house-to-house basis also requires a licence. Therefore, you must contact the local authority before you begin collecting to check local licensing requirements. Getting a licence will take a certain amount of time and there may be an associated cost, so be prepared and plan ahead. As people may find this intrusive, we generally prefer that our fundraisers do not conduct house-to-house collections.

(F) Raffles

If you are holding a raffle as part of an event, such as a fete, coffee morning or tea party, dinner, disco, or sporting event, you do not need a licence provided all ticket sales and the draw will take place during the event. There must be no money prizes, no limit on the number of tickets sold, and if you purchase prizes, you must not spend more than £250. However, you should obtain permission from the event organiser or the owner of the property.

For any other sort of raffle, you will need permission either from your local authority or the Lotteries and Gaming Board. There is also a cost associated with a licence for a public raffle and unfortunately the Trust cannot provide you with the licence.

For total ticket sales of up to £20,000 taking place over a period of time, you will need to apply for a licence from your local authority. A small charge will be made for the licence. Because of the bureaucracy, costs and attendant risks involved, we advise you to stick to the type of raffles which do not require a licence or printing special tickets.

(G) Events and licensing laws

If your event is to be held on private property, make sure you get permission from the owner or manager. Some events require a licence from your local authority, for example:

(i) Music/dance events

Indoor events where music or dancing forms a major part and which are open to the public on payment of an entrance fee, require a public entertainment licence obtained from your local authority. For any event involving music, you may also need a licence to perform or play music. Again, if you are organising this as part of another event, this may not apply e.g. if at a hotel they probably have a licence for music already, but it is important that you check with the venue that this is the case.

(ii) Public theatrical performances

These events require a licence. If they take place at a theatre, the current theatre licence will cover the performance.

(iii) Indoor sporting events

Indoor sporting events, which involve physical activity and have a fee-paying audience, require a public entertainment licence.

(iv) Dinners, coffee mornings, tea parties, quizzes, and bazaars

These types of events do not require a licence.

(v) Serving alcohol at events

To serve alcohol at an event, you need a licence obtained from your local licensing justices. For a single fundraising event, the justices - to permit the sale of alcohol - may grant an occasional licence. Contact your local magistrates' court for further details.

(H) Companies/businesses

If you persuade a company to donate for every product or service purchased over a specific period of time, the law requires there to be a written agreement between the charity and the company. Please contact us for more information about this if you secure an offer of this kind of donation.

(I) Publicity materials

It is a legal requirement for charities to give their charity registration number when their logo is used and to include the name and registered charity number on all fundraising materials. (See also 'Press and Publicity')

It must be clear in all communications to potential donors, written and verbal, where the funds raised are going and, if another charity is benefiting, the exact proportions. Use our correct name: 'The Ectopic Pregnancy Trust' and no other variation.

(J) Donations and Gift Aid

All donations to the Trust by cheque need to be made out to The Ectopic Pregnancy Trust and sent to:

The Ectopic Pregnancy Trust

483 Green Lanes

London

N13 4BS

Always remember to invite your sponsors to complete fully and clearly the Gift Aid sections on your sponsor forms or, if you set yourself up for online giving with Enthuse or JustGiving, to tick the Gift Aid box on your donation page. Doing this enables the charity to collect up to 28 pence more on top of every pound they donate to you, making a £5 donation worth up to £6.40 to us. On the paper sponsorship forms, we need to have clearly stated the donor's proper name, the first line of their address and postcode and they must tick the Gift Aid column.

(K) Press and Publicity

Fundraising activities represent a great opportunity to raise awareness of The Ectopic Pregnancy Trust and the condition. Make sure you know the facts so you can share them when speaking to people about your fundraising. You can always offer to send someone a leaflet about the condition which we can do on your behalf; just let us know.

(L) Local media

This includes newspapers, radio, and television. You will be pleasantly surprised at the interest the media will have in your activities if you present them in the right way. A good picture can be worth a thousand words and local newspapers, staff newsletters etc are always on the lookout for interesting photographs. We can help you

by giving you the option to use local media to raise awareness and funds. If you would like help please drop our Press Officer an email to aid in preparing a press release for local papers, should you request, press@ectopic.org.uk. This is optional.

(M) Materials and merchandise

There is a range of publicity material available. Ectopic Pregnancy Trust Pin Badges are available on a sale or return basis, balloons, t-shirts, and notelets. Please contact the office for more information about this.

(N) Use of the Trust logo and stationery

When you are corresponding with sponsors, please do not make up your own headed paper using The Ectopic Pregnancy Trust logo. Contact us to discuss your needs and always check with The Trust that any document that you would like to produce which bears our name or logo is acceptable. Use of the Trust's logo must be approved in advance and in writing by the Trust's office.

Further information

If you need any more help and guidance with fundraising or press and publicity, please contact us or refer to the Institute of Fundraising for additional information: <http://www.institute-of-fundraising.org.uk/home/>



KEEPING YOUR FUNDRAISING ACTIVITIES LEGAL AND SAFE

We are grateful that you are raising crucial funds and awareness for The Ectopic Pregnancy Trust and thank you for your support. We want to help make your fundraising fun, going smoothly from start to finish. Along these lines, it is important to check that your fundraising stays legal and safe for everyone involved. This not only protects you and us, but also provides confidence in others so you can raise as many donations as possible to help this vital cause that is close to your heart.

We have set out some information below and, if you have any questions, please do not hesitate to get in touch by emailing: kerri@ectopic.org.uk.

Do I need permission to fundraise?

Our fundraisers generally fundraise within their homes or at their workplace or in another private space. You will need the following permissions, ideally in writing:

- Collecting on private property: you will need the permission from the owner.
- Collecting at work: you will need permission from your employer.

The welcome pack includes a letter of authorisation. You should show this to those in charge at the relevant place.

Only closed collection tins may be used and please ensure these are always sealed and labelled with a sticker clearly stated The Ectopic Pregnancy Trust and our charity number – 1071811 (England & Wales) SC053187 (Scotland). Please keep the tins as secure as possible. Monies raised should be sent to us within six weeks of the fundraising event (see money return form in your welcome pack).

We prefer that you kindly avoid collecting by approaching the public on the street or in other public areas like supermarkets, shops, and pubs. This is for your wellbeing as well as ensuring there are no misunderstandings with a member of the public. If you do choose to fundraise in a public place, you will need a licence from your local authority as well as the owner/manager of the location.

Do I need licences for drinks and entertainment for my fundraising event?

Check with your local council whether you need any licences for your event – for example, if you are hosting an event where music is being played and alcohol served in a public place. You would usually need a licence to play live or recorded music and serve or sell alcohol.

<https://www.gov.uk/licence-to-play-live-or-recorded-music>

<https://www.gov.uk/government/collections/alcohol-licensing-temporary-events-notice>

As mentioned above, you will need a licence from your local authority/council, if you are fundraising in a public place. Each council has its own application process and requirements.

[Find your council here](#)



Raffles and lotteries

Large-scale public raffle:

Depending on the size of the prize money, you may need to obtain a small lotteries licence. You will need this if the prize money or value is £1000 and over. You can get this licence free of charge from your local authority.

These are the rules that you would need to follow:

- You must not sell tickets on the street or house-to-house;
- No one under the age of 16 can sell or purchase tickets; and
- Tickets must state that the raffle is in aid of The Ectopic Pregnancy Trust and include your name and address and date of the lottery draw.

Small private raffles:

If you are holding a small raffle linked to a charity day/night, you do not need a special licence as long as:

- Any prizes purchased are worth a total of no more than £250. Donated prizes can be of unlimited value;
- There must be a minimum of one prize, and these are awarded purely on chance;
- All tickets are sold on the same day as the raffle is drawn;
- Tickets are sold for the same price and there are no discounts; and
- Prizes that involve alcohol are only included if the event is being held on licenced premises.

Sweepstakes:

If you are fundraising through running a race or marathon, a sweepstake can be a good way to enhance your fundraising e.g., "guess the finish time". Please let us know if you need a sweepstake sheet/graphic. Please be aware that sweepstakes are regulated by Gambling Law as lotteries.

Provided you comply with the rules on private lotteries or incidental lotteries, you do not need a licence from an authority: <https://www.gamblingcommission.gov.uk/public-and-players/guide/page/types-of-lottery-you-can-run-without-a-licence>

What is meant by a private lottery and an incidental lottery?

"Private lotteries" include private society lotteries (eg sports club or community group) and work lotteries. Lotteries held at an event are known as "incidental lotteries".

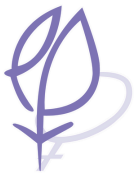
You can read the rules for raising money through a private society that you are a member of here:

<https://www.gamblingcommission.gov.uk/public-and-players/guide/page/how-to-run-a-lottery-with-people-youre-in-a-club-with>

You can read the rules for work lotteries here: <https://www.gamblingcommission.gov.uk/public-and-players/guide/page/how-to-run-a-lottery-with-people-you-work-with>

You can read the rules for incidental lotteries (running a sweepstake at an event) here:

<https://www.gamblingcommission.gov.uk/public-and-players/guide/page/how-to-run-a-fundraiser-with-lotteries-or-raffles-at-events>



In summary, if you are planning a raffle or other game of chance (such as a tombola) as part of an event, and tickets will be sold at that event only, you would not require a licence. If, however, you wish to sell tickets in advance, or to people not attending the event, this would require a licence, or an alternative such as a prize draw. Only a non-commercial organisation can apply for a lottery licence: this would be via your local authority if you qualify. The EPT does not hold a raffle licence.

Online lotteries:

You need a licence or registration to run an online lottery. This includes lotteries on social media and live-streaming platforms. All online lotteries need to be registered either with the Gambling Commission or a local authority. The threshold for Gambling Commission registration is £20k or £250k aggregate otherwise the registration must be with the local authority. If you are not based in England or Wales, you must find out about registration/licence requirements where you are based.

[Information about private or incidental lotteries](#)

Photos

If you plan to take photos of other people at your fundraiser, please make attendees aware and get their agreement that their photos may appear on The Ectopic Pregnancy Trust website and across social media.

First Aid

If you are 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](#). As a basic guide, there should always be someone on hand to help for smaller events, but for larger events involving around 500 people, there should be a minimum of two qualified first-aiders on site.

Food-related activities

Check the [Food Standards Agency guidelines](#) on preparing, handling, cooking, and storing food.

Insurance

Please be aware our insurance does not cover your property or the property of your helpers or guests. We cannot accept any responsibility for any loss, damage, or injury at your event. We do not cover personal liability for any injury you suffer or anyone else as a result of taking part in your event.

Useful links

Government guide on organising a voluntary event: <https://www.gov.uk/government/publications/can-do-guide-for-organisers-of-voluntary-events/the-can-do-guide-to-organising-and-running-voluntary-and-community-events>

Health and Safety Executive guide on running an event safely: <https://www.hse.gov.uk/event-safety/running.htm>

HSE Local Safety Advisory Groups: <https://www.hse.gov.uk/event-safety/safety-advisory-groups.htm>

Fundraising Money Return Form

The
Ectopic
Pregnancy
Trust



Registered Charity Number:
1071811 (England & Wales) SC053187 (Scotland)

www.ectopic.org.uk

ept@ectopic.org.uk

FUNDRAISING MONEY RETURN FORM

Thank you so much for fundraising for us. Please either complete this form and return to us at the address below together with the money you have kindly raised. Alternatively, there are another couple of ways for you to pay depending on which suits you best.

Here are our **bank details:**

Bank: HSBC
Account Name: The Ectopic Pregnancy Trust
Sort Code: 40-20-23
Account No.: 92339978

Here is a direct link to fundraise via Enthuse (monies come directly to us)

<https://ectopicpregnancytrust.enthuse.com/fundraising/start#!/>

Fundraiser's Name:	
Fundraiser's Event:	
Please find enclosed a cheque(s)/Postal order(s) for the total amount of	£

Important notes:

1. Please ensure that all cheques are made payable to The Ectopic Pregnancy Trust.
2. All forms/cheques/postal orders should be returned to us at:

The Ectopic Pregnancy Trust
483 Green Lanes
London, N13 4BS



ABOUT MATCH FUNDING

Match funding is a simple way to maximise your fundraising efforts. Your employer could agree to match an amount for the funds you raise. Some companies offer this on a pound-for-pound basis, while others specify the amount they are prepared to give.

If you work for one of the companies below, take a look at the information in the link.

If your company is not on the list, you can get in touch with your HR or CSR Department or management team to find out if they have a match funding scheme. If the answer is yes, please do let us know!

Please do contact your employer to ask about their match funding scheme. It is a really easy way of increasing your fundraising amount and such a boost for us as a charity.

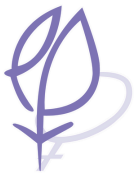
Company name	Does company provide match funding?	Link
De La Rue	Offers a 'Give as You Earn' scheme for employees and will match their donations up to £500.	https://www.delarue.com/about-us/corporate-responsibility/relationships/de-la-rue-in-the-community
Deloitte Consulting	Every office has a champion who organises local events. Online fundraising calendar of national fundraising activities. Annual allocation of matched funded amount for staff fundraising events.	https://www2.deloitte.com/uk/en/pages/charities-and-not-for-profit/articles/our-commitment-to-the-sector.html
Deutsche Bank	Match funding and Give as You Earn match funding.	https://www.db.com/what-we-do/responsibility/society/employee-engagement?language_id=1

Match Funding



Company name	Does company provide match funding?	Link
DHL	Application for employees to boost fundraising efforts with Match It! scheme.	https://www.dhlukfoundation.org/apply-for-match-it/
Experian	Match funding for employees up to £250.	https://www.experian.co.uk/about-us/community-involvement/
Fidelity Investments	Match funding for employees and provide two days volunteering a year.	https://www.fidelity.co.uk/corporate-citizenship/
First Bus	Match funding for up to £200. Application forms and instructions available via link.	https://www.firstgroupplc.com/responsibility/foundations/community-engagement.aspx
Halifax	Part of Lloyds group. See Lloyds entry below.	See Lloyds entry below.
Lloyds	Match funding of £500 for fundraising events and can claim up to £500 a year for time spent outside working hours for voluntary time.	https://www.lloydsbankfoundation.org.uk/about-us/matched-giving-faqs
Legal and General	Sponsorship, time matching, and Give as You Earn.	https://group.legalandgeneral.com/en/sustainability/supporting-communities
Morrisons	Match-funding available.	https://www.morrisonsfoundation.com/match-funding-request/
Microsoft	Match-funding available.	https://www.microsoft.com/en-us/corporate-responsibility/philanthropies/employee-engagement

Match Funding



Company name	Does company provide match funding?	Link
Royal and Sun Alliance	Match-funding available.	https://www.dhlukfoundation.org/apply-for-match-it/
Thames Water	Pound-for-pound match funding scheme up to a maximum of £2,000 for registered charities. Option to support with Give as you Earn.	https://www.thameswater.co.uk/about-us/responsibility/investing-in-our-communities
Tideway	Put forward by fundraiser who was successful.	https://www.tideway.london/
UBS	Match funding available and Give as You Earn.	https://www.ubs.com/global/en/ubs-society/philanthropy/donate.html#uk
United Utilities	Match funding to any UK-registered charity up to £200 per person per year.	https://www.unitedutilities.com/corporate/responsibility/communities/employee-involvement/

Employer Letter Template

Name

Address

Date

Dear **[INSERT NAME OF HR/CSR LEAD]**

I am proud to work for a company that supports its employees and wanted to let you know that I am raising funds and awareness for The Ectopic Pregnancy Trust. **[Fundraiser can insert details of why cause is important to them here if they wish and their fundraising activity details]**

The EPT is a tiny niche charity that supports anyone who is affected by ectopic pregnancy. Ectopic pregnancy is a common condition, where a pregnancy implants in a location outside of the cavity (space) of the womb. It affects around 1 in 80 pregnancies and can be life-threatening for a woman or pregnant person if not diagnosed and treated quickly. It is a hugely demanding condition, both physically and emotionally. A large part of The EPT's work involves their world-leading, medically-backed website and leaflets and various empathic support routes including via email, online message-boards, call-back phone line, and Zoom groups. An ectopic pregnancy is an overwhelming experience and can be life-altering. The charity provides a safe space for people who are affected to start to process what has happened and answers some of the questions that are on their minds.

The EPT cannot do this crucial work without the support of its fundraisers and donors and I would be delighted if you could support me in raising funds and awareness for the charity. There are plenty of ways in which you may be able to get involved including:

- match-funding monies raised by my activity;
- donating an amount that you wish to the charity;
- in-kind contributions (eg laptops) to support their work;
- pro bono services or volunteers;
- any other ideas you may have!

What's in it for you?

In appreciation of your generosity, The EPT can share your contribution through a piece on their website with my fundraising activity. It shows your care for employees as well as social causes. This opportunity can enable you to make a real difference at grassroots level while fulfilling the company's corporate social responsibility. The EPT would share the piece on their social media platforms.

I hope to receive your support to help raise funds and awareness for The Ectopic Pregnancy Trust. I look forward to hearing from you.

Best wishes

Press Release Form



This template will help you share details of your fundraising event or challenge with your local media. Simply replace the red text with your own information. The more personal detail you feel comfortable sharing, the more likely your story is to catch interest.

Once you've completed the template, change all the text to black and paste it into a new email. If you'd like us to give it a once-over before you send it, we're happy to help - just email it to ept@ectopic.org.uk. Send your release to the news desk at your local newspaper (you can usually find email addresses on their website), and be sure to include a photo of you getting ready for your challenge, ideally wearing your EPT t-shirt or vest.

If you're open to doing interviews, consider sending your release to local radio stations too - they're often looking for inspiring community stories.

After your fundraiser, it's a great idea to follow up with another photo from the day and let them know how much you raised.

If you have any questions, feel free to contact kerri@ectopic.org.uk. Thank you - and good luck!

Andover dad's fundraising boxing match for Ectopic Pregnancy Trust

23RD FEBRUARY BOXING CHARITY HEALTH SPORT ANDOVER



By Madison McNamee

Share 0 Comments

Dean took part in a charity boxing match after his daughter experienced an ectopic pregnancy

MEDIA RELEASE Immediate release

A **man/woman/person/couple** from **town/village** is preparing for a fundraising challenge to support The Ectopic Pregnancy Trust.

Name, age, a/an occupation, will take part in the **name of challenge** in **where** on **date**. The challenge will see **name run/walk/cycle/swim X miles** for the charity close to their heart.

The Ectopic Pregnancy Trust supports anyone who has suffered an ectopic pregnancy and their families. Ectopic pregnancy, which is when the embryo grows outside the womb, affects around one in 80 pregnancies and can be life-threatening. The baby cannot be moved into the uterus or saved.

Name is raising money for the charity because **insert reason (example: she or his/her daughter/partner unfortunately suffered an ectopic pregnancy when she was nine weeks pregnant..... Please give as much information as you feel comfortable with. If you would rather keep it brief, that's absolutely your choice.)**

Press Release Form



"The support provided by the team at The EPT **was/has been** amazing, it was just what **I/we/my family etc** needed at such a scary, uncertain time. **I/we/my family** found **the information/forum/helpline** invaluable. Having credible information available just when it was needed helped ease the stress and confusion. Any money I can raise to help them continue their great support and awareness raising will be wonderful," **he/she/they** said. **Please do amend this to your own words if you don't feel these are the sorts of things you'd say.**

Name has been training for the challenge for **time** by **details of training, including the extra incentive of raising money for The EPT, if that is a factor. Include information on any friends or family who have helped you with training.**

Talking of the event itself, **name** said: "**I am a little nervous about completing the distance, but I'm sure the crowd will keep me going. Thinking of my/my family's/daughter's etc experience of ectopic pregnancy and why I'm running/walking etc will help enormously too. I'm looking forward to finishing and having a cuddle with X/long hot bath/large glass of wine/huge bar of chocolate/whatever you're looking forward to!**"

You can support **name** by making a donation **FUNDRAISING PAGE**.

For more information about The Ectopic Pregnancy Trust, visit www.ectopic.org.uk

ENDS

For more information, contact **NAME** on **CONTACT DETAILS – MOBILE NUMBER IS BEST**

Notes to editor

The Ectopic Pregnancy Trust is a UK charity which provides information, education and support to those affected by ectopic pregnancy and to the health professionals who care for them. Approximately 12,000 women suffer an ectopic pregnancy each year in the UK.

The charity seeks to raise awareness about the condition so that the public are aware of symptoms to enable women/people to get medical care quickly that can be lifesaving. It ensures anyone affected leaves hospital with relevant information and have someone to talk to about their trauma. The EPT's Ectopic Pregnancy Patient Information literature was Highly Commended in the 2019 BMA Patient Information Awards and The EPT is awarded the PIF TICK as a Trusted Information Creator, the UK-wide quality mark for healthcare information.

For more information, visit www.ectopic.org.uk or email ept@ectopic.org.uk



USING SOCIAL MEDIA TO SHARE YOUR FUNDRAISING STORY

Social media is a brilliant way to spread the word about your fundraising and raise awareness of ectopic pregnancy (if you are comfortable in doing so). Whether you're posting about your training, event day, or why you're supporting The Ectopic Pregnancy Trust, every share helps spark important conversations and encourages support.

Here are some tips to help you make the most of social media:

Tell your story

People connect with people. Share why you're fundraising and what it means to you. It doesn't have to be long - just honest.

Use photos and videos

A picture in your EPT t-shirt or a video from your training can really bring your journey to life.

Keep it updated

Share progress updates, countdowns to your event, and how people can donate.

Say thank you

Don't forget to thank your supporters along the way - it makes them feel appreciated and part of your journey.

@Tag us and let us know so that we can cheer you on!

We love seeing and sharing your posts. If you tag us, we can celebrate your efforts with our community too:

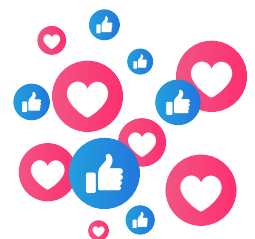
Instagram: [@ectopicpregnancytrust](https://www.instagram.com/ectopicpregnancytrust)

Facebook: [@ectopicpregnancytrust](https://www.facebook.com/ectopicpregnancytrust)

X: [@TheEPT](https://twitter.com/TheEPT)

LinkedIn: [The Ectopic Pregnancy Trust](https://www.linkedin.com/company/The-Ectopic-Pregnancy-Trust)

TikTok: [@ectopicpregnancy](https://www.tiktok.com/@ectopicpregnancy)



If you post and would like us to see it, drop an email to kerri@ectopic.org.uk with your handle and which platform you've used - we'd love to follow along and support you!

Need a hand getting set up on socials? - follow [our guide](#) for a helping hand!

Fundraiser Assets



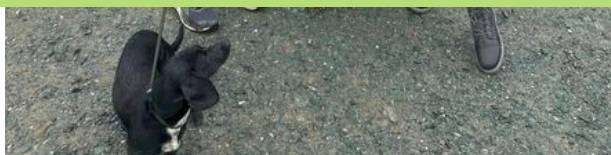
The
Ectopic
Pregnancy
Trust



Registered Charity Number:
1071811 (England & Wales) SC053187 (Scotland)

www.ectopic.org.uk
ept@ectopic.org.uk

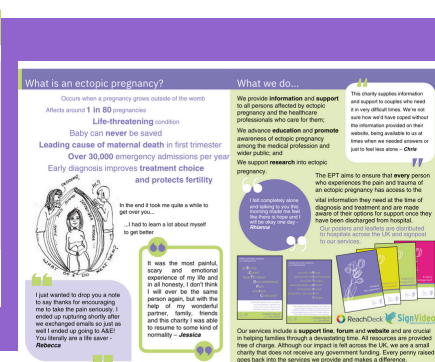
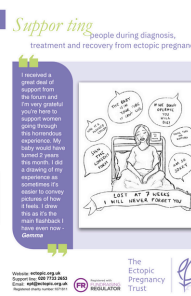
TOOLS TO HELP YOU ALONG THE WAY



We've got a whole toolkit of resources ready to support you with your fundraising – from eye-catching posters to helpful downloads. These assets are designed to make things as easy as possible, whether you're raising awareness, promoting your event, or just need a little inspiration along the way! Simply click the heading to download.

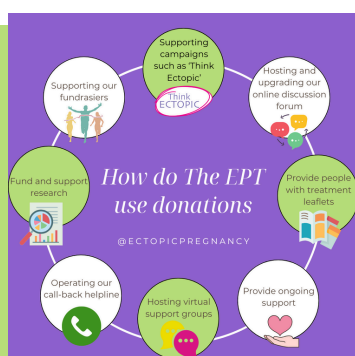
EPT Handout

contains information about The EPT, what we do and why it is so important. You can share it with people when requesting sponsorship



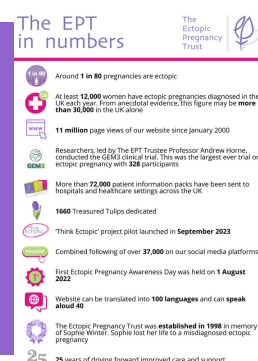
How The EPT uses donations

A useful post to show where the generous donations from your supporters may be used by The EPT. Every penny truly makes a difference!



The EPT in Numbers

A quick look at the stats behind ectopic pregnancy and the support we provide. It shows the scale of the need - and the impact your fundraising helps make possible.



The following pages have printable posters, simply select the page(s) you would like to print:

- Emotional impact poster
- Fundraising poster

Dealing with ectopic pregnancy
is a challenging time

griEving

sCared

hearTbroken

OVerwhelmed

Pain

anxlous

Confused

The Ectopic Pregnancy Trust can support
you during diagnosis, treatment and
recovery from ectopic pregnancy and
other early pregnancy complications.

The
Ectopic
Pregnancy
Trust



ectopic.org.uk

Helpline: **020 7733 2653**

[illegible]



FUNDRAISING, FITNESS AND WELLBEING

Fresh air, physical activity, and having a focus can all help with recovery after an ectopic pregnancy and coming to terms with loss. We are so grateful that you are considering a challenge to fundraise for The Ectopic Pregnancy Trust. We are here to support at every step and, to start, offer you this useful guide to enhance your fundraising experience.

Why support The Ectopic Pregnancy Trust?

Your motivation is an important part of your journey. You may like to think about why you have chosen to fundraise for The Ectopic Pregnancy Trust. We understand that for many people who have experienced an ectopic pregnancy raising awareness is important. This could be your driver or another reason might come to mind as you think about why you have chosen to fundraise.

You can also consider your timing. While there is no right or wrong time to raise awareness, we offer you the space to think about why you have decided to fundraise now and what would you like to achieve.

Your thoughts about fundraising may be something you would like to write down and reflect upon in a journal. Your journal can be another tool in your recovery process and be an important way to record your progress, challenges, and achievements.

If at any point you decide that fundraising is getting too much, then please bear in mind that you can pause as you wish. There is no time limit on healing and our [support services](#) are available to you at any time during your challenge.

Fitness Challenge

We hope that fundraising for The Ectopic Pregnancy Trust will be a fulfilling experience for you. We wish that your exercise/fitness/challenge is pursued in a way that feels right for you.

Choosing the right challenge

There are a variety of challenges that you can consider. If you would like to take on a physical challenge, at The Ectopic Pregnancy Trust, you are able to join one of our bespoke challenges, such as The EPT1000 Challenge, EPT80in1 Challenge, EPT Mini Challenges, London Marathon, Great North Run and Walk of Remembrance. Details are on our website <https://ectopic.org.uk/fundraising>



If you are planning on taking on a running challenge, you may like to look at the links below:

Dynamic Running Therapy https://welldoing.org/article/dynamic-running-therapy_

If you like running, check this out <https://www.youtube.com/c/runningchannel>



Alternatively, you could take a look at some of the companies we partner up with to gain some inspiration such as skydiving, global challenges etc. If you are a [Thrill Seeker](#), check out this link.

You may have your own ideas and we would love hear about your own challenge. This could include swimming in a pool or lake, cycling to a place of interest or popular cycle route, walking a particular distance or well-known stretch of land, hiking up a mountain or even a local walk with friends.

Tracking your challenge

If you would like to track your mileage during your challenge, then you could use a fitness tracker/sports watch such as a Garmin/Apple watch. Many of these products have an app which you can download to track distance and monitor how well you are doing; this can be very motivating and keep you on track. For example, with a Garmin watch, you are able to use Garmin Connect as an app and set your chosen challenge as a 'challenge' within Garmin. Further details can be found here: <https://connect.garmin.com/>



Strava is another application to help track your progress and at The Ectopic Pregnancy Trust we have our own Strava account which you can follow here: [London, England, United Kingdom Club | EPT Fundraisers on Strava](#)

What to wear

When taking on any level of physical fitness, it is important to be comfortable in what you are wearing and please make sure you have the correct clothing and equipment that feels right for you. The weather is a key factor during any outdoor challenge and please bear in mind to wear extra layers in adverse conditions, carry waterproofs if they may be required, wear a hat and protective clothing and sunscreen during the warmer months of the year and reflective items in the dark.



Shoes are key to enjoying your fitness and the right pair can prevent injury. If you are going to be covering a lot of miles, do invest in supportive trainers. Many running shops offer gait assessment and will be able to recommend appropriate shoes. On the day of your run, if you have family and friends supporting you, leave a bag of dry and warm clothes at the finish line with them, with a refreshing drink, some nutrition, and any additional items you may want or need.

Joining you on your journey

Music - If you like to listen to music, you could set a playlist during your training or the event itself for motivation. We even have a Spotify playlist which was created for the EPT80 in 1 Challenge: [Spotify - EPT80in1](#).

Music can be therapeutic and make the soul sing and you may like to listen to calmer, soothing tunes at the end of the day and reflect on how far you have come. This may be a time of relaxation and an effective way to quieten the mind and simply be in the present.



Friends and Family - You may like to set up a group (maybe a WhatsApp running group) to organise for friends and family to join you on your runs/physical activity. This can help ensure that you show up and keep account of your mileage and training, but also provide you with the motivation to keep going when some days seem a little harder than others. Having support from friends and family members who mean the most to you also enables you to connect with them more. When often the grief after loss can be very overwhelming and hard to explain, simply being with them may help the healing process.

Clubs - You may want to see if there is a local running group that meets regularly to provide structure and motivation. They will have varying groups depending on fitness levels. If you are brand new to running and would like to start a running challenge, then many clubs will offer the None to Run programme or N2R as it is known, which is a 12 week programme designed for beginners and a lovely way to help you gain confidence and meet new people of the same ability. Alternatively, you could check out local boot camps or exercise classes.

Parkrun - You may want to join a free, friendly 5k parkrun. These take place at various locations across the country every Saturday morning at 9am. We have collaborated with Parkrun UK and created The Ectopic Pregnancy Trust running club. You can select us as your running club on your profile and then help spread awareness on the event's results page. For more information, take a look at [home | parkrun UK](#)

Dogs - If you have a four-legged friend, they can be a perfect companion on your challenge and we always love seeing photos of dogs!





What to eat

Nutrition is crucial when taking on physical activity, especially if you are increasing your daily exercise – are you eating the right types and amounts of food and are you drinking plenty of fluids?

Following loss, simply taking care of yourself can become overwhelming and even the structure of making a meal using a recipe can help, taking some time to make something that you like or something new to try.



We are not experts in the right foods to eat during training/recovery, but we really love the [SportShoes Running Hub](#). They have some great nutritional advice from experts and there is a lot of valuable information on their blog.

Find motivation – it is worth it...

- Even if the weather isn't on your side, it is often great just to get out into the fresh air. It can even feel more uplifting completing a run in the pouring rain! (Dress appropriately!)
- Pop your running/cycling gear on when you get up so you know you will go.
- Put a note on the fridge to remind you to get out/diarise your activity/keep a blog.
- Book some races spread across the year to keep you motivated.
www.goodrungle.co.uk/RaceFinder.asp
- Mix it up! Don't stick to same walk/run/cycle – instead go for some hills, off-road, trails, cross country, canal paths, intervals. Explore and have fun!
- Plan to walk up a mountain a month.

After exercise/activity care

Stretching

Please remember the importance of stretching after exercise. This is an interesting article on [Dynamic Stretching](#). There are many reasons generally we know why we should stretch to avoid injury or stiffness the next day. However, it is also thought to have both physiological and psychological effects.

- **Physical benefit** – the build-up of lactic acids in your muscles can lead to muscle soreness and fatigue. Stretching after a workout helps to reduce muscle fatigue. When you stretch after a workout, your muscles are warm and you benefit from increased blood circulation.



Stretching will help your muscles to recover faster from a tough workout. Muscle soreness is one of the reasons that many people skip exercising. When you stretch, the likelihood is much higher that you will proceed with your next workout and prevent future injury.

- **Psychological Benefits** - it is widely thought that when you stretch after working out, your mind has a chance to tune into how your body is feeling. You breathe through a stretch and pay attention to any aches and pains in your body. The mind-body connection is important for relaxation and stress relief. Stretching helps to calm the nerves and relax the mind. Stretching in the cool down portion of your workout is a very healthy practice for both the body and the mind.

Rest days

Rest days during your fitness challenge are just as important as exercise. Taking regular breaks allows your body to recover and repair. Reducing risk of injury prevents muscle fatigue, improves performance, and supports healthy sleep. Interestingly when someone is physically burnt out, hormones like serotonin and cortisol become imbalanced. This can cause changes like irritability and mood swings. Letting your body rest is the best thing you can do for your fitness success.



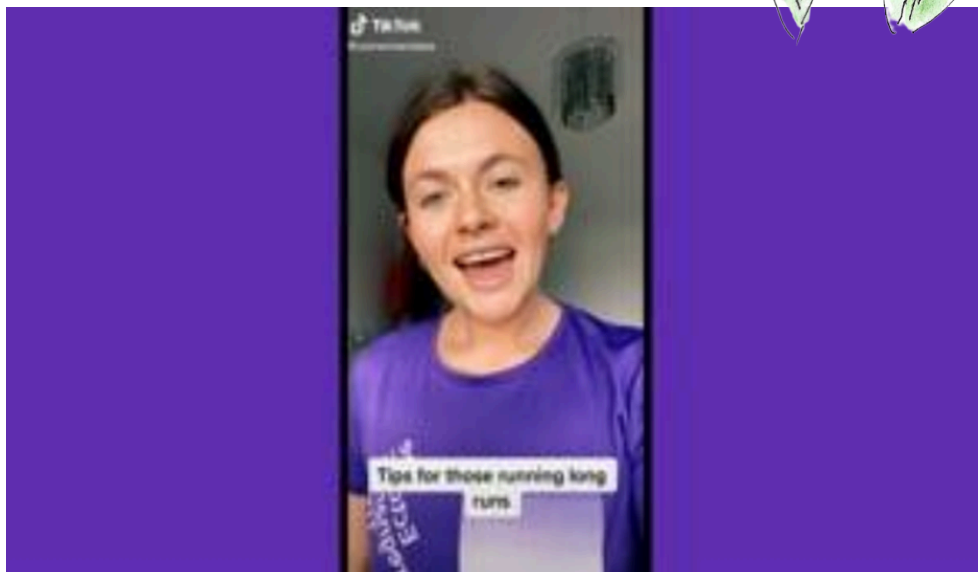
To make most out of your rest days, try very low-impact workouts like yoga. This is a lovely activity to do on a rest day as it is an excellent way for improving body awareness, breathing, and flexibility. Yoga also helps to build strength while loosening your muscles and can promote calmness, leaving you feeling refreshed and ready for your next exercise.

Treats

Don't forget to treat yourself – have a lovely bubble bath, celebratory drink, massage or meet up with friends.

Sharing your story

Your support means the world to us and, by sharing your story with the local media in your area, you can help raise even more awareness and funds. We understand that talking about your personal experience can be daunting. There is often a mix of emotions of wanting to help others going through a similar experience, but also feeling nervous at thinking about such a difficult time. If you choose to share your story, we are here to help (see relevant section in our fundraisers handbook).



Isobel, one of our lovely fundraisers and supporters has created a TikTok video and shares her tips, advice and encouragement for anyone taking on a running challenge.

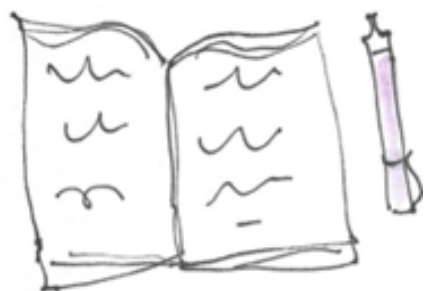
EPT fundraiser, Isobel, gives us her top tips for long runs on Vimeo

<https://vimeo.com/694115830>

Your Wellbeing During Fundraising

We are aware that raising awareness can bring up many emotions and please talk to us via our support services as we are always here for you, not only during your challenge but at any stage in your healing after loss. Our website provides the support services available to you <https://ectopic.org.uk/how-we-can-help>

Walking in the fresh air is calming and a little walk can provide some space for self-care. You may like to think about the sounds you hear during your walk, how the air feels on your face, the colours of the landscape around you and notice what you see. You can journal about your walk experience and observations at the end of the day.



Journaling is a way to express your experiences and emotions and you may like to write down how you feel during your challenge and how it is going. You will then be able to look back on your notes and remind yourself of how far you have come – you can do it and we are here every step of the way with you. This can simply be done using a pen and paper or a notebook, but we also have an EPT journal for a meaningful touch: <https://shop.ectopic.org.uk/collections/other/products/ept-branded-notebook>

Gratitude is something you could add into your journal each day and simply write down three things you are grateful for each day during your fundraising. You could also keep a little gratitude jar and pop notes into this jar each day. If you choose, you could involve your partner or family. Your gratitude notes do not need to be lengthy – it can be a simple “I am grateful for... the encouragement... a cup of tea at the end of the day... the sun shining... hearing the birds sing” etc. At the end of the challenge, you could empty the jar and reflect on how this makes you feel.





Meditation is a way to quieten the mind and turn your attention inwards. It allows you to stay in the moment and simply breathe as you may find your challenge becomes a little overwhelming. You could simply sit and breathe in the healing energy and acknowledge that "I am safe, I am well and I am loved".

Switch off - sometimes knowing when to turn off your social media can be really powerful and a break away from the noise can be a very healthy decision. See our [guide](#) for some practical tips to taking a digital break.

Structure and routine - having a training plan/routine to follow with your challenge/fundraising activity can be a very effective way for many to get through tough days/weeks/months.

Please remember there is no time limit on your journey through grief and loss and being kind to yourself and having patience with your body and mind is very important. We are here to help you at every stage in your recovery and you may like to read this section on our website <https://ectopic.org.uk/emotional-recovery/my-feelings>

Reading - do you like to read? We have selected a few books you may like to read during your challenge:

- Fiona Oakes - Running for Good
- Paulo Coelho - The Alchemist
- Brene Brown - Rising Strong
- Edith Eger - The Gift



Things for you - You may like to take some time gardening, plant a tulip for your pregnancy/baby in the garden or grow on the windowsill to help your healing and recovery.

Engage in other activities that bring you your time of calm such as painting, doing a jigsaw, spending time on a particular craft, or playing a musical instrument. Time spent on something that brings you joy can be such a release and valuable time to think about you. Honour space and time just for you. Self-care is not selfish; it is a vital part of your recovery.

Throughout your fundraising, please remember that **You are Enough**. Whether you complete your challenge or not, your journey through healing takes time and you are enough. **You are valued and appreciated – by all of us here at The EPT and those around you.**



"The main thing my husband and I wanted to achieve from this was to raise money and awareness, and I truly believe we have achieved both of these targets, is surprising how many people have contacted me (friends & colleagues) to say they too, have been through this or know someone who has..."
Ian and Tina talking about their 20km hike "Across the Divide".

"Just a little thank you for the lovely note with my medal, I needed that little pick me up. I love how personal everything is, thank you."
Jennifer,
Walk of Remembrance



"Your email has made my day and I wish I had reached out sooner! Thank you for your kind words they have validated how awful I felt about all I've been through. I can't wait to start fundraising"
Lottie, 80in1 Challenge

"Thank you for helping me through this part of my life. Being a part of this fundraising helped me stay focused and smile knowing I'm helping other people. In my darkest days I got myself up and earned my miles and it gave me a meaning. I've raised so much awareness and have found it easier to talk more openly about my life to friends and family. I'm mentally in a much better place than when I started this journey and it's truly so nice to see so many women power through and go on this journey together."
Sarah, EPT1000 Challenge

"All I can say is that both journeys are an emotional roller coaster with highs and lows and if that money helps reduce the pain and heartache for one family then it's all worth the sweat." – Jane reflecting on her marathon experience.



SUPPORTING YOU

Fundraising for The Ectopic Pregnancy Trust is an incredible way to raise awareness and honour experiences - your own or someone else's. But sharing your story, opening up to others, or simply reflecting on why you're fundraising can sometimes bring up unexpected emotions.

Please know that you're not alone, and our support services are here for you, just as much as they are for anyone affected by ectopic pregnancy.

Whether it's talking to someone, reading others' experiences, or simply knowing there's a safe space if you need it - you are always welcome to use one or as many of our support options as you feel comfortable with.

You can find support via:

- Our helpline and email service
- Online forum and peer support groups
- Social media communities

More at www.ectopic.org.uk/how-we-can-help

Whatever you need, when you need it - we're here.

-The EPT Team