



# MedicAlert®

## Your Fundraiser Guide

Making safety  
*accessible for all*



# Welcome to the MedicAlert team

Thank you so much for choosing to support MedicAlert UK, we are thrilled to have you on board!

You are now part of something truly special. MedicAlert is the UK's first and only medical ID charity that has been trusted for over 60 years. Every day, our life-saving medical IDs give people living with all medical conditions the confidence to live freely, knowing that in an emergency, first responders can quickly access vital information that could save their life.

With your help, we can reach even more people who need that security. Your efforts will directly support our goal to keep people safe and informed when it matters most.

We believe fundraising should be fun, and we are here to cheer you on every step of the way. This pack is filled with everything you need to make your fundraiser a success. Whether you're a first-time supporter or a seasoned charity champion, we are incredibly grateful to have you as part of the MedicAlert family.

So let's make it happen!

The MedicAlert UK Team



# What do we do?



Our medical IDs are more than just bracelets or necklaces. Each one is engraved with our 24/7 emergency helpline linked to your full medical record, securely stored and checked by our registered nurses. If someone wearing a MedicAlert ID has an emergency and cannot speak for themselves, first responders can quickly access vital information to make informed decisions and give the right care.

Our work includes:

- Providing medical IDs engraved with essential health information.
- Offering secure, detailed medical records accessible by emergency professionals.
- Supporting people who might not otherwise afford this service through our Goodwill Project and Early Start Programme.
- Reassurance for people who go missing, living with dementia, through the Herbert Protocol.

Thanks to fundraisers like you, we can reach more people and save lives. Every pound raised gives someone greater confidence, freedom, and safety.



## Our *Vision*

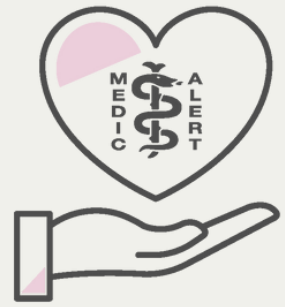
Better support for people living with chronic health concerns and allergies

## Our *Mission*

To give people with health concerns peace of mind by providing personal medical information in an emergency



# Your help can *save lives*



**£100**

Provides 5 people with a  
MedicAlert ID.

Pays for membership for 10  
people or 1 person for 10 years.

**£360**

**£1000**

Supports 6 children for 5 years as  
part of or Early Start Programme.

Provides 45 people with a  
MedicAlert membership and ID.

**£2520**

**£5700**

Allows 15 people to get a MedicAlert  
ID and membership for 10 years.







# Fundraising Tips

## Put the 'FUN' in Fundraising

Fundraising is much more enjoyable when you choose activities that you genuinely like. Whether it's baking, running, crafting or hosting events, doing something you love makes the experience feel less like a task and more like fun. Alternatively, setting yourself a personal challenge can be incredibly rewarding, giving you a great sense of pride and achievement once you've completed it – all while supporting a fantastic cause.

Here is a list of ideas that you could choose for your fundraiser:

**Walk, run, swim or cycle**

**Coffee morning**

**Car boot sale**

**Give something up**

**Auction**

**Bake sale**

**24-hour challenge**

**Fitness challenge**

**Quiz night**

**Talent show**

# How to Fundraise

## **Set A Date**

Remember to give yourself plenty of time to plan, invite and have your fundraiser

Let us know what your plans are and if there is anything we can do to help

## **Register your activity with us**

## **Set your target and budget**

Setting a target will help you shape your fundraiser. Aim high and push yourself

Create a page either on JustGiving or a personal page to making raising money easier

## **Create a donation page**

## **Spread the word**

Post on socials and let people know about your fundraiser

Reward yourself for all the hard work you put in

## **Celebrate your success**

## **Keep in touch**

Keep in contact with us about any things for the future



“ Thank you so much for providing this essential resource. We genuinely hope that others will benefit from it, just as Eliana, her friends, and our entire family have.

**Eliana's mum on the MedicAlert  
Early Start Programme**

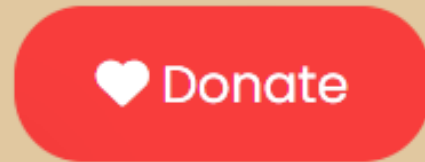




# Banking Your Fundraising

Visit our website and  
click the 'Donate' link in  
the top right of the page

[www.medicalert.org.uk](http://www.medicalert.org.uk)

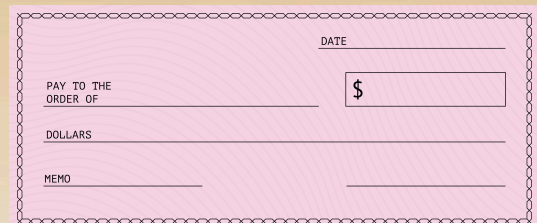


**JustGiving®**

Create a JustGiving page  
where people can donate  
to your fundraiser



Write a cheque and send  
it to us along with a letter  
saying what it is for



## Address

The MedicAlert Foundation UK, Suite 1, Liscombe  
South, Liscombe Park, Soulbury, LU7 0JL

## Email

[info@medicalert.org.uk](mailto:info@medicalert.org.uk)

## Phone

01908 951045

# Fundraising resources

Here is some marketing materials to help you with your fundraiser. Promoting your event will draw lots of people to join in and donate to your challenge. We have provided some resources that you can use to promote your fundraiser. Feel free to make copies or create your own!

Below you will find:

- Fundraising event poster
- Donations sheet
- Your certificate of completion



**MedicAlert**<sup>®</sup>  
A Registered Charity

# WE ARE RAISING MONEY FOR



# MedicAlert<sup>®</sup>

**WHAT**

.....

**WHEN & WHERE**

.....

.....

.....

**CONTACT**

.....

*Let's make  
a change!*





# Donations

NAME	CONTACT	DONATION



MedicAlert®

# CHALLENGE COMPLETED

---

completed their

---

and raised

---

for  MedicAlert®



# Thank you!

You are making a real  
difference to peoples lives!

Good luck with everything on your fundraiser.  
We will be supporting you the whole way. Feel free to  
get in contact with us at anytime if you need any help.

## **READY, SET, FUNDRAISE!**

