

**JOIN TEAM MAST CELL  
ACTION TO HELP PEOPLE  
AFFECTED BY MCAS**

**MAST CELL  
ACTION**



**Mast Cell Action fundraising pack**



## WELCOME TO THE TEAM

**Thank you for joining Mast Cell Action's team. Together we can do so much more to help people affected by MCAS. We are delighted to have you on board!**

This pack has lots of tips and resources to help you to make the most out of your fundraiser. Every pound you raise for Mast Cell Action will make a huge difference to people living with MCAS.

Whether it's a twist on your favourite hobby, group sponsorship or a personal challenge, every fundraiser helps us to improve the lives of those living with MCAS.



"When I first set up a fundraiser for Mast Cell Action I thought it would be complicated and require a lot of organisation, but it's actually a doddle to set up a JustGiving page. Then it's just a case of sending the link to everyone you know, and doing whatever it is you've promised to do!"  
Jennifer Tucker



## OUR WORK

**Mast Action is a small charity led by people affected by MCAS. We know how difficult it can be to navigate life with MCAS and we want to make life better for everyone in our community.**

We are the only UK charity solely dedicated to supporting people living with Mast Cell Diseases

We are working on resources to support self-management of mast cell disease, to give people the tools to avoid triggers, manage symptoms and explain MCAS to those around them.

We attend medical conferences, raising awareness among medics to improve the care that is received by those living with MCAS. We know that there is much work to be done to ensure that the care our community receives improves.

Raising awareness about MCAS and the needs of our community with the general public are an essential part of our work.

### Alyssa's story

For her entire life, Alyssa has been extremely sensitive to food and environmental toxins. She had eczema and other rashes as a baby, frequent lung and chest infections, poor digestive motility, and chronic stomach aches that all got worse with age. She also suffers from insomnia, anxiety and depression, fatigue and dizziness. Doctors repeatedly put her symptoms down to anxiety and made her feel like she was making them up. Alyssa wants more people to be aware of Mast Cell Activation Syndrome and the everyday battle that comes with it.





## FUNDRAISING

The easiest way to ask friends, family and colleagues for sponsorship is to start a fundraising page at <https://www.justgiving.com/mastcellaction>.

Taking some time to add your personal story and a photo can really make a difference to the number of people who choose to donate to your page.

Explaining why you are raising money for Mast Cell Action and how donations will help can inspire people to support your fundraiser.

Any cash or offline donations can be added to your Just Giving total - alternatively, contact us for additional ways to send the funds to us.

Remember that you're supporting a great cause so you deserve to have fun. Don't forget to take lots of photos and share them with us!



"Mast Cell Action has provided direction to alternate specialists, provided resources and emotional support to my wife but also helped me on my fundraising journey by providing the framework and leg up to raise a large portion of money to help the cause".





## FUNDRAISING

**There are so many possibilities for fundraisers which will raise much needed funds to support the MCAS community - and have fun while you do!**

Have you ever wished you could kick a habit, reach a milestone or test your resolve with a mental or physical challenge? Now's your chance! Challenge yourself & collect some sponsorship at the same time!

Get your family, friends, classmates, or colleagues involved with a group fundraiser - the sky is the limit, let your imagination run wild.

Get your bake on, craft it up or make your signature dish and charge people a donation to enjoy. Whatever your talent is, let others enjoy it and support Mast Cell Action at the same time!

Local marathons, triathlons and sponsored walks are the perfect opportunity to tag along and support Mast Cell Action.

You could also make use of our free downloadable bucket wraps, cake toppers and bunting to help boost donations.

"Feeling that you can give back to people in the ultimate aim of trying to raise awareness and find a cure. I would love to take away Charlottes' troubles, as a parent that is all you want. However I can't magic it away so instead choose to channel that into hopefully providing the group with much needed money to help"

**Victoria Maley, fundraiser for Mast Cell Action**





## FUNDRAISING

If you are looking for inspiration, check out these classic fundraising ideas which have been tried and tested over the years...

Host a coffee morning

Kick the habbit

Sponsored events

Junk sale

Bake sale or bake off

BBQ

Games night

Hold a raffle

World record attempt

Pub quiz

Dance-athon

Shave your head

Sports day or tournament

Movie marathon

Grow a beard

Social media fundraiser

Put on a show



### Kids favourites

Sell your pre-loved toys

Mini marathon

Arts and craft sale

Karaoke party

Kids disco

Sweet sale

Ice cream party

Fancy dress costume

Own clothes day at school

After school ice lolly sale





## Spreading the word

Telling people about your fundraiser is not only a great opportunity to raise more funds but also helps to raise awareness so that more people learn about MCAS. There are lots of ways to spread the word.

### Social media

Share your event on your Instagram, Twitter & Facebook accounts to let your friends & family know what you're up to and ask for sponsorship too. Don't forget to share the link to your fundraising page. Don't forget to tag us [@mastcellaction](#) in your posts!

### Read all about it

Contacting your local news outlets is a great way to get the word out there - newspaper, radio & local news are all great options if you want a bit more coverage of your event...let us know if you need help with this and we can help you to prepare a press release to share your story.





## FAQS

### How can I make sure gift aid is claimed on any money I raise?

If your supporters donate through JustGiving, they will be asked if they would like their donation to be treated as a gift aid donation. If you are sending us cash, get in touch for further details on managing gift aid donations.

### I have an idea for an unusual challenge, what should I do?

Mast Cell Action are delighted to support our fundraisers wherever possible. Get in touch to share your idea or if you need our help and we will do our very best to help ensure your fundraiser is a huge success.

### How can I explain what Mast Cell Action does?

Mast Cell Action is the only UK charity solely dedicated to supporting people living with MCAS. We want to make life better for everyone affected by MCAS. There is lots of information on our website about how we support people and the work we do. You can get in touch if you need help with preparing any specific information.

### How will the money I raise be used?

We are a small charity and each donation is very gratefully received. Every pound you raise will be used to help us to get a little closer to our goal of a world where everyone with MCAS has their symptoms acknowledged and experiences listened to, can achieve a correct diagnosis, and receives the care and support that they need.

### Can I use the Mast Cell Action logo?

Please get in touch prior to using our logo - we may be able to help you design something specifically for your fundraiser.



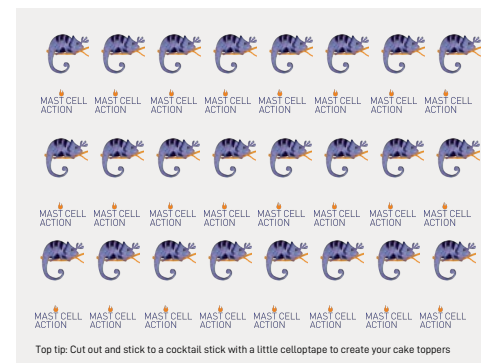
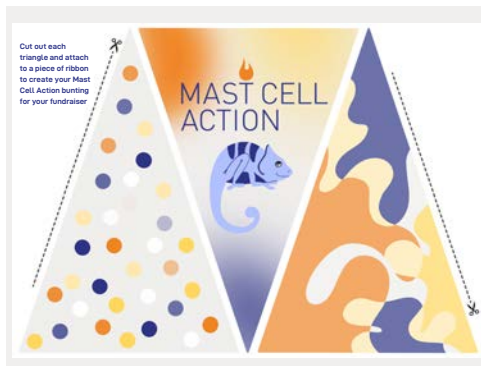


## Colour Your Fundraiser

**We have lots of resources for you to use when fundraising, if there is something specific you would like but can't find on our website - please get in touch!**

From bunting to bucket wraps, we've got all of your fundraising needs covered. You can download all of our fundraising resources for free at [www.mastcellaction.org/fundraise](http://www.mastcellaction.org/fundraise)

Don't forget to take lots of photos and share them with us - and remember to tag us on social media. We love to see the creative ways you come up with to support Mast Cell Action!



**Don't forget to get in touch to order your free Mast Cell Action t-shirt!**








## Get in touch!

Got a wacky idea or planning a serious challenge? We will do our best to help you make that idea a reality.

Get in touch with us no matter what your idea is to see how we can help with resources. Whatever you choose to do, we want to help you make it happen.

We would also love to share details of your fundraiser along with the other fundraising heroes who feature on our website, so please do share your story with us!



-  Mast Cell Action
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## Thank you

**Thank you for supporting Mast Cell Actions work and enabling us to help more people affected by Mast Cell Disease..**

Mast Cell Action is funded entirely by donations, we rely on the support and generosity of people like you to make a difference to people living with MCAS.

We are so grateful to you for caring about our community. Through your kindness you provide a beacon of hope in the face of MCAS – an illness that takes away hope for so many. We couldn't support those living with MCAS without you!



**Mast Cell Action is a Charitable Incorporated Organisation registered in England and Wales with the Registered Charity Number 1164917**



