

Thank you for joining the

FRIGHT FOR GOOD



All the inspiration you need
this **HALLOWEEN** to:

Bake. Fundraise. Save lives.

Kidney Research UK
Funding research to save lives

FANG YOU

FOR HELPING PEOPLE LIKE ME



BAKE AND FUNDRAISE THIS HALLOWEEN TO SAVE MORE LIVES LIKE MINE.

Louise was only eight when she found out her kidneys weren't working properly. "I remember being told but not really knowing what it meant. My mother describes how I didn't cry, I just lay down on her lap, still, listening and hugging her.

Kidney disease was part of growing up. I couldn't join in activities with other kids because it wore me out and I'd throw up. Instead, I had years of tiredness, pain and hours spent waiting for consultant meetings and tests.

But I became strong. I finished school, got my degree, met my fiancé and we travelled the world together. I knew what my dreams were and I was determined to achieve them. With careful management and a lot of luck, I made it to 28 before my kidneys got worse.

To live, I needed a transplant. None of my friends or family were a match. I appealed online for a donor – it was terrifying. My phone exploded with messages of support, including one from Kayleigh. We'd never met but she soon became a friend. And a match. Her kidney saved my life".

For every ten people in the UK, one is like me. But not all of them are as lucky.



LOUISE'S TOP TIPS

for your bake sale



- 1 PLAN IN ADVANCE AND GET HELPERS!** For example, extra bakers, or decorators who can make sure your area stands out with bunting and banners. Some volunteers on the day are also helpful to draw attention to the sale and help bring in customers. Maybe some mini volunteers in Halloween outfits could help!
- 2 SET UP A FUNDRAISING PAGE.** Print small paper slips with the details of your JustGiving page, so anyone without cash can donate later using their phones/PCs.
- 3 SET A TARGET!** Have a minimum suggested donation amount.
- 4 PROMOTE IT!** If you can, put up posters and/or post online a few days ahead of the event to ensure people know it's coming, and know where to go.
- 5 BAKE AND FUNDRAISE!** Remember napkins and/or plates, and ensure you have enough knives for cutting the cakes. Consider having some spares in case people walk off with them!
- 6 BEWARE OF ALLERGIES!** Be cautious for any buyers with gluten/lactose/nut allergies.
- 7 VARIETY!** Suggest your bakers don't all cook the same kind of cake – more choice is likely to attract more sales. Be creative!
- 8 MATCH IT!** Check to see if your work place offers a 'matched giving' scheme to double your total at no extra cost!
- 9 PAY IN YOUR MONEY TO HELP MAKE A DIFFERENCE TO PEOPLE LIKE ME!**
- 10 REMEMBER TO HAVE FUN AND SMILE!** Especially if you have vampire teeth in!



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How to Pay your money in:

JustGiving

All donations sent through JustGiving come directly to us, so you don't have to worry about collecting your pledged donations. Plus, if you set up a JustGiving page, there's the opportunity to generate a text to donate code – no excuses for not having cash.

Pay in online

If you've got cauldron loads of cash to pay in, simply go to www.kidneyresearchuk.org/Fright-bank

Call us

Call one of our terrifyingly good Supporter Care Team members on **0300 303 1100** to pay your donations over the phone.

Everything you raise goes towards helping people like Louise. Help us stop kidney disease in its tracks - Bake and fundraise to save lives this Halloween!



If you need any help, please get in touch:
www.kidneyresearchuk.org/FRIGHT,
email frightforgood@kidneyresearchuk.org
or call **0300 303 1100**



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