

## Purple Day 2024

Hi there,

Thank you for **pushing the purple button** to help turn the world purple! We're really excited that you're taking part this Purple Day to raise money and make a life-changing difference for people living with epilepsy.

Whether it's at work, at home, at school or out in your local community, we can't wait to see what you get up to. So let's get started!

Here's your fundraising pack full of fun stuff to help you plan, decorate and raise lots of purple pounds. We hope you love it! It includes everything you'll need to get started but if you need any extra materials, don't worry – we've got you.

Setting up an online fundraising page is a great way to kick start your fundraising and let everyone know what you're planning for the big day too. You can personalise your page, set a target and share with friends and family.

Head to [epilepsy.org.uk/purpledayjg](https://epilepsy.org.uk/purpledayjg) (or scan the QR code below) to get started.

### Why your support matters

626,000 people in the UK are living with epilepsy and 79 people are diagnosed every single day. By fundraising this Purple Day, you're doing something incredible – you're helping us to be here for them, when they need it most.

So whether you walk, run, dance, dress up or bake, remember, do it in purple and do it for people living with epilepsy.

We'd love to hear all about your fundraising and we're always here if you'd like to share your story with us or need a little bit of help or inspiration. You can call our Purple Day team on **0113 210 8851** or email us at [purpleday@epilepsy.org.uk](mailto:purpleday@epilepsy.org.uk)

Good luck with your planning! Have fun and thanks for your support!

Best wishes,



Amy Hesselden  
Your Purple Day team



Scan to set up your  
fundraising page



**Let's do this!**

**epilepsy** *action*

**Get ready to get purple**



**Let's do this!**

**Your fundraising guide**

# Ready? Set? Let's

# go!

**We're so excited for you to turn the world purple and help change lives!**

626,000 people in the UK are living with epilepsy and 79 people are diagnosed every single day. Your support will help us to be here for them, every step of the way.

So whether you parade the streets in purple, bake 200 purple goodies or even run a 10k dressed as a purple grape – this is your moment!

**Let's get planning and make it the best Purple Day yet!**

## Your support changes lives

**£21**

could enable our expert **Helpline** team to answer a call to support someone affected by epilepsy

**£50**

could provide a safe space for two people to share their experiences at a **Talk and support** group

**£110**

could recruit, train and equip a **Befriending** volunteer to offer one-to-one support for someone affected by epilepsy





## Step 1 Get ready

### Set yourself a target

Setting a target for yourself is a great way to stay motivated, and raise more. Go for it, you'll be surprised how quickly the pounds add up.

### Set up a JustGiving page

This is a great way for people to donate online. You can personalise your fundraising page, set a target and share with friends and family straight away.

Head to [epilepsy.org.uk/purpledayjg](https://epilepsy.org.uk/purpledayjg) (or scan the QR code below) to get started.



Scan me



### Top tip:

Set up your own unique QR code for your JustGiving page and pop it on your promotional materials so people can donate easily. Find out more at [justgiving.com](https://justgiving.com)



I'm ready!



## Top tip:

Recruit friends, family or work colleagues if you need some extra help to organise and run your fundraising event.

## Step 2 Spread the word

Don't be shy – shout about the amazing fundraising you're doing to help people living with epilepsy. Once your date is set, use the ready-made invites and poster in your pack to start spreading the word and give your guests something to look forward to.

Sharing on social media, or getting a story featured by your local newspaper or radio station is a great way to do this too. Head to [epilepsy.org.uk/purple-event](http://epilepsy.org.uk/purple-event) for more info.



If 26 March doesn't work for you, don't worry. Pick your own date and let us know so we can wish you luck!

## Step 3 Make it count

### Make every donation go further with Gift Aid

Don't forget to ask your sponsors or guests to GiftAid their donation. It means that we can claim an extra 25p for every £1 donated. It's super easy to do and won't cost you or them a penny!

### Boost your total

Guarantee the fun and use the sweepstake poster in your pack to make a bit of extra money.

### Keep sharing your online fundraising page

It's a great way to collect donations and you might find that people will often donate even if they can't be there to support you in-person.



## Top tip:

Keep us in the loop and shout about your fundraising. Take photos before, during and after your event, and tag us on social media using [@epilepsyaction](https://www.instagram.com/epilepsyaction)



## Your support changes lives and together we can make a difference!

Theo was diagnosed with epilepsy at nine years old. During the initial stages of Theo's diagnosis, Leona, Theo's Mum, found the Epilepsy Action helpline to be a huge help.

After using the charity's services, Leona, Theo and his sisters were inspired to do some incredible fundraising for Purple Day.



“ Baking has been a great way to raise funds. For our first Purple Day Theo and his sisters baked as much as they could during the week running up to Purple Day. We then delivered the baked goods to all the people who support us on our epilepsy journey including friends, family, Theo's school

and hospital staff. Whether you're baking, walking or dressing in purple this year, every penny that you raise will go towards making a huge difference for people living with epilepsy, just like Theo. ”

**Leona, Theo's Mum**

## Need some extras?

You can order more materials to help with your fantastic fundraising! We've got extra:

**Balloons**

**Stickers**

**Posters**

**Bunting**

Head to [epilepsy.org.uk/purplegoodies](https://epilepsy.org.uk/purplegoodies) (or scan the QR code below), add the items to your basket and we'll post them out to you – easy-peasy!



**Scan me**



## Pay in your amazing fundraising

If you raise money online through JustGiving, you don't need to do anything as the money on your page will come straight to us. So you can sit back and relax!

If you collect offline donations, here's how to get them to us safely.



**By card** – visit [epilepsy.org.uk/donate](https://epilepsy.org.uk/donate) to pay in online or call 0113 210 8851



**By post** – post cheques and CAF vouchers, made payable to 'Epilepsy Action' to us, along with your name and contact details (Please don't send cash in the post)



**By bank transfer** – please contact us and we'll send you our charity bank details.

Please make sure you send all money to us within two months of your event.



## Top tips following your fundraising

### Say thank you

Thank everyone who supported you and let them know how much you've raised. It's a great way to let them know they've made a difference for people living with epilepsy.

### Matched funding

Ask if your employer offers a matched funding scheme as you may be able to double what you've raised!



### Gift Aid form

Send in your completed donation form included with your fundraising pack so we can claim Gift Aid where we can.





## Thank you for doing something amazing!

By fundraising this Purple Day, you're doing something incredible - you're helping us to be here for even more people living with epilepsy, when they need it most.

### Got a question?

If there's anything you need, we'd love to hear from you. Call us on 0113 210 8851 or email our Purple Day team on [purpleday@epilepsy.org.uk](mailto:purpleday@epilepsy.org.uk)

### Epilepsy Action

New Anstey House, Gate Way Drive, Yeadon, Leeds LS19 7XY  
tel. 0113 210 8800 email [epilepsy@epilepsy.org.uk](mailto:epilepsy@epilepsy.org.uk) [epilepsy.org.uk](http://epilepsy.org.uk)

Registered charity in England and Wales (No. 234343)



# Thank you

**Your support changes lives.  
Thank you.**

**£21**

could enable our expert Helpline team to answer a call to support someone affected by epilepsy

**£50**

could provide a safe space for two people to share their experiences at a Talk and support group

**£110**

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## Gift aid your donation

You can make every £1 you donate worth an extra 25p. If you are a UK taxpayer simply tick the Gift Aid column and we will claim the extra from the government.

If you pay less Income Tax and/or Capital Gains Tax than the amount of Gift Aid claimed on all your donations in any tax year, it is your responsibility to pay any difference.

This declaration applies to all your donations to Epilepsy Action, including any you may make in the future, or have made in the past four years. Please notify Epilepsy Action if you want to cancel this declaration, change your name or home address or if you no longer pay sufficient tax on your income and/or capital gains.

*giftaid it*

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**Name:**

**Activity:**

### Online giving page:

Set up a personalised JustGiving page at [epilepsy.org.uk/purpledayjg](https://epilepsy.org.uk/purpledayjg) or a Facebook page at [epilepsy.org.uk/purpledayfb](https://epilepsy.org.uk/purpledayfb)

Full name	Home address	Postcode	Date paid	Gift Aid	Amount
Violet Periwinkle	26 Lavender Lane, Purple Town	PD26 3EA	26/03/24	✓	£24
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			/ /		£
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You can change how you hear from Epilepsy Action at any time by contacting our supporter care team on 0113 210 8800 or visiting [epilepsy.org.uk/contact](https://epilepsy.org.uk/contact)

# Thank you

## Good news!

If your sponsors or guests pay tax in the UK, they can **Gift Aid** their donation – at no extra cost! Ask them to fill in this form clearly, then send it back to us in the post.

### Please fill in your details here

Name \_\_\_\_\_

Address \_\_\_\_\_

Postcode \_\_\_\_\_

Registered charity in England and Wales (No. 234343)

**Name:**

**Activity:**

### Online giving page:

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Reference EV\_PD24

**Total raised**

£

Please send completed forms to  
FREEPOST RTGS-LEYK-XGCK, Epilepsy Action, New Anstey House, Gate Way Drive, Leeds LS19 7XY

To pay in your donation visit [epilepsy.org.uk/donate](http://epilepsy.org.uk/donate), call 0113 210 8800 or send a cheque payable to Epilepsy Action