

# FUNDRAISE YOUR WAY



*in aid of*  
**VIKING GENES**



THE UNIVERSITY  
*of* EDINBURGH



## The Viking Genes Project

The Viking Genes team has been studying the genetic makeup of Scottish islanders, discovering new insights into the genetic history of the Scottish islands and where their ancestors came from.

In doing so, the team's research has identified that many of the island populations have their own unique gene pools, revealing that certain disease-causing variants are found more commonly in some island communities than elsewhere in the UK.

Armed with this knowledge, the team works carefully to return results to those individuals who have been identified with a higher risk of developing life-threatening conditions, allowing for earlier intervention and preventative surgeries.

Because of this, several islanders have been treated to remove cancers they didn't know they had, whilst others have opted for preventative surgery to reduce their risk of developing cancer later in life.

Understanding the risks that certain genes raise means that more effective testing can be done to help those individuals with a higher risk. And understanding this risk means that, in the future, people with an increased risk of disease may be able to request a referral to a local genetics centre and be offered increased screening.

The Viking Genes team hope that by returning actionable findings to the study volunteers, and identifying heightened genetic risks in the Scottish islands, they will act as exemplars for later deployment on a national scale, to help realise the full impact of genomics on medicine.

Future research hopes to investigate high cholesterol, cardiomyopathy, haemochromatosis, Wilson disease, Pompe disease, Batten disease, and island-specific multiple sclerosis variants.

Your donation will directly support this life saving work.

Thank you.

<https://viking.ed.ac.uk/support-us>



# Hello and thank you

Thank you for your interest in fundraising in aid of the Viking Genes Project.

Fundraise Your Way is the official fundraising platform of the University of Edinburgh. Our fundraising team will be delighted to support your fundraising plans and ensure 100% of the money your raise gets to Viking Genes.

The Viking Genes project is working with Scotland's island communities to conduct genetics-based health investigations. Their research has already directly impacted a number of lives by enabling participants to take preventable action against future disease.

I very much hope that you will fundraise and will be delighted to support you with your fundraising, whether it be giving advice on setting up your JustGiving page, supplying promotional materials, or creating social media assets for you. Please get in touch to let me know your plans - I'll be delighted to hear from you.

You can turn almost any hobby, occasion or challenge into a fundraising activity. From once-in-a-lifetime challenges to small informal events, there are countless ways to raise money for the Viking Genes Project. Whether you are sporty, creative, entrepreneurial or just up for a challenge, your contribution and commitment can make a real difference.

The University of Edinburgh Development Trust (registered charity number SC004307) will process your donation. We don't take any admin fees, 100% of your donation will go to the Viking Genes Project.

With thanks again for your support.

Kerry

Kerry Mackay  
Senior Community Fundraising Officer  
Fundraise Your Way

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# What will you do?

There are countless ways to raise money - whatever you chose to do, your contribution and commitment can make a real difference.

## Walk, jog, run

From a 5k walk to an ultra-marathon, simply register for an event to suit your fitness level, then set up a JustGiving page at [www.justgiving.com/campaign/viking](http://www.justgiving.com/campaign/viking).

## Obstacle course

If a sponsored run is not your thing, how about taking on an obstacle course? From the foam filled Gung-Ho Fun 5k to the Tough Mudder there's something for everyone.

## Bake sale

Bake sales are a great excuse to get together with friends, family and colleagues. Enjoy some delicious home baking along with a cuppa, chat and laughter. Setting-up a JustGiving page lets people make online donations and donate even if they can't attend.

## Give something up

What do you love? Chocolate? Coffee? Make-up? Your car? Whatever it is, if it is something people know you love, you can raise money by giving it up for a period of time.

## Celebrate

Celebrations are a lovely way to raise money. Instead of receiving traditional birthday, wedding or anniversary gifts, why not ask for a donation to the Viking Genes Project. Simply set up a JustGiving page and share your link far and wide.

## easyfundraising ltd

easyfundraising partners with over 8,000 brands who will donate part of what you spend to a cause of your choice. It won't cost you any extra as the cost is covered by the brand. Sign-up today at [www.easyfundraising.org.uk/causes/viking-genes](http://www.easyfundraising.org.uk/causes/viking-genes).





## Top tips

It's wonderful that you are supporting the Viking Genes Project - I hope the tips below help you reach your fundraising target.

### JustGiving

Create a JustGiving page at [www.justgiving.com/campaign/viking](http://www.justgiving.com/campaign/viking).

Set an ambitious fundraising target and use 'your story' to tell your donors why you are raising money. Add your photo to your JustGiving page, so your supporters know they're at the right page!

**Please click to opt-in to receive communications from your chosen charity (that's us) when you set up your Just Giving page. This will allow us to provide advice and support for your fundraising activity, let you know how your donation is helping, and invite you to events.**

When creating your page, JustGiving will automatically generate a unique URL – it's worthwhile changing this to something easier to remember. We can create a QR code for your page that you can use to promote your fundraising.

Once you're happy with your page, share the link to it far and wide. You can post on your social networks, update your personal email signature, and make posters for notice boards. You can also use your phone to text or message friends and family.

And don't be afraid to ask people more than once to sponsor you. We all need reminding at times, so feel free to mention more than once that you are fundraising.

### Matched Funding

Some companies (big and small) support their employees fundraising efforts through matched funding. Ask your employer if they offer matched funding (or similar).

# Getting your donations to us

Thank you again for your support of the Viking Genes Project. The University of Edinburgh Development Trust will process your donation. We don't take any admin fees; 100% of your donation will go to the Viking Genes Fund.

## JustGiving

If you have set up a JustGiving page for online donations and collected cash as part of your fundraising, simply bank the cash and pay the donation into your JustGiving page.

## Online

Visit <https://donate.ed.ac.uk/support/VikingGenes> to donate online, then email [fundraise@ed.ac.uk](mailto:fundraise@ed.ac.uk) to let us know to look out for your donation.

## Bank transfer

You can pay your donation into our Bank of Scotland account via the details below:

Bank:	Bank of Scotland
Address:	104 George Street, Edinburgh EH2 3DF
Account name:	Univ of Edin Dev Trust
Sort code:	80-02-24
Account number:	00423592
BIC:	BOFSGB2S
IBAN:	GB32 BOFS 8002 2400 4235 92

Please use Viking followed by your surname as the reference and email [fundraise@ed.ac.uk](mailto:fundraise@ed.ac.uk) to let us know to look out for your donation. Thank you.

## By post

If you are writing a cheque or sending a CAF voucher, please make it payable to "The University of Edinburgh Development Trust" and write 'Viking' on the back of your cheque / CAF voucher. Send your donation to:

### Freepost UNIVERSITY REPLY

Please note, 'UNIVERSITY REPLY' must be in capitals. There's no need to include our address - it will make its way to us just as it is.

