

DEMOUCELLE PARKINSON CHARITY – FUNDRAISING GUIDE

Thank you for your interest in supporting Parkinson's research through fundraising. We are excited to welcome you to our vibrant community of volunteers we call **#TeamBeatParkinson**

This guide is designed to make it **easy, inspiring, and practical** for you to take action—whether big or small. You do not need prior experience. Successful fundraising simply builds on what you already enjoy doing. Most importantly: **every euro raised brings us closer to better treatments and ultimately a cure.**

Fundraising does not need to be perfect. It just needs to happen. Small actions, multiplied across many people, create real scientific progress. Thank you for being part of #TeamBeatParkinson.

If you have any questions, please do not hesitate to contact us: charity@demoucelle.com

1. WHY RAISE FUNDS FOR PARKINSON'S RESEARCH?

Parkinson's is a serious, progressive neurological disease that currently has no cure. Today, around 9–10 million people worldwide live with Parkinson's Disease and that number is expected to grow as populations age.

The good news is that:

- Research is advancing quickly, with **promising new treatments emerging**
- The scientific opportunities exist but **funding is the limiting factor**
- Your fundraising helps support **the most promising research projects worldwide**
- **YOU** can help give hope to millions of people.

2. HOW TO FUNDRAISE

There is no “right” way to fundraise. The best activity is one that fits your life, interests, or network. Below are three types of fundraising, but within each group there are a myriad of different options.

>>> GET SPONSORED

e.g. running, cycling, trekking. Turn your challenge into a fundraising challenge too!

Simply:

- Create a personal fundraising page
- Share it with friends, family & colleagues
- Encourage donations by providing friendly updates at key milestones e.g. training

👉 Create your page here: <https://www.peer2peer-kbs-frb.be/project/ffo-demoucelleparkinsoncharity?locale=en>

Example message you can copy:

I am taking part in [EVENT NAME] and using this challenge to support research to find a cure for Parkinson's disease, the world's fastest-growing neurodegenerative condition. This cause is particularly important to me because [INSERT PERSONAL REASON, IF APPLICABLE]. Please consider sponsoring me. I have created a simple and secure online fundraising page via the Demoucelle Parkinson Charity. Donations over 40 euros will be eligible for tax deductibility. Every donation helps accelerate progress towards a cure and gives hopes to millions of people around the world, including 50 000 here in Belgium. Thank you.

>>> ASK FOR DONATIONS INSTEAD OF GIFTS OR FLOWERS

For life moments that matter (birthdays, weddings, anniversaries, memorials).

Instead of gifts, invite family, friends and colleagues to support Parkinson's research.

- Share a bank transfer reference (we can provide this and inform you of donations made.)
- Share your [online fundraising page](#) (you will automatically be notified about donations.)
- Share DPC's [online donation page](#) (we can not inform you of donations made.)

Example message you can copy:

"In lieu of gifts, we invite you to support research to find a cure for Parkinson's disease via the Demoucelle Parkinson Charity. Your contribution will give hope to millions. Thank you."

>>> ORGANISE YOUR OWN EVENT OR FUNDRAISER

Anything you are interested in or are good at can become a fundraiser. Turn something you already enjoy into a shared moment with impact. Examples might include:

- Dinner or BBQ with friends
- Bake sale or coffee morning
- Office challenge or quiz night
- Garage sale or auction
- Sponsored personal challenge e.g. pancake eating, knitting

And if you enter 'fundraising ideas' into a search engine, you'll find plenty more inspiration.

Strategies for Success!

The key to a successful, stress-free event is to plan ahead. The checklist below may help:

- **Set a realistic budget and goals:** be ambitious, but set yourself up to succeed. It's always more satisfying to beat expectations than to miss them. Aim to raise at least three times what you spend.
- **Plan carefully:** select a good day, time and venue. Consider access, parking, permissions, insurance. What will people eat or drink? How will you collect contributions?
- **Enlist help:** don't try to do this alone. It's more fun, and more manageable, as a team.
- **Communicate clearly** ... with your team, your guests. Ensure everyone is on the same page.
- **Spread the word:** Use whatever fits your budget: email, social media, posters, leaflets.
- **Have a Plan B:** Have a back-up for poor weather or a missing guest speaker.
- **Follow up:** thank everyone who contributed: donors, volunteers, participants; and share the final result. A shared sense of achievement makes people more likely to help again.

3. DONATIONS & TAX DEDUCTIBILITY

Direct donations (tax-deductible)

Donations of €40 or more per calendar year are eligible for a tax reduction in Belgium.

We are supported by the King Baudouin Foundation who issues tax certificates once a year.

To ensure tax deductibility, donations must be made via:

- Your personal [online fundraising page](#), OR
- Direct transfer to DPC via the King Baudouin Foundation

Bank details:

King Baudouin Foundation: IBAN: BE10 0000 0000 0404 BIC: BPOTBEB1 Reference: **014/1340/00039**

(NOTE: This is DPC's general donation reference. To track donations made thanks to your fundraising, please contact us and we will provide a specific reference.)

IMPORTANT !!!

Not all fundraising is tax-deductible:

- **✗** Donations linked to goods/services (e.g. purchase of baked goods, tickets for a show)
- **✗** Cash collections from third parties (e.g. donation tin into which others drop coins)
- **✗** In-kind donations (e.g. the value of food donated for a fundraising barbeque)

These funds should be transferred directly to the Demoucelle Parkinson Charity's bank account.

IBAN: BE72 7350 2825 8916 BIC: KREDBEBB

4. TIPS & SUGGESTIONS

Here are a few tried & tested strategies and ideas for ensuring your fundraising is successful.

Start simple

- Start early
- Set a realistic target
- Use what you already enjoy doing

Make it personal

People support people, not projects. Explain:

- Why Parkinson's matters to you
- Why you are fundraising

Be the first supporter

Make a small personal donation first. It increases others' willingness to give.

Make it easy to give

- Suggest donation amounts (e.g. €10 / €25 / €50)
- Share your link everywhere
- Use reminders and updates

Build momentum

- Share progress updates
- Thank donors personally
- Celebrate milestones

Ask smartly

- Tailor your message (friends vs colleagues vs wider network)
- Keep messages short and authentic

5. HOW TO GET HELP AND SUPPORT

You are not alone: a group of experienced #TeamBeatParkinson volunteers is happy to support you by:

- Helping you refine your idea
- Giving fundraising advice
- Support you in planning your campaign

Reach out by sending an email and we'll be in touch! Contact: charity@demoucelle.com

***Thank you for your interest in supporting Parkinson's research!
Together we CAN beat Parkinson's!***