

# FUNDRAISE YOUR WAY



in aid of the  
**Euan MacDonald Centre**  
for MND Research



THE UNIVERSITY  
of EDINBURGH



**EUAN  
MACDONALD  
CENTRE**

Vital research into motor neuron disease

# Euan MacDonald Centre

The Euan MacDonald Centre for MND Research is based at the University of Edinburgh.

It is a not-for-profit, charitable network of over 200 researchers across Scotland. We use research to improve the lives of people living with motor neuron disease (MND) and related conditions.

The Centre launched in 2007 following a donation by Euan MacDonald and his father Donald MacDonald. The Centre aims to make discoveries that will slow, stop and eventually reverse MND.

Motor neuron disease describes a group of diseases that affect motor neurons in the brain and spinal cord. Motor neurons are cells that transmit electrical messages to tell muscles what to do. MND gradually stops these messages reaching the muscles.

The Centre's mission is to

- undertake research into MND, both laboratory-based and patient-centred projects; this includes the MND-SMART clinical trial, which is the largest-ever clinical trial in MND in the UK
- deliver training for the next generation of MND research leaders, including offering bespoke PhD studentship awards
- provide a network for those involved in MND research across Scotland
- work with Scottish healthcare professionals and other charities to increase awareness of MND and MND research among the public

Research at the Centre is funded by grants and donations. We're incredibly grateful for any funding that supports our work. There are many ways you can help, for example making a one-off or regular donation, fundraising your way, or leaving a gift in your will.

Thank you for supporting the work of the Euan MacDonald Centre for MND Research.



# Hello and thank you

Thank you for your interest in fundraising in aid of the Euan MacDonald Centre for MND Research. I'm Kerry and I'll be delighted to support your fundraising activity.

Euan MacDonald MBE was just 29 years old when he was diagnosed with motor neuron disease (MND). Following his diagnosis, Euan and his father Donald MacDonald CBE resolved to do whatever they could to ensure MND research was brought to the forefront of everyone's mind in Edinburgh and further afield.

Having both come from an investment background, they approached a group of key MND researchers at the University of Edinburgh and began discussions to establish, what is now, the thriving and internationally recognised centre for MND research – The Euan MacDonald Centre.

Euan sadly passed away on 21st August 2024, aged 50. He is greatly missed by us all. Euan was an inspiration to many and we will uphold Euan's remarkable legacy and do our utmost to reach the day when there are effective treatments for motor neuron disease.

I very much hope that you will fundraise and I would love to hear what you decide to do. I 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, how I can help, and if you'd like a branded t-shirt or running top.

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 Euan MacDonald Centre. 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 Euan MacDonald Centre.

With thanks again for your support.



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/EMC4MND](http://www.justgiving.com/campaign/EMC4MND).

## 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 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 Euan MacDonald Centre. 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/euanmacdonaldcentre](http://www.easyfundraising.org.uk/causes/euanmacdonaldcentre).





## Top tips

It's wonderful that you are supporting the Euan MacDonald Centre - I hope the tips below help you reach your fundraising target.

### JustGiving

Create a JustGiving page at [www.justgiving.com/campaign/EMC4MND](http://www.justgiving.com/campaign/EMC4MND).

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 MND research. The University of Edinburgh Development Trust will process your donation. The Trust doesn't take admin fees, meaning 100% of your donation will go straight to the Euan MacDonald Centre.

## 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/euan-mac-cen> 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 B  
Sort code: 80-02-24  
Account number: 00423592  
BIC: BOFSGB2S  
IBAN: GB32 BOFS 8002 2400 4235 92

Please use EMC 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 'EMC' 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.

