



16-22 September 2018

# Balance Awareness Week

## Information Pack

Information to help you support this year's  
Balance Awareness Week (BAW)

Help us **Defeat Dizziness**

For more information, please also visit  
[menieres.org.uk/baw2018](http://menieres.org.uk/baw2018)



**Ménière's Society**

for dizziness and balance disorders

Registered charity number: 297246



## BAW 2018

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### Contact us

**01306 876 883**

**info@menieres.org.uk**

**menieres.org.uk**

**The Rookery, Surrey  
Hills Business Park, Wotton,  
Dorking, Surrey RH5 6QT**

### Find us on

**Facebook – Twitter - Instagram**

The Ménière's Society is the only UK registered charity dedicated solely to supporting people with dizziness and balance disorders of vestibular origin. The Society provides information to patients, carers, health professionals and the public. We also encourage and fund vital research into vestibular disorders.

**Thanks for supporting Balance Awareness Week 2018. Whatever you choose to do you'll be raising the profile of vestibular disorders and the work of the Ménière's Society; helping us to defeat dizziness.**

## Vestibular Disorders

The vestibular system (balance organ) in the ear is responsible for maintaining balance, posture, and the body's orientation in space. It is made up of three semicircular canals and two structures called otoliths. The organ of hearing (cochlea) is also in your inner ear.

The body's balance system works by coordinating information in the brain for the three senses used for balance: the eyes, the balance organ in the inner ear and the body's internal sense of balance. If there is vertigo (dizziness) it means the brain has not been able to coordinate information from the balance senses properly.

In vestibular conditions the balance organ in the ear is affected. As the balance organ is faulty the brain becomes more dependent on information coming from the eyes and sensors in the body.

Some examples of vestibular conditions: benign paroxysmal positional vertigo; endolymphatic hydrops; labyrinthitis; mal de débarquement Syndrome; Ménière's disease; migraine associated vertigo; perilymph fistula; superior semicircular canal dehiscence; vestibular neuritis.

**For more details please visit**

**[www.menieres.org.uk](http://www.menieres.org.uk)**



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# Balance Awareness Week 2018

## When

16- 22 September 2018

## What

Balance Awareness Week (BAW) takes place annually in September. We encourage members, supporters, health professionals, in fact, anyone with an interest in vestibular disorders, to take part.

## Where

Worldwide! We'll be working alongside the other charities, such as the Vestibular Disorders Association (VEDA) in the US as part of a global effort to raise awareness and defeat dizziness.

## How

The Ménière's Society will be running various events as well as encouraging supporters to come up with their own ideas. Whether it's a coffee morning, bucket collection, manning an information stand, or jumping out of a plane (with a parachute of course!) – we'll appreciate anything you can do to raise awareness and/or funds.

## Why

The Ménière's Society is the only registered charity in the UK dedicated solely to supporting people with vestibular (inner ear) disorders causing dizziness & imbalance. We receive no government funding & rely solely on fundraising & memberships to fund our vital work.

**Support us by texting DIZZ 18 £5 to 70070 to donate**



*"I find it very frustrating that not many people know about Ménière's and the effects it has on a person. I would love to see this change so sufferers gain a better understanding from friends, family and work colleagues"*

**LB, Society member**



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# Ways to get involved

This year we would love to reach more people than ever before. We've come up with a number of ways for you to get involved and help us to spread the word as well as raise money for the Ménière's Society. **Join in one of our activities or hold your own event.** More info at [www.menieres.org.uk/baw2018](http://www.menieres.org.uk/baw2018)

Here are some of the ways you can get involved...

## Blue Monday

We're encouraging everyone to go blue on Monday 17 September. We ask that participants attend work or school wearing blue clothes (with relevant permissions of course!) and that each participant kindly donates £1 to the Society. We'd love to see pictures containing a sea of blue to raise further awareness through social media and the press. If you know a business or school who may consider supporting this particular awareness event, please get in contact.

**Text: DIZZ18 £1 to 70070 to make your Blue Monday donation**

## Wear-It

Wear your Meniere's t-shirt, pin badge or wristband...or all three...with pride to help us spread the word. Wear them all week if you can! All available on our online shop: <http://www.charitycardshop.com/menieres/> Share your pictures with us via our Facebook, Twitter or Instagram. Who will be the furthest from our office in Surrey wearing one of our t-shirts? Or will you be in the strangest place?



## Get your local group involved

Do you run or are you a member of a local group? We're counting on you, the local groups, to get involved and help us spread the word! Whether it's an awareness day, information display, coffee morning, cake sale, sponsored walk or other fundraising event, we hope you'll support Balance Awareness Week 2018. Get in touch and let us know what you're planning to do. Check out our Balance Awareness Week webpages, or contact us for ideas and inspiration!

## Organisations

There are many ways your organisation can support Balance Awareness Week 2018. Why not take part in Blue Monday, hold a fundraiser, cake sale, information stand or maybe the lemon skills challenge (see our website)! If you'd like further information about how your organisation can get involved and support Balance Awareness Week, please get in contact with us.



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### Set up an information stand

If you work in an office, college or hospital department, why not host an information stand for Balance Awareness Week. We can provide leaflets and a mini-banner\* Set up a table top with our information for a day or a week. Add a donation box, or some of our merchandise, if you want to fundraise too.



### Schools

Would your local school like to help? A Blue Monday (or any day of the week!) mufti, is a great way to get the kids involved while raising vital funds for the Ménière's Society. Or perhaps a sponsored balance challenge? Whatever your school decides to do we are grateful for your support. Check out our Balance Awareness Week webpages for ideas and inspiration! Please get in touch for more information and to let us know how you will be supporting BAW 2018.

### Tell-a-friend

Spread the word about Balance Awareness Week 2018 and the work of the Ménière's Society. We're encouraging everyone to tell a friend, colleague, or even the person you always see at the bus stop! Share with them why you're supporting BAW and ask them to pass it to someone else on to raise even more awareness. Throughout Balance Awareness Week we'll be encouraging supporters to share our various social media posts. You can help by simply sharing these posts on your own social networks.

#### Use the hashtags:

**#BAW2018**

**#BalanceAwareness**

**#MenieresSociety**

**#DefeatDizziness**

*\*mini-banners are limited stock and are available on a first-come, first-served basis.*



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# Top 10 Fundraising Tips

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## 1 SET A TARGET

It will give you something to aim for and keep you motivated

## 2 START EARLY

The sooner you start your fundraising, the more you can raise

## 3 FEELING GENEROUS

Ask your generous friends to sponsor you first to set an example! This applies to traditional sponsor forms as well as sponsorship sites like Justgiving and Virgin Money Giving.

## 4 KEEP IT LEGAL

Please stick to our fundraising rules and the relevant laws & regulations\*

## 5 WHO DO YOU KNOW?

See if local pubs, companies or shops, will collect money for you

## 6 GET SOCIAL

Use social media to share your story, updates and fundraising page.

## 7 MIX AND MATCH

You can boost funds by organising a mini fundraiser to go towards your target. For example a dress-down day at work or school, or a car boot sale.

## 8 DOUBLE UP

Some employers offer a match funding initiative where they can literally match every pound you raise! It's worth asking as can make a huge difference to us.

## 9 MEDIA SAVVY

Contact local TV, radio or newspapers to gain publicity & awareness

## 10 BE INFORMATIVE

Keep us & your supporters updated on your progress by sharing pictures, fundraising totals or stories about your event.

Check our website to see if there are any events going on in your area.

**<https://www.menieres.org.uk/baw2018>**

**Support us by texting **DIZZ18 £5** to **70070** to donate**



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# Fundraising - how you can help us...

Check out the different ways you can help us continue our vital work...

## #1 Organise your own fundraiser

We have heaps of ideas in our A-Z Fundraising Booklet. You can download a copy via the fundraising section of our website or think up your own ideas...

### Top 10 Tips for organising your own event in aid of the Ménière's Society

**#1 Enjoy:** choose something fun and enjoyable to organise

**#2 Know your stuff:** stick to something you know or have experience with

**#3 Organise yourself:** set a date, time, venue and fundraising goal

**#4 Ask around:** do you have contacts and resources you can call upon, if so ask!

**#5 Shout about it:** spread the word using posters, friends, social media, press etc

**#6 Tell us:** we can offer guidance, support and promotional tools to help you

**#7 Stay safe:** ensure you seek relevant permissions & licences to run your event

**#8 Remember:** remind yourself why you are doing it and who you'll be helping

**#9 Take snaps:** we'd love to see photos to inspire others and celebrate your achievement

**#10 A pat on the back:** raising money & awareness for us is something to be proud of!

## #2 Join a Ménière's Society event

Whether running 10K or taking part in Balance Awareness Week; we have an event for everyone! Or, if you want to support us in other ways, we run an annual 200+ Club, sell charity Christmas cards and have a cash-prize winter draw. Keep an eye on our website for more ways to get involved.



### Did you know...

It is estimated that 1 in 10 working-age adults suffer some degree of disability due to dizziness.



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### #3 Take part in a third party event in aid of the Society

There are thousands of service providers offering various fundraising activities. We'd love you to consider supporting us with any challenges you sign up to. For more information please get in contact with us on 01306 876883 or [info@menieres.org.uk](mailto:info@menieres.org.uk).



### #4 Through your work place:

Does your place of work have a charity of the year programme? Why not nominate the Society to benefit from your fundraising activities. How about organising a cake sale or dress down day for us? Check out our fundraising A-Z for more ideas.

**#5 Regular Giving:** This is an incredibly valuable source of income for the Society as it means we have regular and guaranteed funds being put to good use. Whether its £5 or £50 a month, it will make a positive difference to our work.

**#6 eBay for Charity:** Do you sell items on eBay? If so, we'd love you to choose our charity to benefit from a percentage of your sales or receive donations from your buyers.

**Anything you choose to do will be hugely appreciated!**

#### Did you know?

One in eight Ménière's sufferers show signs of full post-traumatic stress syndrome compared to just one in 60 non-sufferers?





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# Media Tips

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During this year's Balance Awareness Week (16-22 September 2018) we want to raise more awareness of vestibular conditions. In the run up to the week, you may want to contact your local newspaper or radio station to get them involved. As we only have a small team of staff, we're extremely grateful for any support we receive in this area. Here are some tips and pointers for those of you who choose to help us in this way...

\* **What is Balance Awareness Week all about?**

Balance Awareness Week 2018 is a global effort to raise awareness of vestibular (inner ear) disorders which cause dizziness and balance problems. We want to defeat dizziness.

\* **Why are you supporting Balance Awareness Week 2018?**

You will probably be asked why you are supporting Balance Awareness Week 2018. Please give your own personal reasons. Personal stories are great and others can relate to them.

\* **Did you know?**

- 40% of people over age 40 experience symptoms of dizziness and/or imbalance at some time.
- Symptoms of vertigo can be truly debilitating and many vestibular conditions have no cure.

\* **Please give our contact details.**

It is really important for people to be aware national support is available from the Meniere's Society. "For more details and a free information pack about dizziness and balance disorders, contact the Meniere's Society on 01306 876883 or visit [www.menieres.org.uk](http://www.menieres.org.uk)" Give a positive example of how the Meniere's Society has supported you as an individual.

\* **Is there support in your local area?**

As well as giving the Meniere's Society's details to local radio/press, let them know if there is a local support group near you. Mention how often and where they meet. Give an example of how they've supported you and/or what you do if you are the group leader.

\* **Don't forget...**

- Don't give medical advice or information (unless you are a qualified medical professional)
- Please make it clear you are a BAW supporter and not a formal representative of the Ménière's Society.
- Don't refer to 'facts' as these may not be well sourced or may even be changed or misinterpreted by the reporter!
- Speak from the heart and share your experiences.
- We really appreciate your support. Thank you 😊

**Support us by texting DIZZ18 £5 to 70070 to donate**



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# BAW request form

To register or request further information about an event, complete the following form:

Name: \_\_\_\_\_

Meniere's Society Member Yes  No  If yes, please state membership number: \_\_\_\_\_

Address: \_\_\_\_\_

Postcode: \_\_\_\_\_

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

## I would like further information about:

Blue Monday       Raising Funds       Membership       Organising my own event

## I would like to sell the following items and agree to pass on all funds to the Meniere's Society:

Raffle Tickets (10 tickets per book)            No. of books required: \_\_\_\_\_  
 Christmas cards            Quantity of order forms: \_\_\_\_\_  
 Merchandise            Quantity of order forms: \_\_\_\_\_  
 200+ Club forms            Quantity of forms required: \_\_\_\_\_

*We can provide a sample of merchandise items and Christmas cards, on request. Merchandise includes charity branded; lanyards, medical capsules, tote bags, etc.*

## I am organising my own event:

Name of event: \_\_\_\_\_ Event date(s): \_\_\_\_\_

## I would like to request the following items for Balance Awareness Week:

Information leaflets (A4 tri-fold)            Quantity \_\_\_\_\_  
 Posters            Quantity \_\_\_\_\_  
 Collection Box (cardboard)            Quantity \_\_\_\_\_ (cardboard, self-assembly)  
 Collection Tin (standard)            *You will be sent an authorisation form to complete ahead of receiving a collection tin.*  
 Meniere's Society banner            Size 40cm X 20cm (limited stock - only one per event)  
 Sponsorship forms            Quantity \_\_\_\_\_  
 T-shirts @£10 each            Quantity \_\_\_\_\_ Size(s): \_\_\_\_\_ (s/m/l/xl)  
*\*please send payment with this form. Cheques payable to 'Meniere's Society'*

Please email this form to: [info@menieres.org.uk](mailto:info@menieres.org.uk) or pop in the post to: **Meniere's Society The Rookery, Surrey Hills Business Park, Wotton, Dorking, Surrey, RH5 6QT**. Alternatively please contact our team by telephone **01306 876 833** or email: **info@menieres.org.uk**



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# Fundraising in aid of the Ménière's Society

Please support (*full name*): \_\_\_\_\_

taking part in (*event/activity*): \_\_\_\_\_

on (*event date*): \_\_\_\_\_

to raise money for the **Ménière's Society** (RCN: 297246)

Full Name <i>Required for Gift Aid</i>	Address and Postcode <i>Please make sure you have provided your full address if you would like us to claim Gift Aid on your donation.</i>	Amount Pledged	Gift Aid ✓ <i>Please make sure you have provided your full name &amp; address</i>	<i>Please tick this box if you would like to receive further info from the Ménière's Society</i>	Paid ✓
<i>Mr Joe Example</i>	<i>123 House, Example Street, Example Town, EX43 PLE</i>	<i>£25</i>	✓	✓	✓

**Make your donation go further with Gift Aid (it doesn't cost you a penny extra!)**

*giftaid it*

\*If I have ticked the box headed 'Gift Aid' I confirm that I am a UK Income or Capital Gains taxpayer. I have read this statement and want the Ménière's Society (RCN. 297246) to reclaim tax on my donation detailed above, given on the date shown. I understand that I must pay an amount of Income Tax and/or Capital Gains Tax in the tax year at least equal to the amount of tax that all the charities and CASCs I donate to, will reclaim on my gifts for that tax year. I understand that other taxes such as VAT and Council Tax do not qualify. I understand the charity will reclaim 25p of tax on every £1 that I have given.

**Did you know you can also collect fundraising money online?**

Simply search 'Ménière's Society' on Justgiving or Virgin Money Giving websites for more information.



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## Ménière's Society Fundraising Form...continued

<b>Full Name</b> <i>Required for Gift Aid</i>	<b>Address and Postcode</b> <i>Please make sure you have provided your full address if you would like us to claim Gift Aid on your donation.</i>	<b>Amount Pledged</b>	<b>Gift Aid</b> ✓ <i>Please make sure you have provided your full name &amp; address</i>	<i>Please tick this box if you would like to receive further info from the Ménière's Society</i>	<b>Paid</b> ✓

**Thank you so much for supporting the Ménière's Society. Please send all fundraising money & this form to:** The Ménière's Society, The Rookery, Surrey Hills Business Park, Wotton, Dorking, Surrey, RH5 6QT. Please provide your full name and address so we can send an acknowledgment. If you have any questions, please get in touch: [info@menieres.org.uk](mailto:info@menieres.org.uk) or call 01306 876 883.



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## Become a member

Members receive an extensive information pack and membership card, the Society's magazine, 'Spin' throughout the year, a copy of Balance Retraining and Controlling Your Symptoms, updates on the latest research via the website and Spin, the opportunity to make contact with others through local groups and the contact list network. The right to vote at the Society's AGM, plus member discounts for the Society's annual conference, events & publications!



### Yes, I am happy to hear from the Ménière's Society about (tick all that apply):

- I would like information on joining the Ménière's Society
- I'm interested in holding an event/fundraiser and would like someone to contact me.
- Awareness (e.g. Annual Conference, Balance Awareness Week, news items)
- Donations and fundraising (e.g. 200+ Club, Christmas cards, prize draw, sponsored events)
- Merchandise and products
- Research Projects

### I am happy to hear from the Ménière's Society by (tick all that apply):

- Post
- Email
- Telephone
- Text message (SMS)

Please provide your contact details and return this form to: The Ménière's Society, The Rookery, Surrey Hills Business Park, Wotton, Dorking, Surrey, RH5 6QT or by email to [info@menieres.org.uk](mailto:info@menieres.org.uk). Alternatively, call us on 01306 876883 to talk to us!

Name: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

*The Ménière's Society takes your privacy seriously. Your data is stored securely and we will only use your personal information to administer your account, your membership and to provide the products and services you have requested from us. Your data will be used by our trusted providers (i.e. for mailing Spin magazine) on behalf of the charity and for the charity's purposes only. We will never share or sell your details with any organisation without seeking your consent. From time to time we may contact you with details of other products and services we provide. If you consent to us contacting you for this purpose, please complete and return this form to us to let us know how we can contact you and what you would like to hear about. If you have any questions, or if you wish to change your mind at any time about the information you receive from us or how you are contacted by the Ménière's Society, please call us on 01306 876883 or email [info@menieres.org.uk](mailto:info@menieres.org.uk). Please see our Privacy Policy on our website for more information about how we look after your personal information.*



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# The Safety & Legal Bit

There are a number of laws and regulations governing how people can collect or fundraise for a charity. Different rules apply depending on where and how you decide to raise funds. They are designed to protect you from fraud and to ensure best practice. When fundraising for the Ménière's Society we ask you to comply with our fundraising rules and the relevant laws and regulations. It is essential that any fundraising activity/event is run legally and safely.

Note: The event's organiser is responsible for ensuring compliance with legal, health and safety standards. If your event involves the general public, it's a good idea to have Public Liability Insurance. Check first to see if your venue already has this.

The Ménière's Society logo may only be used with our specific permission. If you are fundraising for the Ménière's Society, please use our charity registration number (297246) on all publicity materials and include the disclaimer: "This event is raising funds in aid of the Ménière's Society (RCN: 297246). The Ménière's Society really appreciates your support, but is not liable for this event."

Any donations collected in one of our collection boxes are intended solely for the use of the Ménière's Society. Please return any monies raised to us as soon as possible after your event so that we can say thank you and send you your fundraiser's certificate.

Raising money or selling goods for charity in streets or public places usually requires a permit or licence from the appropriate local authority. House-to-house collections also require a licence. To collect money on private property you need permission of the owner/landlord.

## Sending money to the Ménière's Society

Please ensure any money collected for the Society is sent to us as soon as possible after the event. If cheques have been made payable to you or you have been given cash, don't worry, just pay them into your bank account and then send us a cheque for the total amount. Alternatively, you can pay direct into our bank account via our website <http://www.menieres.org.uk/support-us/make-a-donation>.

Cheques should be made payable to the Ménière's Society and sent with details of how the money was raised to Ménière's Society, The Rookery, Surrey Hills Business Park, Wotton, Surrey RH5 6QT. Please include your name, address and details of your event with your cheque so that we can say 'thank you'.



## Copyright

All materials produced by the Society are copyright of the Ménière's Society and should not be reproduced or distributed either physically or electronically without the Society's express permission in writing. Thank you for your co-operation.

## Disclaimer

If you suffer with any medical conditions it is recommended you always consult your GP, consultant or therapist for professional guidance before you take part in any fundraising event or activity which could potentially affect your symptoms.



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# Useful Information & Resources

## GiftAid It

If you are a UK tax payer, the Mènière's Society can claim Gift Aid from HM Revenue & Customs on your subscriptions and donations, helping us make your gift go even further at no extra cost to you. All you need to do is complete a Gift Aid Declaration form [www.menieres.org.uk/support-us/gift-aid](http://www.menieres.org.uk/support-us/gift-aid) or call us on 01306 876 883 to make your declaration over the phone. A Gift Aid declaration does not commit you to making donations to the Mènière's Society in the future, but will enable us to claim 25p for every £1 donation that you do make.

*giftaid it*

## Give as you Live

Give as you Live is an easy way to raise money for the Mènière's Society without parting with extra cash! When you search the web just shop online from your favourite retailers via our Give as you Live page: <https://www.giveasyoulive.com/join/menieres-society>

## Easyfundraising

**easyfundraising** .org.uk Shop online and raise money using Easyfundraising. Sign up for free and use the links on the site to take you to a retailer webpage: [www.easyfundraising.org.uk/causes/menieres](http://www.easyfundraising.org.uk/causes/menieres)

## JustTextGiving



You can make donations of up to £10 to the Mènière's Society via text message, thanks to JustTextGiving by Vodafone. JustTextGiving is free for charities, there are no network charges for people making donations and every penny donated goes direct to the charity. Gift Aid can also be added to donations.

**Text 'DIZZ18'** followed by the amount (£1, £2, £3, £4, £5 or

£10) **to 70070** to make your donation.

Visit [www.justgiving.com/justtextgiving](http://www.justgiving.com/justtextgiving) for details.

## Social Media



[facebook.com/MenieresSociety](https://www.facebook.com/MenieresSociety)



@MenieresSociety



MenieresSociety



## Did you know?

If every member of the Mènière's Society told just three people about us, that's over 10,000 who will learn about these conditions.

**Contact us for further information and copies of our leaflets and publications:**

**[www.menieres.org.uk](http://www.menieres.org.uk)**

**[info@menieres.org.uk](mailto:info@menieres.org.uk)**

**01306 876 883**



Mènière's Society The Rookery, Surrey Hills Business Park, Wotton, Dorking, Surrey, RH5 6QT

+44 (0) 1306 876 883 | [info@menieres.org.uk](mailto:info@menieres.org.uk) | [www.menieres.org.uk](http://www.menieres.org.uk) | RCN 297246

Follow us: Facebook: [facebook.com/menieressociety](https://www.facebook.com/menieressociety) | Twitter: @menieressociety | Instagram: menieressociety

BAW 2018

# Fundraising Poster

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**Please use the poster overleaf to publicise your Balance Awareness Week 2018 event.**

**You can print/photocopy additional copies of this poster, or contact us by email or telephone to request further copies. Email: [info@menieres.org.uk](mailto:info@menieres.org.uk) Tel: 01306 876883**

**Thank you for supporting the  
Ménière's Society during  
Balance Awareness Week 2018  
You're amazing!**



Ménière's Society The Rookery, Surrey Hills Business Park, Wotton, Dorking, Surrey, RH5 6QT  
+44 (0) 1306 876 883 | [info@menieres.org.uk](mailto:info@menieres.org.uk) | [www.menieres.org.uk](http://www.menieres.org.uk) | RCN 297246

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RAISING AWARENESS OF

# BALANCE DISORDERS AND DEBILITATING DIZZINESS

The Ménière's Society is the only UK registered charity for people with **vestibular disorders**.

Help us **Defeat Dizziness** during **Balance Awareness Week** 16-22 September 2018



**Your local fundraiser is:** \_\_\_\_\_ *name*

**Please support their event, raising funds for the Ménière's Society:**

\_\_\_\_\_  
\_\_\_\_\_ *event details*

**On** \_\_\_\_\_ *event date*

## Did you know?

- 40% of people over the age 40 experience symptoms of dizziness/imbalance.
- Vertigo can be truly debilitating and many vestibular conditions have no cure.

Contact the Ménière's Society for further information and support

**01306 876883**

**info@menieres.org.uk**

**menieres.org.uk**

**Ménière's Society**  
for dizziness and balance disorders  
Registered charity number: 297246

