



TACKLING DEMENTIA, DEPRESSION AND
LONELINESS THROUGH THE POWER OF SPORT



CORPORATE FUNDRAISING PACK

www.thesmf.co.uk

WHO WE ARE

Why choose Sporting Memories?

Thank you for your interest in supporting The Sporting Memories Foundation.

The Sporting Memories Foundation is the world's first charity dedicated to sports reminiscence and physical activities.

Using images of sport and sport memorabilia, we support older people living across the UK with dementia, depression or experiencing loneliness by engaging them in social activities and helping them to recall memories of watching or playing sport.

By sharing memories of sporting moments and tapping into their passion we help people to connect with others and with their past, reawakening positive thoughts and feelings that otherwise remain hidden away.



The free weekly clubs are open to people over the age of 50 who enjoy reminiscing about sport. The clubs provide a friendly, welcoming environment to make new friends and take part in social and physical activities. Carers, family, and friends are also given the opportunity to connect with people in a situation similar to their own.

Our ambition is to make Sporting Memories available to every older person who would benefit from one of our weekly free sessions, whether that be in their own home, care home, or local community centre.

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“I had been dealing with his problems on my own in the initial stages, only sharing it with close family and friends but still feeling in a sense isolated. At the group you realise that others are experiencing the same feelings and it's good to share.

We share the funny things they do and the frustrations. He loves it.” - Beryl

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HOW YOU CAN SUPPORT US

Corporate partnerships work well when employees are engaged with the cause and fundraising activities can fit around your business objectives. There are many possibilities to a partnership as a one-off or as your Charity of the Year:

Employee fundraising activities - please refer to our Fundraising Toolkit for many ideas of activities.
Match funding - if your staff are taking on a fundraising challenge any funds they raised can be matched by the business.

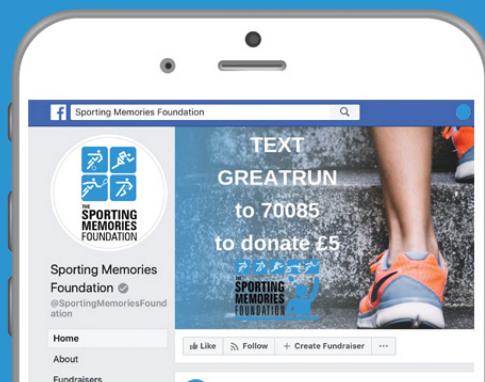
Collection boxes - this is an easy and simple way to get regular donations from staff and visitors.

Providing volunteers - we can help find volunteering opportunities for your staff nearby.

Payroll giving - staff can be encouraged to donate on a tax free basis if they are paid through payroll.

Dinners - host a dinner with guest speakers, acts and music. You can also host a charity auction at the event.

We would love to talk with you about how we can benefit your business and help older people living with dementia, depression or experiencing loneliness. For more information about partnering with Sporting Memories Foundation, please contact us on fundraising@thesmf.co.uk or 07592 639056.



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“I was shutting myself away... My family were trying to get me to go to clubs like this, I just didn't fancy it, I just wouldn't give it a try... Eventually I came, my wife brought me and I've never looked back since. It's turned out it's the best thing I've ever done.” - Ian

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TIPS ON SUCCESS AND WHERE YOUR MONEY GOES

How to make the most of your fundraising...



Set a target to give your fundraising some direction.



Share your story on social media to business and personal connections. Use the hashtag **#JoinTheSquad** so we can keep up to date.



Write a press release to send to the local media talking about your charity partnership.



Send an email to all staff so everyone knows fundraising goals.



Print our fundraising poster and sponsorship form to promote the event in the office.

How your donations help...

£5

helps pay a volunteer's travel to run a club

£10

helps recruit more volunteers

£20

provides a month's supply of the weekly Sporting Pink for a club

£30

buys a pack of Replay Sporting Memories reminiscence cards for a club

£50

helps provide more sports equipment to a Sporting Memories Club

£100

trains a volunteer to help at a Sporting Memories Club

MAKING YOUR DONATION

After your fundraising...

Once you've done your event, you can send your money to us:

Online - Please visit <https://www.justgiving.com/sportingmemories> to make a donation.

Cheques - To pay in money through a cheque in the post please make the cheque payable to "The Sporting Memories Foundation" and send to The Sporting Memories Foundation, Orchard House, 77 Long Street, Topcliffe, YO7 3RL.

Fundraising page - Money raised through fundraising pages will be paid directly to us.

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Don't forget! Send your completed sponsorship form to The Sporting Memories Foundation, Orchard House, 77 Long Street, Topcliffe, YO7 3RL so that we can claim gift aid.

To find out more, please visit thesmf.co.uk or email fundraising@thesmf.co.uk

