



TACKLING DEMENTIA, DEPRESSION AND
LONELINESS THROUGH THE POWER OF SPORT



FUNDRAISING TOOLKIT

Let's kick off your fundraising...

THANKS FOR YOUR SUPPORT!

Our weekly clubs rely on generous donations to keep running for free.

We run clubs across the UK to support older people living with dementia, depression or loneliness by engaging them in social and physical activities to recall memories of watching and playing sport.

This toolkit has all the steps for a successful fundraiser - let's get started!

4 tips for achieving your fundraising goals:

-  **Set a target** - having a target can be real motivation when you're nearing the end of your challenge. It's also a great way to encourage donations.
-  **Get organised** - Set up a fundraising page so you can start getting donations and support. <https://www.justgiving.com/sportingmemories>
-  **Promote!** - Start shouting about your event. Talk to friends, family, and colleagues. Share your story and fundraising page on social media. Don't forget the #JoinTheSquad hashtag so we can keep up with your great work.
-  Also consider a press release to send to local media. Visit <https://www.justgiving.com/sportingmemories> for your template.



Stay safe - Most importantly, check out any insurance or licences you may need for your event.

How your donations help us kick off groups

£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

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

FUNDRAISING A-Z

Getting started can be the hardest part. Below is an A-Z list of fundraisers to get up and running

Abseil - Set the bar high with an abseil. Whether it's off the side of your local town hall or the side of Battersea Power Station you're sure to get noticed.

Coffee morning - Most people rely on a coffee to get them through the day so hosting a coffee morning is a great way to fundraise.

Eighties night - Grab your neon and get ready for an evening of disco tunes!

Games night - You just need games, a place to play and people to play with. It can be as simple as charades or if you have a screen and console to hand, why not go down the gaming route, charging friends to play?

Ice cream night - Ask for a donation for a night of unlimited ice cream!

Karaoke night - Love it or hate it, karaoke fundraisers are a proven way to raise money

Murder mystery night - This one's set to be a fun event! Find a venue, choose a theme and invite your guests.

Old clothes sale - Unwanted clothes piling up? Sell them on to new loving homes by hosting a clothes sale.

Bake sale - Make like Mary Berry and bake your way to fundraising success. Whether you run the event at work, school or your home be sure to find out about any specialist diets (or perhaps just favourites) first to maximise sales!



Darts match - Set your sights on bullseye and keep the game serious by charging an entry fee to raise funds. Or keep it fun and set challenges like throwing whilst on one leg and charge per throw.

Football match - Even if you don't score, this is one match that guarantees you'll make a difference in 90 minutes. If you've got smaller numbers, why not opt for a game of 5-a-side?

Half marathon - Take on a challenge such as the Great North Run.



Joke-a-thon - Ask people to pay you £1 if you can make them laugh with a joke.

Late night run - Why not organise a local night run? Get the head torches at the ready!

Name the... - Name the teddy, bunny or bear. Whatever it is you choose, tap into people's competitive nature with a simple guessing game.

Pet show - Find a venue and advertise your pet show! Choose fun prizes such as waggiest tail to get all involved.



FUNDRAISING A-Z

Continued...

Quiz night - The pub, village hall, local sports centre and your best mate's garden are all venues suitable for hosting a quiz. Decide on a theme and get working on those questions!

Raffle - Hold a raffle on the night of an event. An easy way to sell tickets when people can see the prizes on offer!

Sweepstakes - Want a way to fundraise fast? A sweepstake could be the perfect way for you to raise money. You have 1 question, for example, 'How many sweets in the jar?' and people pay to be given an answer.

Talent contest - Got what it takes to be Britain's best? Host an evening of top quality entertainment. (It's also a great excuse for a raffle.)



Unwind - Host an indulgent pamper evening. We're thinking face masks, massages, and food with friends in exchange for a donation.

Vegetarian week - Could you take on the challenge of being veggie for a week? Even more of a challenge, why not take on being vegan!

Wear it - People like to laugh, so give them an incentive to sponsor you by letting them nominate what you wear.

Xmas - This is a great time to get festive fundraising! Why not break tradition and stock up on crackers, jumpers and food?... For an evening hosted in July!

Yes day - Challenge your parents, child or even boss to a day of saying YES in exchange for a donation.



Zipwire - For the daring take on one of the UK's fastest, longest or highest zipwires!

*Each text sent will cost the donor the amount donated, plus a standard network rate message.

SPORTING CALENDAR 2020

February 1st - Rugby Six Nations



April 4th - Grand National



April 9th - The Masters



May 23rd - FA Cup Final



April 18th - World Snooker Championships



June 12th - Euro 2020



June 29th - Wimbledon



July 24th - Summer Olympics



August 25th - Summer Paralympics



HOW TO MAKE DONATIONS

And when the fun's over...

Once you've done your fantastic fundraising, 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.

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.



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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

We've been going for about a year now and it's given me a lot of pleasure by seeing him become quite animated from it all, meeting different people and interacting because at home he can be quite quiet so he almost comes to life. - Mags

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SPONSORSHIP FORM

Participants full name:

Address:

Town:

County:

Postcode:

Email address:

Telephone number:

Event:

Event date:

Don't forget to GiftAid your donations - Remind your sponsors that Gift Aid means UK taxpayers can add an extra 25% to their sponsorship at no extra cost to them. That's an extra 25p for every £1 donated that goes to Sporting Memories Foundation. Just make sure your donors provide their full name and home address including postcode and tick the Gift Aid box. *

Full Name	Full Address	Postcode	£	Date Given	Gift Aid* Tick	Tick for more info about us

SPONSORSHIP FORM

Join the squad and help us tackle dementia, depression and social isolation

Full Name	Full Address	Postcode	£	Date Given	Gift Aid* Tick	Tick for more info about us

HOW TO RETURN YOUR SPONSORSHIP MONEY

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Whether you choose to send your sponsorship to us online or via the post it's quick and easy, and we'll put it straight to supporting older people.

Online via justgiving.com/sportingmemories

By post with a cheque made payable to 'Sporting Memories Foundation' or 'Sporting Memories Foundation Scotland' to:

Orchard House, Long Street, Topcliffe, North Yorkshire, YO7 3RL

*By ticking the Gift Aid box, I confirm I am a UK taxpayer and would like Sporting Memories Foundation or Sporting Memories Foundation Scotland to claim back the tax on this. I understand that if I pay less Income Tax and/or Capital Gains Tax than the amount of Gift Aid claimed on all my donations in that tax year it is my responsibility to pay any difference. If the charity is not contributing to the cost of your fundraising event, we urge all of your family, friends and supporters to make their donations eligible for Gift Aid (if they are UK Taxpayers). If the charity is contributing to the cost of your fundraising event (e.g. paying for your entry fee, travel or accommodation) then donations made by you, your spouse or partner, or your relatives and their spouses or partners, will not be eligible for Gift Aid. We're also unable to claim Gift Aid on donations from companies controlled by yourself, or by connected persons. These people should not attempt to make their donations eligible for Gift Aid by ticking the Gift Aid box on sponsor forms, or giving permission for an online sponsorship site to claim it on their behalf. For more info on this take a look at the HMRC's guidelines on fundraising.

**The details you provide will be kept on our database. We'd like to share personal stories, updates on our work and other opportunities to support our charity. If you would prefer that we didn't contact you, please tick here ☐



We understand the power of sport can reignite and reconnect isolated older people.

Sponsor me and help us tackle dementia, depression and social isolation

My event:

Date:

Place:

Time: