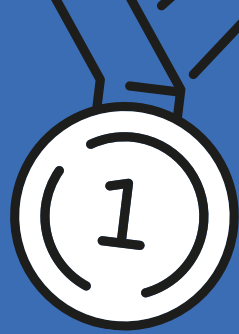


# Activity Alliance Fundraising Guide

Your support helps us to  
make active lives possible

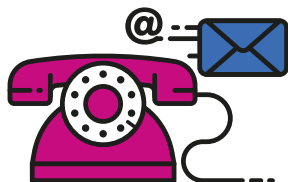


# Thanks so much for choosing to support us!

There are so many fun ways to support Activity Alliance, but where do you start? Right here, with our fundraising guide of course!

No matter how big or small your idea, this guide contains brilliant hints, tips and ideas to make your fundraising a fantastic success.

If you have any questions, please contact our fundraising team: email [fundraising@activityalliance.org.uk](mailto:fundraising@activityalliance.org.uk) or call **0161 228 2868**.



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I never thought boxing would change my life but it has and it has changed for the better. Being active and adopting a sport is one of the best things I have done and I would encourage other disabled people to do it too.

Kate, boxer with cerebral palsy

## About us

Activity Alliance is a national charity that brings organisations and disabled people together.

**Our vision is disabled people are active for life.**

Activity Alliance works to challenge perceptions and change the reality of disability, inclusion and sport. We do this by enabling organisations at all levels to support disabled individuals to be and stay active for life.

The benefits of being active are huge. An active lifestyle supports everyone to feel healthier and happier, and ultimately improves our quality of life. Disabled people count for one in five of our population, but are currently the least active group in society.

Activity Alliance looks to a future where disabled people are just as likely as non-disabled people to be active. We cannot do it alone. Your support helps us to make active lives possible.





**Did you know?**

**One in five** people in England have an impairment - around 10.9 million disabled people.

(DWP Family Resources Survey 2017-18)

Disabled people are **twice as likely** to be physically inactive than non-disabled people.

(Sport England Active Lives Adult survey 2017-18)

## How we help


Activity Alliance delivers a range of programmes to support organisations and encourage disabled people to be more active.

Through this work, we aim to:

- Connect disabled people to opportunities through better engagement.
- Lead the way in research and insight on disabled people's activity.
- Guide organisations on how to deliver more effective and inclusive marketing and communications.
- Manage and support activity programmes that deliver high-quality opportunities for disabled people.
- Drive improvements in leadership and organisational development.
- Advocate and influence policy, investment and practice to maximise disabled people's activity.

The money you raise will help us to change more disabled people's lives through sport and activity.

People like Nathan. Teenager, Nathan is one of many young disabled people who enter our National Junior Athletics Championships each year.



When I'm active, I enjoy the feeling of freedom and independence it gives me.



## Nathan's story

“ Hi, I'm Nathan and I have cerebral palsy. I started wheelchair racing five years ago. It was frustrating at first, but once I mastered the basic skills, I really started to like the sport. My dream is to one day represent my country and race for Great Britain at the Paralympic Games.

I'm always excited to compete at Activity Alliance's National Junior Athletics Championships. It is one of my favourite events of the athletics calendar. It gives me

a great opportunity to improve my times and push to the best of my ability in each event.

Being active helps me to keep fit and become healthier. Taking part in sport makes me feel energised and I enjoy the speed and adrenaline rush of wheelchair racing.

When I'm active, I enjoy the feeling of freedom and independence it gives me.

Sport has helped me to accept living with a disability and realise I can achieve anything I put my mind to. ”

# Fundraising ideas

There are lots of different ways you can fundraise for Activity Alliance. Here are some ideas on how you can support us to change disabled people's lives through sport and activity.



**At work:** Boost staff morale and raise your company's profile.

## Bake sale

Put your skills to the test and raise some dough for Activity Alliance or organise a charity bake off for a real fundraising showstopper!

## Match it

Ask your employer about matched giving and see if you can get your fundraising doubled. Many employers offer match funding - does yours?

## Dress down day

Dress down and pay a pound, or dress up and see who shows up! A great excuse to dress to impress and raise money for a good cause.

## Office sweepstake

There are plenty of big sports events you could hold a sweepstake for - Wimbledon, the Grand National or the World Cup! It is a simple and easy way to raise funds.

**With friends:** Bring your friends together to get more disabled people active.

### Quiz night

Test your friends on their general knowledge or be specific and have a theme! Organise an event that gets people together for a fun night whilst raising money.

### Themed party

Everyone loves a party! Big or small, sell tickets or ask for donations, organise a raffle and get that party started.

### Gaming for good

A virtual competition for all those gamers is an easy fundraiser to set up. Charge per entry or per game for the chance to win a prize... or virtual trophy!

**At home:** Have fun with your family to help more families be active together.

### Go the distance with a physical challenge

Sponsored walks, runs and bike rides are all suitable for legs big and small. A great way of raising money whilst getting fit as a family.

### Sponsored silence

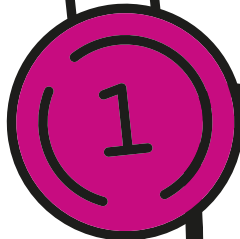
A favourite with all the mums and dads out there. Enjoy a day of silence and make a noise with your fundraising.

### Car wash

Grab a bucket and sponge, and see those donations roll in.



# Chris's fundraising story



The more I got to know about Activity Alliance, the happier I was to be running for such a great charity.

Chris Hewitson ran his first ever marathon for Activity Alliance in April 2019.

A keen runner, Chris credits running with keeping him both physically and mentally fit. He said:

“ I have diabetes, so health has been a massive motivation for me to be more active. Running is the activity that helps to clear my head and keeps me focussed - especially through more difficult times. ”



As well as taking on his first marathon, it was also Chris's first time fundraising for Activity Alliance. He raised over £2,000 with help from his family, friends and colleagues. Chris organised an office bake sale, quiz night and Mario Kart gaming competition along the way. He comments:

“ I really enjoy fundraising as it gives me the opportunity to bring everyone together to raise money for great causes. I chose to fundraise for Activity Alliance because of the great work the national charity does.

The more I got to know about Activity Alliance, the happier I was to be running for such a great charity. ”



# Let's get fundraising

Now you have an idea, let's make it a fundraising reality!

## Pick a date

Choose your date wisely to get the best turn out at your event. Holidays, weddings and even payday (!) can all have an impact on who shows up and spends on your big day.

## Spread the word

Ask everyone you know to come along, take part and spread the word about your event. Set up an event on Facebook, share a picture on Instagram and send a tweet on Twitter. Don't forget about the good old notice board, it might be an oldie but it's still a goodie!

## Broadcast your event

Contact the local press and tell them about your fundraising event. Promoting your event through local media can help increase the number of people who attend and bring awareness to the cause. Remember, lots of media contacts have their own Twitter pages. Why not start a conversation and see if you can get them involved?

## Bag yourself a freebie

Get as much as you can for free to keep event costs down. Local businesses will often help with raffle prizes and if you're lucky, they may cover the cost of your venue.

## Gift aid it

Gift Aid is great! It means we can claim 25p on top of every £1 donation at no extra cost to you or your supporters. So be sure to ask your supporters who are UK taxpayers to tick the Gift Aid box on your sponsor form.

## Set a target

Set yourself a fundraising target. It's a fantastic way to keep motivated and increases the chances of people donating.

# Play it safe

All fundraising activities should put safety first whilst making it fun for everyone. Please ensure your activity is safe and legal by considering these things:

## Health and safety

Remember to make safety your top priority at your event. We suggest you carry out a risk assessment ahead of your event to make sure that any potential risks are kept to a minimum.

## Collections

If you are planning a public street collection, you will need to get in touch with your local council to obtain the necessary licence. Collections on private property, such as supermarkets or sports stadium require permission from the owner. People collecting should be over 16 and an adult should accompany anyone under 18.

## Insurance

It is important to check that the venue where you are holding your event has public liability insurance. This will safeguard you in the event of any accidents. If you need insurance, please make sure you obtain it before your event. Activity Alliance cannot accept responsibility for any loss, damage or injury during your event.

## Lotteries and raffles

If you plan to hold a raffle or prize draw in a public place, a permit will be required. Please check the latest guidelines with your local council.

# Using our 'in aid of' logo

If you decide to create a poster or fundraising materials to promote your event, please use our 'in aid of' logo. This is different from our main charity logo. It makes it clear you are fundraising in aid of Activity Alliance but that you don't represent the charity.

Please also use the line below in its entirety wherever you use our 'in aid of' logo:

**Activity Alliance is the operating name for the English Federation of Disability Sport. Charity Registration No. 1075180.**

You can request a copy of our 'in aid of' logo from our fundraising team.

If you have any questions or queries regarding your fundraising, please get in touch with our team.

Call **0161 228 2868** or email **[fundraising@activityalliance.org.uk](mailto:fundraising@activityalliance.org.uk)**

Activity Alliance  
should approve  
all uses of  
the logo.



# Return it

When you have finished your fundraising, it is important to pay in the money raised as soon as possible. There are a few ways to pay the charity. Please choose the most convenient method for you:



## Go online

Go to [justgiving.com/activityalliance](https://justgiving.com/activityalliance) to set up your free page to donate online. It's super quick and easy, and all donations come directly to Activity Alliance.

## By post

Send us your hard-earned donations by postal order or cheque. Remember to include your name and address so we know it's from you. Make your postal order or cheque payable to Activity Alliance and send it to:

**Activity Alliance,  
SportPark,  
3 Oakwood Drive,  
Loughborough,  
LE11 3QF**

## Pay directly into our bank

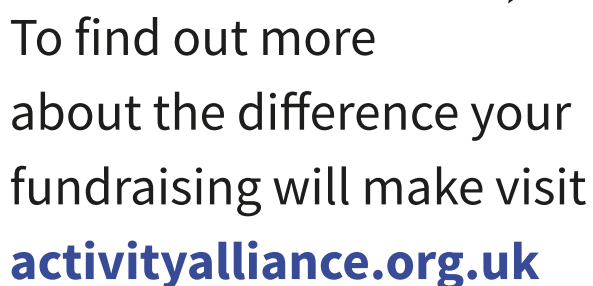
Make a donation in person at the bank or by doing an online transfer. Please call our fundraising team on **0161 228 2868** or email [fundraising@activityalliance.org.uk](mailto:fundraising@activityalliance.org.uk), so we can provide you with a reference number and details for a bank transfer or BACS payment.

# Just one final thing

Thank you for supporting Activity Alliance.  
Your fundraising efforts are helping us to support  
more disabled people to be and stay active for life.



**Thank  
You!**



To find out more  
about the difference your  
fundraising will make visit  
[activityalliance.org.uk](https://activityalliance.org.uk)



# Fundraising A-Z



Whether you're a first timer or a seasoned pro, everyone needs a little fundraising inspiration from time to time. Here is our quick fire A-Z fundraising guide.



## A

- Abseil - face your fear and take your fundraising to new heights.
- Auction of Promises
- Afternoon tea

## B

- Bag packing at a local supermarket
- Bake sale - get your bake on.
- Bingo
- Beard growing

## C

- Coffee morning
- Carol singing - sing it loud and proud for Activity Alliance.
- Car boot sale

## D

- Darts match
- Disco
- Dodgeball tournament

## E

- eBay
- Egg and spoon race
- Easter party - from Easter egg hunts to an Easter bunny hop, have an egg-citing time whilst you raise money.

## F

- Face painting
- Football match
- Fashion show
- Fun run

## G

- Games night - all you need is a game to play and people to play with!
- Golf day
- Guess the weight - simple to organise, ask people to guess the weight of a jar of sweets.

## H

- Halloween party
- Hiking challenge - take on the Three Peaks or walk coast-to-coast. You don't have to go far to find the challenge for you.

## I

- Inclusive sports day
- It's a knockout challenge
- International challenge - from Mount Kilimanjaro to the Great Wall of China there are some incredible challenges out there for the adventurous.

## J

- Jeans at work day - pay a pound to wear your favourite jeans at school or work.
- Jazz night
- Jumble sale





## K

- Karaoke - Do like Beyoncé and sing up a storm with your own karaoke evening.
- Keep fit marathon
- Keepy uppy challenge

## L

- LEJOG - ride, push or run Land's End to John O'Groats.
- Ladies night
- Line dancing

## M

- Masquerade ball
- Marathon events
- Music night
- Match funding - ask your employer if they have a matched funding scheme.

## N

- Non-uniform day
- Name the item - name the bear is a fundraising classic. Bill, Bob, Barney... what is yours called?

## O

- Office fundraising
- Open garden

## P

- Parachute jump
- Personal challenge
- Pancake race

## Q

- Quiz - big or small, a quiz is a great opportunity to get people together.

## R

- Raffle
- Race night

## S

- Sponsored challenge - walk, run, swim or cycle, the possibilities are endless.
- Sweepstake
- Skydive

## T

- Talent show
- Treasure hunt
- Tombola

## U

- Unwanted presents sale - one man's rubbish is another man's treasure.

## V

- Variety show
- Valentine's ball

## W

- Who is it? quiz - guess the baby anyone?
- Wine and cheese night
- Weight of the cake

## X

- Xbox tournament
- Xmas craft fair
- X Factor themed show

## Y

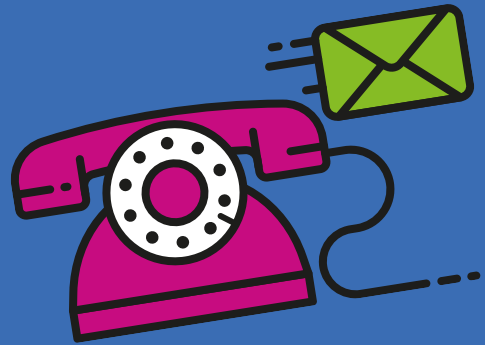
- Yogathon
- Yorkshire Three Peaks Challenge

## Z

- Zip wire challenge
- Zodiac evening







01509 227750



[info@activityalliance.org.uk](mailto:info@activityalliance.org.uk)



[activityalliance.org.uk](http://activityalliance.org.uk)



ActivityAlliance



@AllForActivity

Activity Alliance is the operating name  
for the English Federation of Disability Sport.  
Registered Charity Number 1075180.

