Fundraising Guide

Everything you need to know to start your fundraising journey!
Thank you for choosing us!

This booklet is designed to help you plan the best fundraising activities and support you in your fundraising journey!

We’re here to help you along the way so please do get in touch if you need any more help.

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01273 643869

Connect with us

facebook.com/activesussexcsp @activesussex activesussex

www.activesussex.org
Where will your money go?

Active Sussex’s main aim is to increase participation in sport and physical activity at a local level.

Only one-fifth of disabled people living in Sussex participate in sport or physical activity at least once a week.

Yet around 60% would like to participate more, but for many different reasons are unable to.

Active Sussex is a local charity dedicated to increasing opportunities for all to get involved in sport and physical activity.

![Image of coins]

We'll be doing this by opening a grant scheme for clubs who are in desperate need to buy additional equipment, or potential Paralympians who need an extra grant to get them to an important qualifying competition. As an example your money could:

- **£10**: Buy a child's Parallel Youth Games kit or pay for competition entry
- **£50**: Buy specialist sports equipment or a basic accessible ramp
- **£100**: Fund a disabled athletes transport costs or buy a portable hearing loop

Welcome to Team Active Sussex!
Fundraising ideas

Sporting challenge
Enter a race and get sponsored! Whatever your fitness level there’s an event for you! We’ve got a great list of running events taking place across Sussex, there’s a distance for everyone. Go on challenge yourself!

Hold a sports day
Get your neighbours together and organise sports day challenges between your residents. Or get your workplace active for a day with good old egg and spoon race! Need some cash to sort this out and get the ball rolling, then apply to our Community Games grant scheme, £200 will get your event off the ground and you’ll be getting your local community active and raising money for a Sussex cause!

Sport dress down day
Get your colleagues to pay to wear their favourite sporting strip. This is a crowd pleaser and gets everyone out of their suits for a day! If you have 20 people in your office and they pay £2 you could make just under £500 if you do this once a month for a year!

Organise a pub quiz
Just because we’re a sporting charity doesn’t mean you have to take part in sport to raise money. A pub quiz is an easy and fun way to raise some cash, you can even make it sport themed if you like!

Bake a cake
Who doesn’t love cake?! Treat yourself at work and bake a bunch of cakes for your colleagues and sell them to make a bit of cash along the way.

Swear jar
You’ll probably raise hundreds without even realising it with this one! Every time someone at work swears they must donate money to the swear jar. Crack it open at the end of the year and see if your team need to wash their mouths out!
## Find a race near you

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<thead>
<tr>
<th>Month</th>
<th>Race Name</th>
<th>Location</th>
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<tbody>
<tr>
<td><strong>August</strong></td>
<td>The Rye Summer Classic Series Race 10k, Rye, East Sussex</td>
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<td>13 The Hard Way, Clayton, West Sussex</td>
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<td>Newick Will Page 10k, Newick, East Sussex</td>
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<td>Kings Head Canter 5k, Chiddingly, East Sussex</td>
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<tr>
<td><strong>September</strong></td>
<td>The Rye Summer Classic Series Race 10k &amp; 5k, Rye, East Sussex</td>
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<td>We Run They Run 1 Run, Rye, East Sussex</td>
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<td></td>
<td>Chestnut Tree House Littlehampton 10k, West Sussex</td>
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<td>Hellingly 10k, East Sussex</td>
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<td>9th Hove Prom 10k, Brighton and Hove</td>
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<td>Felpham 5, Bognor Regis, West Sussex</td>
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<td>Get Fit Boot Camp, Pulborough, West Sussex</td>
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<td>Barns Green Half Marathon &amp; 10K, West Sussex</td>
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<td><strong>October</strong></td>
<td>Lewes 10 Mile and 5 Mile, East Sussex</td>
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<td>Sussex Marathon &amp; Half, Heathfield, East Sussex</td>
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<td>Children on the Edge Chichester Half Marathon, West Sussex</td>
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<td>Tempo 10k, Eastbourne, East Sussex</td>
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<td>Bright10, Brighton, East Sussex</td>
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<td>Run Forest Run, Brighton, East Sussex</td>
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<td>K2 Crawley 10k, West Sussex</td>
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<td>Beachy Head 10k, Eastbourne, East Sussex</td>
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<td>Beachy Head Marathon, Eastbourne, East Sussex</td>
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<td>Lancing Steepdown Challenge, West Sussex</td>
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<td><strong>November</strong></td>
<td>Beckley 10k, Rye, East Sussex</td>
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<td>Poppy Half Marathon Running Festival, Bexhill, East Sussex</td>
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<td></td>
<td>Brighton 10k, Brighton, East Sussex</td>
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Information sourced from: [http://sussexraces.tripod.com/sussexraceseventplanner.html](http://sussexraces.tripod.com/sussexraceseventplanner.html)
Visit the website for booking links
How to promote your activity or event?

Local press
Write a press release after the event, keep it to one page maximum and answer who, what, where, when, why and how much was raised. Send to local newspapers, radio stations and include a strong image of the event/activity.

Social media
Create a Facebook event, and advertise your activity via your own social media channels. Make sure you engage with us on social media so we can spread the word!

Email signature
Promote your activity via your email signature. Change your work and home email signatures for maximum exposure.

Posters
Use our template poster, fill it out and display in local shops, community noticeboards, pubs, libraries or at your place of work.

Photos and videos
Make sure you take plenty of images and videos, strong images taken with a good quality camera are ideal for print use after the event or for sending to the press. They won’t print a photo of poor quality.

Write a blog
Try wordpress or blogger sites to set up your blog page. This can be a great way of writing more informal stories about why you’re raising money.

Local Giving
Set yourself up as a fundraiser on our local giving site: https://localgiving.org/fundraisers. Select Active Sussex as the charity (from here you’ll sit on our fundraising page). From here people can easily sponsor you online and find out more about the cause.

#TopTip
Tell us about your event
We can help spread the word countywide!
Find out how on the next page...
Email us at info@activesussex.org with the following information and we'll help you promote your activity.

**About your activity**

We hope to raise...
When is the activity planned for?
Where is it taking place?
What is your activity?

**Your details**

Name
Email address
Organisation or group (if applicable)
Disclose any social media accounts you have so we can connect with you
How to send us the money you’ve raised?

Online
Visit our local giving site, it’s a straightforward secure way to donate quickly.
https://localgiving.org/charity/activesussex/

By post
Send a cheque payable to Active Sussex at University of Brighton, Sports Centre, Falmer, Brighton BN1 9PH.

By BACS
Pay the money straight into our account, email info@activesussex.org for a paying in form.

Thank you for fundraising for us, you’re a star!
Insurance

It’s important to check the venue you’re activity is taking place has public liability insurance. This will safeguard you or your organisation from any accidents. Active Sussex cannot accept any liability for any fundraising activity or event you might undertake. If you are organising an event or activity in an open space you will need to budget for the appropriate public liability insurance which can be purchased from any insurer.

Raffles

Generally speaking if you hold a small raffle on the day of your event you do not need a licence as long as ticket sales and the draw itself take place during the main event. You can check the latest information and advice on www.gamblingcommission.gov.uk.

Ask permission

Remember to ask permission if you’re planning on using someone else’s land or property.

The money

Make sure you count the money you’ve raised with someone else and have them verify the total amount raised.

Get consent

You will need to get parental permission if children are helping you with the event or if you are taking photos of children. Children under the age of 17 must be accompanied by an adult.

Thank you!