

SPORTSABLE
FUNDRAISING GUIDE
2021



**Fun, friendship and opportunity -
more than just a sports club**

Thank you for choosing to support SportsAble



We are delighted that you have chosen to support SportsAble. This pack, full of inspiration and advice, is designed to help you smash your fundraising goal. We are with you every step of the way: to help with all your questions, queries, and qualms as you get set on your fundraising adventure.

Call **01628 627690** or

email **info@sportsable.co.uk**
to chat with our team!

Don't forget to follow us on Facebook, Twitter and Instagram, and promote your fundraising using social media!

From Little Acorns to a Significant Force for Disability Sport

SportsAble is a club where members do not let disability dictate what they can't do, rather we focus on what we can do and help others do the same.

Through the tireless fundraising of founder members, friends and supporters, we have grown from a group of friends who played just a few sports together, to a club that has its own purpose-built facility comprising two sports halls, a social area and offices. Our clubhouse is situated in Braywick Park and adjacent to the new Braywick Leisure Centre where we hold weekly swimming sessions.

Each week, we provide our members with a wide variety of opportunities to participate in sport, fitness, creative arts and social events. We are the only multi-sports and events disability club in the South East providing such an essential service.

To ensure our Club is fully accessible, our annual membership is just £75 and gives members access to all of our activities.

Fun, friendship and opportunity

– more than just a sports club

And Accessible to All

1 in 5

The number of people who are disabled

83%

4 out of 5 disabled people acquired their disability through a life-changing illness or accident

17-35

The age you are most likely to have a life-changing injury

53%

The number of disabled people who believe their disability makes it harder to make friends.

£538

How much extra it costs a month when living with disability.

A life-changing injury or illness can mean a significant loss of earnings to some families or individuals. That is why we tirelessly raise funds and keep our SportsAble membership at a level that is affordable compared to a local authority leisure centre which starts at approximately £600 per annum.

It costs SportsAble £20,000 a month to keep its doors open.

Get the most from your fundraising in 2021

Due to Covid-19, SportsAble's finances have reached crisis point, and the charity needs your help. The situation is critical, and if we cannot raise sufficient new funding the charity may have to close this spring.

Now we need the help of our members, supporters and loyal friends more than ever – we've done it before, and we know we can do it again. Please help raise critical funds for SportsAble by undertaking any challenge event you wish.

Whilst in Lockdown, challenge events are limited but far from impossible – Major Tom is a great example of that. Indoors or in the garden there is always something you can do. A fitness routine, a diet, a crazy haircut, an endurance bird watch: anything you like. Perhaps you can do a themed event – here is just one idea:

The 46 Challenge (Indoors or outdoors)

March 18, 2021 is SportsAble's 46th birthday. To help us celebrate, you can use this theme for a Celebratory Challenge based on "anything 46" - 46 times around the garden in a day/an hour; 46 press-ups a day; 46 games of Patience in a week; 46 hours of Monopoly in a week; 46 jigsaws completed in a month; 46 fitness sessions in a month; run 46 miles a week; achieve 46000 (Fitbit) steps in a week for 4 weeks; etc. You may have even more creative ideas?!

Whatever your event, we will support you every step of the way!



Your JustGiving™ fundraising page

An online giving page is essential to help your fundraising. We recommend using JustGiving - it's quick and easy to make your fundraising page, just follow the steps below!

1. Either – Register an account. (It's easy. You can use your Facebook account to create an account if you like.) **Or** – Log into your existing account.

2. Click **[Start Fundraising]**.

3. When asked 'Are you fundraising for a registered charity?', select **[Yes, continue]**.

4. Search for 'SportsAble'. (You can also search us by our charity number: 1078742.)

5. JustGiving will ask you whether: you're taking part in an event, celebrating an occasion, fundraising in memory or doing your own thing.

6. If you can't see your event listed (e.g. London Marathon), select **[Add your own]** at the bottom of the page and write a bit more about your activity.

7. Choose your web address – this is the link you'll be sharing with friends and family when asking them to donate.

8. Tick **[Yes]** if you're running a bake sale, or selling tickets to an event, raffle or auction. Donations to your Page won't be eligible for Gift Aid. (You can find out more about Gift Aid later in this pack).

9. Click **[Create your page]**.

That's it – simple! Your Page is now set up and ready to accept donations. JustGiving will send the money that you raise to SportsAble on a weekly basis.

Our 5 Top Tips for your fundraising page

Now that you've set up your fundraising page, it's time to start on the fun stuff – personalising your page and sharing it with friends and family. Here are our top 5 tips to make your page stand out.

A

Start early

The earlier the better! Get your page up and running well in advance of your event. This will give you more chances to share your page and tell the story of your great times at SportsAble.

B

Tell a story

An important factor of encouraging people to donate is helping your friends and family better understand WHAT you're doing, for WHOM and WHY it is important. Inspire your friends about SportsAble, our work and how SportsAble's support changes lives.

C

Set a target

Setting a target is a must! Not only does it help you to stay motivated right up until the big day, but it is also shown that pages with targets tend to raise 46% more, so a target is worth having!

D

Share photos and updates

Photos are a great way to get people interested and get your story across. Take some photos of you training or setting up your event and share these updates with your supporters. Fundraisers with pictures on their page raise 14% more per photo.

E

Thank your supporters

After your event remember to thank everyone who sponsored you and use this time as a last chance to remind everyone who hasn't popped a donation in yet. Just because the event is over does not mean that you need to stop fundraising. 20% of donations come in after an event has ended, so make sure you follow up the event with an update about how you did.

Promoting Your Event – Get the Word Out

The more you promote your page, the more people you will reach and the more donations you will bring in. Be social media savvy. Share your page on social media, send it to your colleagues, send your story to the local newspaper (they are always looking for a story!). **Let us know when you have your page up and running, and we will promote it as well.**

THE POWER OF SOCIAL MEDIA

Facebook, Twitter, Instagram, and many others. Repeatedly posting about your event and your progress is a great way to reach a massive range of people.

EMAILING YOUR CONTACTS

A great way to get the ball rolling is to email your closest friends and family first. An empty page may be intimidating for some donors, and so a few donations will encourage others to donate as well.

HARNESS THE HASHTAG

When using Twitter remember to include relevant hashtags to ensure that the maximum amount of people see it.

CONTACT LOCAL PRESS

Reach out to local papers or your local radio station. A bit of exposure can really make a massive difference.

HANG UP POSTERS

Seems a little old fashioned, but it is a great way to generate interest within the community, especially if you're organising a local event. Put up posters around your workplace, neighbourhood, gym, local shop, running club, university etc.



A TO Z OF FUNDRAISING IDEAS – *a few more for you*

A

Abseil
Aerobics
Auction

B

Bake Sale
Bingo Night
Bungee Jump

C

Car Wash
Coffee Morning
Cycle Ride

D

Dinner Party
Do a dare!
Dress up

E

Easter Egg Hunt
Ebay
Egg & Spoon

F

Film night
Five A Side
Fashion Show

G

Games Night
Garden Party
Guess the....?

H

Half Marathon
Head Shave
Hike

I

Ice Bucket
Challenge

J

Juggle
Jumble Sale
Juice Bar

K

Karaoke night
Knit-a-thony

L

Ladies Day
Loose Change
Collection

M

Marathon
Match Giving
Money boxes

N

Nominate
a Friend
No-makeup
challenge

O

Office Collection
Onesie day

P

Pyjama day
Parachute Jump
Photo
competition

Q

Quiz night
Quit a habit

R

Raffles
Recycling
Run

S

Sky dive
Stalls
Sweepstakes
Sponsored Swim

T

Triathlon
Talent show
Three peak
challenge

U

Underwear day
(on the outside)
Unwanted Gifts

V

Virtual
Fundraising
Vegetarian for a
month

W

Walk
Wax
World-record
attempt

X

X-pletives -
(swear jar!)
Xmas Fair

Y

"Yes" day
YOYO challenge

Z

Zodiac
evening
Zumba-thon

Donating to SportsAble

Not everyone wants to give their donations online. That is not a problem. You can donate using number of different methods, including bank transfer, Facebook, or through our website.

Find out more here: www.sportsable.co.uk

Gift Aid

Gift Aid is a way of making even more money for SportsAble by claiming back the tax. For every pound donated, HMRC will give an extra 25p. This means that £100 can be turned into £125, if donations are made through Gift Aid. JustGiving will prompt your donors to allow their donations to be used for Gift Aid.

For donations given outside of your page, all you have to do is ask the people who sponsor you to put in their full name and address on the sponsorship form and tick the Gift Aid box.

Gift Aid can be claimed if the people who sponsor you pay tax in the UK. It's only available on donations – not for buying things like a raffle tickets. You can find all you need to know about Gift Aid here: www.gov.uk/donating-to-charity/gift-aid

To comply with Gift Aid policy you need to:

-Write your full name: To claim Gift Aid, the form must be clearly completed in the sponsor's handwriting.

-Fill in your home address: Please do not include your work address as HMRC need to know where you live to claim Gift Aid.

-Avoid ditto marks: Unfortunately, we can't claim Gift Aid on your donation if ditto marks ("") are used.

-Write down your donation: the most important bit - how much would you like to sponsor someone for their event?

-Tick the Gift Aid box if you've read the declaration and are happy to include Gift Aid, please tick the box.



How we utilise funds

Here are some examples of how much it costs to provide our members with a Club where they can enjoy fun, sport & friendships

Examples of our Sports

Section costs

Archery - £17,000

Air Weapons - £18,000

Boccia - £17,000

Kayaking - £9,000

Swimming - £11,000

Wheelchair Basketball - £21,000

Other costs

£20 - 1 annual DBS check for 1 volunteer

£40 - 1 Boccia session for 1 member

£50 - 1 Wheelchair basketball session for 1 member

£100 - 2 Bowling sessions for 1 member

£150 - 1 month of Canoeing & Kayaking for 1 member

£250 - 10 weeks of Archery sessions for 1 member

£500 - 4 months of Air Weapons sessions for 1 member

£800 - the real cost of 1 Annual Membership



Thank you for supporting us!



What we do is help others less fortunate than ourselves – to change their lives for the better

Now we need your help please – to help us continue to do just that

Contact SportsAble at info@sportsable.co.uk or

01628 627690. For more – see www.sportsable.co.uk