



#TeamStreetLeague

Fundraising Guide



OWN YOUR FUTURE

Welcome to #TeamStreetLeague

Thank you for joining #TeamStreetLeague and choosing to fundraise for us. The money you raise will support us in our mission to create brighter futures and empower young people to move into work, education or further training. This guide will give you useful information about the work of Street League, how your money will help young people and tips and advice on how to make the most of your fundraising.

Young people aged

16-24

are three times more likely to be unemployed than any other age group.

2631

Young people have been supported through Street League in the last 12 months.





How Your Money Will Support Young People

Street League is a charity with a difference. Our mission is to help young people create brighter futures for themselves. We use the power of sport to empower young people from disadvantaged areas into work, education and training.

Using a combination of sport and employability coaching, young people learn the key skills and confidence needed to move into sustainable work or training. The programme includes C.V. and cover letter writing skills, mock interviews with our corporate partners and work experience with partner organisations. We operate in 14 UK cities and in the areas where we work, up to one in four 16-24 year olds are unemployed. In the last year our programmes progressed over 2631 young people into work, training or education, addressing one of society's most pressing needs. Youth unemployment can have a long-term impact on the physical and mental well-being of a young person with higher chances of being welfare dependent later in life. We value the power of sport to change young peoples' lives and you can help us to make a real difference.

3
18%

Times more
likely to
be unemployed.

of young people feel COVID-19
has effected their skills
development.

1 in **5**

young people are worried about
being able to find a job in the
future.



Fundraising Tips and Ideas

There are many different ways you can fundraise. Start by thinking about where you live, work or go to school. Who can you ask for sponsorship; what kind of event can you organise; who can help you promote your event or fundraising? People are usually willing to help so don't be afraid to ask others to join in. Your dedicated Street League fundraiser is always available for help and advice and to offer ideas that are suited to you so please get in touch with us.

Contact us at info@streetleague.co.uk



Take on a Challenge Event

Do a run, obstacle race, cycle or trek. There are lots of great events you can take part in. Do a search online or contact us for ideas.



Supermarket Bag Packing

Pack people's bags at the till in return for a donation or stand outside the supermarket with collection buckets. This can raise £600 in one day.



Run a Sweepstake

Guess the winner at a sports event or reality show. Hold an event during the results to build the tension and announce the winner.



Entertainment Night

Try inviting your friends to an entertainment night. Whether you're busting out the karaoke mics or laughing at a comedy show, charge everyone for entry, raise money for a good cause and have fun!



Sponsored Wax

Wax your legs or chest. This is always a popular choice and even better if you have an audience! The more daring the wax, the more money you'll make.



Hold a Pub Quiz

Get people together and host a comedy night or gig night. Ask your local pub or venue if they will host the event for free and then sell tickets.



Organise a Raffle

Ask local shops for prizes, e.g. free haircut, free meal at a pub or a hamper from the deli / butchers, or VIP tables/ free entry to a club.



Football Tournament

Get your friends and colleagues together for a 5 or 8 a side tournament. Each player donates to play. We can help you with ideas!



Bake Sale

Have a coffee morning and bake sale and ask friends, family and colleagues for donations towards your tasty treats.

Promoting Your Fundraising

1

Set up an Online Fundraising Page

Setting up an online fundraising page is the easiest way to collect funds. Log into the online giving site, for example, JustGiving (<https://www.justgiving.com/>), and choose Street League as the charity you are fundraising for. If you are taking part in an organised event you can link your page to this event.

Choose your fundraising target and tell people why you are fundraising for Street League and how their donation can help young people into employment. See page 1 of this guide for some suggested wording on Street League. Make your page personal by telling your story and why you are fundraising or taking on a challenge. Whether it's heartfelt or funny, supporters will respond well to hearing your story or journey.

2

Share Your Story

Once you have created your page or fundraising event, share it across all of your social media platforms, email it around to family and friends, and send it around the office (where appropriate). You could even add it to your email signature. The further you spread the word, the more donations you will receive!

Use photos and videos to engage people and drive interest to your event or fundraising page. Your local radio station or newspaper may cover your story if you send a short press release to the news desk containing details of who, what, when, where, how and why you are fundraising. Or you can post photos to the social media pages of your target newspaper to gain some publicity.



MATERIALS WE CAN SEND YOU

To help with your fundraising, we can send you Street League materials:

- Collection tins
- Stickers
- Balloons
- Posters and flyers
- A running vest
- Sponsorship forms

Contact: info@streetleague.co.uk

HOW TO COLLECT THE MONEY YOU RAISE

ONLINE PAYMENT

The money you raise using online giving sites, such as Just Giving, will automatically be sent to Street League. If your supporters are UK taxpayers, their donation will be eligible for an extra 25% gift aid, which will be added to your fundraising total.

MONEY IN

If you collect any sponsorship in cash you can pay this directly to Street League by:

Donating on our website:

<https://www.streetleague.co.uk/donate>

Or paying the money into our bank account :

Barclays Bank

Sort Code: 20 - 83 - 02

Account number: 93155897

Reference: Your Name

CHEQUES PAYABLE

Please make all cheques payable to Street League and post them to our main office in Manchester:

Suite 2.4,
Waulk Mill,
51 Bengal Street,
Manchester,
M4 6LN



Thank You

Thank you for choosing to fundraise for Street League. The money you raise will enable us to support young people in the areas of highest deprivation and unemployment, who need our help the most.



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@StreetLeagueUK

info@streetleague.co.uk



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Scotland Charity No. SCO 38884