



Your Fundraising Pack

MICHAEL
CARRICK
FOUNDATION 

Why is our work so important?



3.9 MILLION

THE NUMBER OF CHILDREN WHO CURRENTLY LIVE IN POVERTY

£123 MILLION

THE COST OF CUTS MADE IN YOUTH SERVICES IN THE LAST TWO FINANCIAL YEARS

600

THE AMOUNT OF YOUTH CENTRES IN ENGLAND THAT HAVE BEEN CLOSED DUE TO LACK OF FUNDING BETWEEN 2012 AND 2016

32.4 %

THE PERCENTAGE OF CHILDREN AGED 10-11 WHO ARE OVERWEIGHT OR OBESE LIVING IN THE UK



What is our goal?

Launched in 2017, Michael Carrick Foundation is committed to:

- Providing youngsters with empowering opportunities delivered in safe and creative spaces.
- Inspiring participants to reach their full potential and be the best that they can be
- Creating a lasting legacy that will inspire this generation and generations to come.

How are we achieving this?

By working in close partnership with community organisations, we can help to deliver and fund vital services for youngsters living in Greater Manchester and Newcastle upon Tyne.

Without this funding and support, these programmes would simply not exist or be able to reach as many participants as they do now.

But where does this funding come from?

The foundation is committed developing innovative campaigns and events that inspire people and galvanise support.

To date, more than £1.5million has been raised and invested into community programmes specifically for young people.

But the work doesn't stop there! For us to keep these programmes running, and to reach more youngsters than ever before we need to keep fundraising.

Where will your money go?



Every penny raised will help to sustain the charity and help create a lasting legacy that will inspire this generation and generations to come.

£50 - enables the Foundation to recruit, train and deploy a young volunteer so they can gain access to valuable work experience.

£75 - allows the Foundation to collect, clean and give away ten pairs of pre-loved football boots to children from deprived areas who do not have access to the kit they need to participate in sport.

£150 - supports a young person through their Level 1 sports coaching qualification and provides them with a first step on a career pathway

£500 - provides boxing pads, gloves and safety equipment that will allow the foundation to teach self-defence, dance and other activities to 500 girls who are at risk of being excluded from education. This programme is vital in helping improve their health, well-being, confidence and social skills.

£750 - the amount it costs to fund a week of free football for local children at one of the Foundation's community football venues.

£2,000 – the cost for 20 young people to go on a residential camp to improve their team work and social skills and build self-confidence and independence.



Your fundraising made easy

Thank you for choosing to support Michael Carrick Foundation and take part in a fundraising activity. We really couldn't continue the work we do without amazing people like you.

Whether you're taking part in an organized fundraising activity or are looking to host your own fundraising event, here are a few tips to help you along the way...

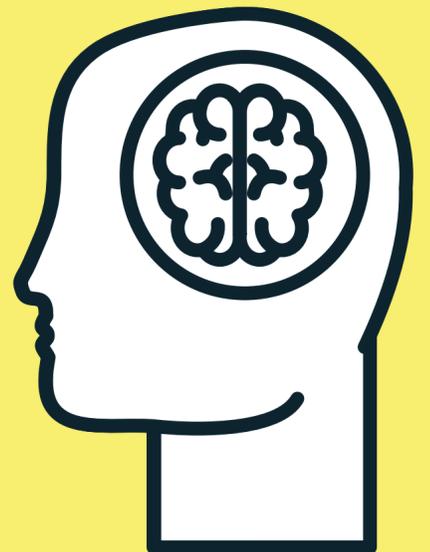
Facilities

HOME | WORKPLACE | COMMUNITY VENUE

Top tip 1: Think carefully about the space you require, is your event taking place indoors or outdoors, how many people are attending, what type of facilities do you need?

Top tip 2: Don't forget to mention that you're fundraising for charity and you may get a discounted rate!

Top tip 3: Give people as much notice as possible to ensure you can organise everything on time and gather support!



Budget:

You can set your own targets but always plan ahead.

Top tip: It's really helpful to set yourself a target and a budget so that you know how much you want to raise and can communicate this with others. It will also help to ensure that all costs are accounted for at the very start.

Safety:

When planning your fundraising event, you will need to consider health and safety and legal concerns.

If you're organising the event, you will be responsible for all the health and safety for all involved.

Top tip: The Institute of Fundraising and Government websites have lots of useful information and guidance to follow.

Your fundraising made easy

Insurance and legal:

If you are running your own event, it will not be covered by the Michael Carrick Foundation's insurance policy so, you may need to arrange your own.

Top tip: Always talk to any partners involved in your event such as facility managers and community groups, as they may already have insurance to cover you.

Note: If you are using any contractors, sub-contractors or external facilities, please also make sure they have the appropriate experience required and can demonstrate all relevant insurance cover.

Important: By law, the Michael Carrick Foundation's charity registration number must appear on all posters, advertisements and other fundraising materials. Please display as follows; "Registered charity England and Wales 1172488" Please contact us directly for permission if you or a third party would like to use the Foundation's logo.



Food hygiene and alcohol:

Please take care when handling food and ensure you follow basic rules for safe preparation, storage, display and cooking.

A licence is needed if you have alcohol at your event. You can avoid this issue by either holding your event on licensed premises or by asking a local pub to organise a bar at the venue. Otherwise you will need to apply and submit a 'Temporary Event License' to your local council.

Top tip: If you aren't sure whether you require a licence contact your local council who will have people who can support you with this.



Raffles:

Raffles are a great, quick and easy way to raise money for a charitable cause.

However, did you know there's lots of different types of raffle tickets?

Therefore if you decide to use a raffle, you need to make sure you're using the correct one for your event!

Top Tip: If you aren't sure which raffle tickets to use you can find everything you need to know on the Gambling Commission's website.



Please sponsor me!



If you've decided to take part in an event for Michael Carrick Foundation and will be raising sponsorship money the first thing you should do is set up your online fundraising page by going to: www.justgiving.com/michael-carrickfoundation.

Next, ask your family, friends and colleagues if they'd like to sponsor you!

Sponsor forms

Sponsorship forms are still a great way to support your fundraising - by carrying your sponsorship form you can ask people to support you straight away whenever you bump into them. You will be surprised at how much your form will add to your overall fundraising.



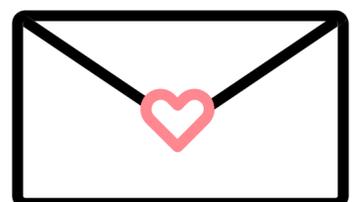
Top tip: Print out copies of your form and pop up in your staff room or office to encourage colleagues to support you.

Top tip: Try to ensure the first donation on your page is a high amount, people will tend to copy the donations above so if they see lots of £20 or £10 sponsors they will do the same!

Don't forget Gift Aid - If all of your sponsors tick the Gift Aid box on your sponsorship form we can claim an extra 25% on their donation – as long as the supporter is a UK tax payer. This is automatically asked with your online fundraising page but it will make a huge difference to your offline sponsorship

Matched Giving:

Did you know that your employer may be able to match the amount of money that you raise? Hundreds of companies offer this to their employees – ask them when your next in the office and see what the process is. We are happy to provide any relevant information they require – just let us know.



Top tips for getting sponsors!



Top tip: Include key information about the challenge or event you are taking part in and the reasons you're supporting us. The pages with the most personalised information, pictures and regular updates really do raise the most amount of money.



Top tip: Share updates throughout your fundraising journey and make sure you let everyone know once after you have completed the event on your JustGiving page – if you have any pictures you took of the experience make sure you include these too. Donations tend to increase once people have seen your challenge has been completed!



Top tip: Always include a fundraising target to let people know how much you're hoping to raise. This allows your friends and family to see how much their donation can really make a difference.



Top tip: Facebook and Twitter are great ways to invite people, update on your progress and ask for help. Share the link on your social media platforms – you will need post numerous times throughout your fundraisings to maximise donations.



Top tip: Email us at info@michaelcarrickfoundation.org to let us know what you are planning and we may be able to help. You can also tag us in your posts on social media by using @michaelcarrickfoundation (Facebook and Instagram) or @_MCFoundation (Twitter) and we can help raise awareness.



Top tip: Ask if you can attach your JustGiving page onto your work email signature. Top tip: Remember to thank those who have donated to your page, it's a simple tip but will really make a difference.



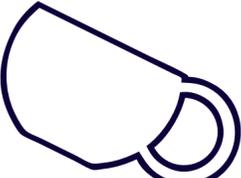
Inspire me...

To support your journey, we have included some of our favourite fundraising tips for a bit of inspiration.

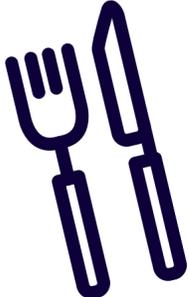
Get sociable with your fundraising...



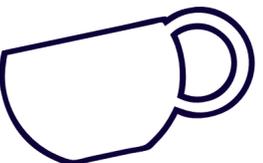
Hold a BBQ or host a dinner party and ask guests to donate the amount they would pay for a meal out. You could make it a competition between your group of friends and score each dinner to make it a little more interesting!



Ask your local pub or restaurant to hold a themed quiz night - football, music, general knowledge?



Find your clothes and accessories a new home at a car boot sale or organise a 'frock swap' event at home and invite your friends and family to donate their items to re sell



Organise a coffee morning at home or at your local café - perhaps they would be willing to donate an amount for every coffee sold during the day, week or month?



Organise a cake sale or host a bake off

Inspire me...

Challenge

Feeling brave?

Organise a sponsored shave or wax!

Give up a bad habit for a month, raise money and get fitter along the way

Donate a day's wage – and ask your colleagues to do the same

Party

Host a 'Go Red' themed party at home, work or school

Haven't got tickets for the next game? Host a football party at home with tasty treats and drinks and invite your friends and family

Organise a big 'night in' and donate the amount you would have spent on a night out

Sport

Could you organise a fundraiser at your local gym?

Would an instructor be willing to hold a sponsored zumbathon, yoga class or spin session?

Are you part of a Sunday league team?
Could you hold a bucket collection at half time?

Are you a teacher or on the PTA?

Could the next sports day be in aid of the Foundation?

Bag Packing

Do you have a good relationship with your local supermarket?

Would they be willing to support you and organise a bag packing session?

These sessions are a great way to raise money (easily £50 for 2 hours per bag packer)

Join us...

Carrick's Christmas 5k a Day

Fancy a challenge throughout December? Walk, run, swim or cycle 5k every day throughout December and get sponsored for doing it!

Keep an eye out on the Foundation's social media pages for more information and join the team!

Wellness Week

Why not get involved with the Foundation's wellness initiative THRIVE taking place in March? Whether you're at home or at work, take on an activity that supports your wellbeing.

Events

Keep up to date with the Foundation's upcoming events and activities via our website at: www.michaelcarrickfoundation.com/upcoming-events

Community Races

Our amazing community fundraising team take part in events throughout the year including Manchester 10k, Manchester Marathon, London Marathon, Great North Swim and Great North Run, Get in touch and join the team now!

EASY FUNDRAISING SET UP GUIDE

Michael Carrick Foundation

START BY VISITING EASYFUNDRAISING

Visit www.easyfundraising.org.uk and search for Michael Carrick Foundation.



AN EASY WAY TO GIVE SOMETHING BACK

Once you've selected the Foundation you need to sign up. You can either do this via Facebook or your email address. It's super simple and only takes a few minutes.



ADD A REMINDER

Add a donation reminder button to your browser so the next time you're shopping it will let you know if your chosen retailer is able to make a donation.



SHOP AND MAKE A DIFFERENCE

Continue with your shopping and pay as normal. The retailer will then make a donation to the Foundation. It really is that simple!



CREATING EMPOWERING OPPORTUNITIES WHERE
YOUNGSTERS FEEL SAFE, VALUED & INSPIRED TO
ACHIEVE THEIR FULL POTENTIAL.

Not quite ready to run your own event or take part in community fundraiser?

Then why not set up Easyfundraising®?

Easyfundraising® is the UK's biggest charity shopping fundraising site!

All you need to do is choose the Foundation, join for free and start shopping.

Visit retailers and shop online as normal. Raise donations and the Foundation receives free donations. It really is that simple.

Check out our 4 step guide to get started now!

Thank you

Thank you for choosing to fundraise for Michael Carrick Foundation, we really couldn't continue to fund the life changing work we do without you.

If you have any questions about an event or your fundraising, please don't hesitate to contact the team at info@michaelcarrickfoundation.com



You can also keep up to date with what we are planning by visiting the website or following us on social media:



www.michaelcarrickfoundation.com



[@michaelcarrickfoundation](https://www.facebook.com/michaelcarrickfoundation)



[@michaelcarrickfoundation](https://www.instagram.com/michaelcarrickfoundation)



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