



HEART  YOUR SLEEVE



FOUNDATION OF LIGHT

THE WORLD AT YOUR FEET



PLAYERS TO WEAR HEART ON SLEEVE FOR FOUNDATION

Sunderland AFC's official charity Foundation of Light helps around 20,000 young people and their families to live happier, healthier lives each year.

When the Black Cats host QPR at the Stadium of Light on Saturday 16 March, the club will host Foundation of Light Day, the biggest fundraising event of the calendar which will showcase the work of the charity while raising vital funds for their 'Heart On Your Sleeve' campaign.

Recent studies have shown that health inequalities in the UK are getting worse, with the gap between the North East and the South of England worsening.

People in communities across our region are living shorter lives; spending most of them in poor health.

Foundation of Light aims to tackle these issues, encouraging parents and grandparents to stay both physically and mentally active to inspire the next generation to do the same.



£5

WOULD PAY FOR A YOUNG PERSON WITH A DISABILITY ACCESS TO A SPORTS SESSION



£8

PAYS FOR AN OLDER PERSON TO ATTEND ACTIVITIES TO STAY SOCIALLY ACTIVE AND IMPROVE PHYSICAL AND MENTAL WELLBEING



£100

ALLOWS US TO DEVELOP MENTAL HEALTH RESOURCES TO SUPPORT UP TO FIVE PEOPLE



£40

WILL PAY FOR A YOUNG PERSON TO HAVE ACCESS TO SESSIONS SUPPORTING THEIR PHYSICAL, MENTAL AND EMOTIONAL HEALTH

HOW TO GET INVOLVED



1

SHOW US YOUR HEARTS!

We're looking for as many SAFC fans to send us their 'Heart on Your Sleeve' photos in the run-up to our Foundation of Light Day. Tag us on social and you could be included on the matchday programme cover or on jumbo screens on 16th March.

2

BUZZ CHALLENGE

Remember the game Buzz Off? The nostalgia will come flooding back in the Matchday Fan Zone at the Beacon of Light ahead of each home game with the Foundation of Light's Buzz Challenge game – make sure you give it a go and try and make the leaderboard.



<https://www.youtube.com/watch?v=WQ7o77j3oqA>

3

RED AND WHITE WEEK

The week before the QPR game from Monday 11 March, we're encouraging everyone to celebrate the work of the Foundation by flying the red and white flag at their workplace, school or wherever they are and making a donation to the Foundation



www.justgiving.com/campaign/heartonyoursleeve



Want to get involved please contact:
marketing@foundationoflight.co.uk

HOW TO DONATE

No matter how much you donate, our 'Heart on Your Sleeve campaign' will help support your local community and help change lives.

TEXT FOLFIVE TO 70085 TO MAKE A £5 DONATION



**CASHBACK
TICKET OFFER**



V



2 FOR £20

Foundationoflight.co.uk

SAFCFC

SAFC's Cashback Scheme offers local schools and sports clubs across the region access to affordable matchday tickets for supporters and cashback from the tickets goes to both the Foundation and schools and sports clubs involved.

Supporters can purchase two tickets for £20 (£10 each) for the QPR game via their local school or sports club. Following the match, £5 from every pair of tickets purchased will be donated to the school or sports club as financial support.

If your interested in joining the SAFC Cashback Scheme, please email cashback@safc.com

Win some amazing prizes as part of our Heart on Your Sleeve campaign. Click the link or scan the code to see what you could win.

<https://www.crowdfunder.co.uk/foundation-of-light>





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WE ARE SUPPORTING FOUNDATION OF LIGHT



 **HEART  N
YOUR SLEEVE**

