



**FUNDRAISING
PACK**

**JOIN THE FOUNDATION OF LIGHT FAMILY AND MAKE
A REAL DIFFERENCE RIGHT HERE IN YOUR COMMUNITY**

WELCOME TO THE FOUNDATION OF LIGHT FAMILY

Now more than ever, your support matters, so thank you so much for backing us with your fundraising efforts.

Together we can make a real difference to local lives in Sunderland, South Tyneside and County Durham, helping to support thousands of children, families and older adults across the region.

Thanks to your support, we're continuing to tackle some of the region's biggest challenges including loneliness and isolation, unemployment, food poverty and poor physical and mental health.

The following pages will give you tips and advice on how to make the most of your fundraising efforts. At such a vital time, every pound you, your family, friends and colleagues raise will make a huge difference.

In this guide, we hope we've given you lots of ideas of how to raise money and have fun, but don't forget - every penny counts so however you decide to get involved, you're making a difference!



OUR WORK



The North East has the highest rate of child poverty anywhere in the UK, with almost two-fifths of children in the region living in poverty.

In Sunderland in particular, nearly 40% of the city's population live in relative poverty – one of the highest rates in Europe.

Exacerbated by the impact of the rise in the cost of living. Over recent years, this continues to have a devastating impact on the poorest in our communities causing many households to struggle to heat their homes and make heart-breaking choices.

The Foundation of Light supports those people who need us the most by delivering programmes to develop life and employability skills; confront loneliness; change young people's futures; improve physical and mental health and support those living in challenging financial circumstances.

Foundation of Light wants to tackle those statistics and your fundraising can help us to do just that!



SCOTT'S STORY

Sunderland fan Scott Thirlwell wants to use his own mental health battle as a means to inspire others to speak up and share their troubles.

The 31-year-old reached out to the Foundation of Light when he felt he was struggling to cope after being made redundant. Scott was diagnosed with obsessive-compulsive disorder (OCD) during his teen years, when he became paranoid about his health and made repeated trips to the doctor and dentist.

He recognised the signs after being out of work for two months, with no routine and no social life as he'd been so used to the nightshift lifestyle. With the support of the football club he plays for, Washington Athletic FC, he and his team mates signed up to Be a Game Changer, a mental health programme provided by the Foundation of Light tailored sessions highlighted the importance of encouraging each other to talk openly about mental health and provided tips on how to improve physical and mental well-being in order to look after each other more effectively.

"I knew I needed to speak to someone and share how I was feeling," Scott admitted. "The club chairman understood how important it was for all the players and coaches to be involved too, so the Be a Game Changer programme was perfect as it broke down barriers and made everyone feel much more comfortable."

"Mental health issues affect people of all ages and the coaches who work with kids are now better equipped to look for any signs or notice any changes in behaviour and offer support," he added.

Not only has Be a Game Changer helped Scott with his own experiences, but he also now wants to be an advocate for the programme and encourage others to get involved and help eradicate the stigma associated with mental health: "I want to break down barriers; it's terrifying to hear how many people suffer in silence; they need to know it's okay to talk about their emotions and that opening up is the best thing to do."

Senior committee members at Washington Athletic FC have now introduced mandatory health and well-being sessions for coaches with the skills are transferable beyond football, there's also literature available to offer further support, thanks to Scott's passion for the programme:

"The Foundation and football have helped me massively; I appreciate how it has the power to help others – in dark times it's offered me an outlet and I'm lucky to have the support of those around me."



HOW DOES YOUR FUNDRAISING HELP?

DONATING **£2.50** A MONTH ENABLES US TO...



...PROVIDE A SAFE, WARM SPACE WITH A HOT DRINK AND SOMETHING TO EAT FOR THOSE STRUGGLING TO HEAT THEIR HOMES.

DONATING **£5** A MONTH YOU CAN SUPPORT...



...AN OLDER ADULT TO ATTEND A FULL WEEK OF ACTIVITIES TO KEEP THEM WARM, SOCIALLY AND PHYSICALLY ACTIVE

DONATING **£4** A MONTH YOU WOULD CONTRIBUTE ...



...TO PROVIDING A FOOD PACK TO TEACH A FAMILY HOW TO COOK A HEALTHY MEAL ON A BUDGET.



DONATING **£10** A MONTH YOU CAN PROVIDE..

...A CHILD IN RECEIPT OF FREE SCHOOL MEALS WITH FOOD AND ACTIVITIES DURING THE SCHOOL HOLIDAYS.

ADAM'S STORY

Adam Ketley, 13, of Newton Aycliffe, had been attending the Foundation of Light Player Development Centres for a few years prior to Covid. However, during the pandemic Adam spent a lot of his time on his own. This isolation has affected Adam socially and psychologically.

Post-lockdown, Adam struggled to attend new things and meet new people. The consequences of this have proved very difficult for Adam, making him extremely anxious and bringing on panic attacks. He was also unable to leave the house due to suffering with social anxiety, attachment concerns and panic disorder.

The Foundation of Light has taken the following steps to support Adam:

- ▶ Regularly contacted his parents to check on his progress
- ▶ Organised one-to-one training sessions with Joey (his coach) to help build Adam's confidence and to help build a strong bond
- ▶ Given Adam the opportunity to attend Sunderland AFC matches

Joey has gone above and beyond for Adam, giving him a mental health wristband to remind him that it is okay not to be okay. Joey's dedicated work with Adam ensures he always feels welcome, but more importantly he always leaves with a smile on his face.

Joey has also supported him outside of the Beacon, attending his grassroots football matches for support. Adam's mum said: "I really appreciate the support, and hopefully together with his counselling we can help him. He is still wearing his wristband and was buzzing when it was given to him. I've told him to look at it when he is feeling worried and remember how he felt in that moment."



GET INVOLVED

There are lots of fantastic ways to hit your fundraising target, here are just a few ideas:

- ▶ **Who doesn't love a bit of cake**
Why not organise a coffee morning or your own bake-off.
- ▶ **Let's go red and white**
Why not arrange a 'Wear your colours to school/work day'
- ▶ **Get quizzical**
Test your friends, family and colleagues with a quiz?
- ▶ **Best foot forward**
See how far you can run, walk or cycle in a month and ask friends and family to sponsor your efforts.
- ▶ **Step to it**
Could you walk 10,000 steps in a month?
- ▶ **Three hour challenge**
What could you do for three hours straight, a danceathon, knitting, gaming? Whatever takes your fancy!
- ▶ **Perfect Match**
Why not ask your employer or another local business if they can match your fundraising total!



Red and White day



Your own Bake off



GIFT AID / JUST GIVING

Gift Aid allows charities like us to claim 25p for every £1 that you donate. Just make sure that when people donate, they complete the declaration on your sponsor form which you can.

CLAIM **25p** for every **£1** DONATED



Collecting your donations...

Don't worry, it's much easier than you think! Setting up a JustGiving page is the quickest and easiest way to let people know you are raising money.

VISIT:

[justgiving.com/safc](https://www.justgiving.com/safc)

Follow the instructions to set up your own page. It's straightforward, secure and you can even get creative with your page.

Why not add a photo and some information about why you are fundraising to encourage those donations!

TEXT TO DONATE
TEXT FOLFIVE
TO **70085**
TO DONATE £5

FIVE STEPS TO SUCCESS

1 CHOOSE YOUR FUNDRAISING ACTIVITY – REMEMBER, EVERY PENNY COUNTS!

2 PUT YOUR PLANS IN PLACE – WHETHER IT'S BIG OR SMALL, YOU'LL NEED TO PUT SOME THOUGHT INTO PLANNING YOUR ACTIVITY.



3 PROMOTE IT – THINK ABOUT WHO'LL YOU BE ASKING FOR DONATIONS AND HOW YOU WILL SHARE THE STORY OF YOUR FANTASTIC FUNDRAISING EFFORTS.

4 YOU'VE DONE SOMETHING TRULY AMAZING, WE CAN'T THANK YOU ENOUGH, SO BE PROUD!

5 IT'S TIME TO COLLECT YOUR DONATIONS. IF YOU USE JUSTGIVING, YOUR DONATIONS WILL ALREADY BE WITH US!

Don't forget to tag us on social media and let us know what you're up to so that we can share your story!

LET'S SHOUT ABOUT IT

Sharing your fundraising on social media can really boost your donations, here's how you can do it:

KEEP REMINDING EVERYONE WHAT YOU ARE DOING VIA YOUR SOCIAL MEDIA AND SHARING YOUR JUSTGIVING PAGE IF YOU HAVE ONE.

POST IN ANY GROUP CHATS YOU ARE PART OF AND ASK YOUR FRIENDS, FAMILY AND COLLEAGUES TO DONATE.

CREATE A FACEBOOK EVENT OR START A HASHTAG ON TWITTER OR INSTAGRAM TO TRACK YOUR PROGRESS.

TAKE LOADS OF PHOTOS TO SHARE.

TAG US INTO YOUR POSTS SO THAT WE CAN CONGRATULATE YOUR SUCCESSES AND SHARE YOUR STORY.

THANK PEOPLE FOR DONATING, IT MEANS A LOT AND MIGHT REMIND SOMEONE ELSE TO DONATE TOO!



OTHER WAYS TO GET INVOLVED

FUNDRAISING EVENTS

You can get involved in a number of events to help support our work - including Great North Run, Golf Day and Gala Dinner. Scan the QR to find out more.



VOLUNTEERING

Volunteers are the foundation of our work.

Many of our programmes are enhanced, and in some cases rely on, the generosity of others in donating their time and experience in supporting us with programme delivery.

Almost 100 volunteers give up their time to help make our region a better place. From supporting young people to transform a care home's garden, to taking photographs to be used on our website, through to helping us collect vital funds at events, there's a role for everyone at the Foundation.

Whether you're a fan or a business who wants to help, we need your support.

For further information, visit: foundationoflight.co.uk/get-involved/volunteer/



Our Ha'way and Play lottery takes place every home matchday.

Each season it raises thousands of pounds to support our work. Tickets cost just £2 and by entering you get the chance to win £1,000 or a signed SAFC shirt.

You can buy tickets up until kick-off at the Stadium of Light at every home game from sellers located around the concourse - you'll not miss them in their bright green hoodies!

HA'WAY AND PLAY
LOTTERY



MAKE A DONATION

Whether you decide to make a one-off donation or pledge a monthly gift, we promise that the donation you make to the Foundation of Light today will be used to help change the lives of people and communities across the North East.

We regularly run specific fundraising campaigns so to keep up to date with the most recent and to make a donation visit:

foundationoflight.co.uk/get-involved/make-a-donation/

YOUR WILL TO MAKE A DIFFERENCE

By leaving a gift to us in your Will, you can make a real and positive difference to future generations across the North East. To find out how we can support you in leaving a gift in your Will, request our free information pack today.

It's quick, easy, completely free and there's no commitment involved. For further information visit:

foundationoflight.co.uk/get-involved/gift-in-your-will/



GIVE IN MEMORY OF A LOVED ONE

Losing someone you love is never easy. Making a donation in memory of a loved one is a wonderful way to remember and celebrate their life. We know these gifts have extra meaning and we're always grateful to receive them.

For further information visit: foundationoflight.co.uk/get-involved/give-in-memory/

SAFETY FIRST

RAFFLES

Raffles are a great way to raise funds, but always make sure you are aware of the legalities beforehand.

You can find the latest advice and guidance at www.fundraisingregulator.org.uk or www.gamblingcommission.gov.uk

WHATEVER FANTASTIC FUNDRAISING ACTIVITY YOU ARE PLANNING, IT'S VITAL THAT YOU KEEP SAFE AND STAY WITHIN THE LAW. HERE'S SOME HEALTH AND SAFETY BASICS.



FOOD HYGIENE

Whether you are baking a masterpiece or cupcake decorating, food safety is really important. Please check in with food.gov.uk to be on the safe side.



INSURANCE AND LICENSING

We're here to help but unfortunately, we can't be responsible or liable for your event. We recommend you check in with your local authority to see if you need any special licenses.

WORKING WITH CHILDREN

Extra care should be taken if your fundraising idea involves children, and you must ensure proper adult supervision.

Please note, children under the age of 16 are not allowed to purchase raffle tickets. If children are photographed or appear online in your promotion, you must have prior permission from their parent or guardian.

COLLECTING DATA

As part of your fundraising, you may come into contact with personal data and information belonging to people who are supporting you.

As a rule of thumb, keep any data you have stored securely and safe from loss, damage or unauthorised access.

Do not keep it for any longer than you need it for and do not share it with someone else without their permission.

If you are unsure about anything, please do give us a call on 0191 563 4777.



YOU DID IT

First things first, we want to say a massive thank you on behalf of everyone your fundraising efforts will support.

You really have made a difference!



If you have been fundraising via JustGiving, your hard work is done!

Any donations on your page will be sent directly to us.

BANK IT ONLINE

Account Name: Foundation of Light
Account Number: 00596167
Sort Code: 20 85 59

CALL US

Give us a call on 0191 563 4777 to make any donations over the phone.

POST IT

To send any donations by post, you'll need to send a cheque made payable to Foundation of Light alongside your completed sponsorship and donation forms [download here].

Got everything? Here's here to send it:

Community Fundraising
Foundation of Light
Beacon of Light
Stadium Park
Sunderland
SR5 1SN

YOU'RE AMAZING



You really are amazing!

The fact that people like you are taking the time to fundraise for us means you care and it means the world to the people right here in your community. Together, we will continue to make a big difference to the lives of people across the North East.

To find out how other ways of helping us, go to:

foundationoflight.co.uk

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**FOUNDATION
OF LIGHT**

THE WORLD AT YOUR FEET

Foundation of Light | Beacon of Light | Stadium Park | Sunderland
SR5 1SN | T: 0191 563 4777 | Registered Charity No.1089333

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