

25 YEARS
FOUNDATION OF LIGHT



FOUNDATION OF LIGHT

THE WORLD AT YOUR FEET

FUNDRAISING PACK



FR Registered with FUNDRAISING REGULATOR

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



Welcome to the Foundation of Light

Who we are

We're the official charity of Sunderland AFC, with a simple yet bold mission: to help individuals, families and communities live happier, healthier lives. Through sport, education, wellbeing and opportunity-building programmes, we support people of all ages. Whether it's getting active through sport, gaining confidence in lifelong learning, or accessing job-ready skills, we're here.



What we do

Our work spans lots of life-changing areas:

- Education – learning pathways, apprenticeships and scholarships.
- Sport – inclusive sessions for all ages and abilities.
- Community – tackling isolation, unemployment and inequality head-on.
- Wellbeing – programmes that strengthen body, mind and connection.

Each year we reach thousands of people across the region from those aged 18 months to 94 year-old, helping them step into brighter opportunities and stronger futures. Our home is the Beacon of Light in Sunderland, a welcoming space for sport, education, creativity and community connection. From here and through outreach hubs, we deliver support that genuinely changes lives.

Why it matters

We believe that everyone deserves a chance to thrive. With the support of volunteers, partners and donors, every step forward becomes a shared success, from young people discovering their potential to families building resilience and confidence together. Donations stretch even further: for every £1 invested, we deliver around £39 worth of social value back into the community.



Fundraising to make a difference

When people choose to fundraise for the Foundation of Light, they're not just raising money, they're becoming part of something bigger. Alfie and Joe are a perfect example...

Two Sunderland supporters with no grand platform, just determination, belief, who took on the incredible challenge of running four marathons in four days from Sunderland to Sheffield - to get to Hillsborough Stadium in time to watch the Lads in action!

They pushed themselves to the limit because they believed in the Foundation's work and raised over £2,000 to help us make a difference!

Your challenge could be next, whether it's a run, a walk, a matchday fundraiser or something entirely your own, by fundraising for the Foundation of Light you'll be helping change lives.

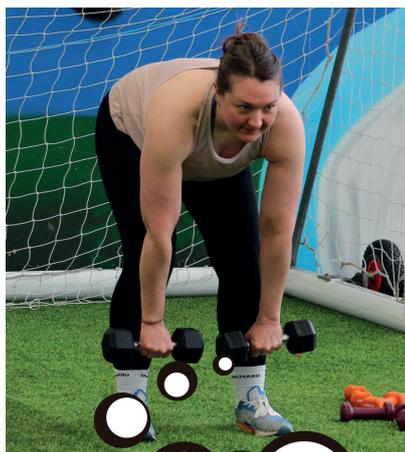




How does your fundraising help?



DONATING **£3**



...WOULD GIVE SOMEONE ACCESS TO OUR HEALTHY LIFESTYLE FITNESS PROGRAMME



DONATING **£5**



...WOULD TEACH A PERSON HOW TO COOK HEALTHY MEALS ON A BUDGET

DONATING **£10**



...WOULD PAY FOR AN OLDER COUPLE TO ATTEND ACTIVITIES TO IMPROVE PHYSICAL AND MENTAL WELLBEING

DONATING **£20**



...WOULD TEACH A FAMILY HOW TO COOK HEALTHY MEALS ON A BUDGET

25 Challenge



Each challenge connects to the number 25, whether it's 25 laps, 25 acts of kindness, or 25 cakes and is designed so that everyone can get involved. From simple, one-day challenges to bigger fundraising goals, you can join in your own way and help us make our 25th year one to remember.

- Take on our 25 Peaks Challenge
 - Complete 25 laps of your local pitch, park, or garden.
 - Hit 25 goals - in training, at school, or with friends.
 - Run, walk, or cycle 25 miles this month.
 - Climb 25 flights of stairs (or hill reps!) in one session.
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- Pass the ball 25 times with a friend without losing control (touching the ground)
 - Do 25 star jumps, squats or sit-ups - or all three!
 - Take 25 shots on target - how many can you score?
 - Try 25 minutes of a new sport you've never done before.
 - Do 25 keepy-ups in a row.
-
- Bake 25 cakes, cookies or treats and share them with others.
 - Draw, paint, or design 25 hearts of light to show what the Foundation means to you.
 - Write a list of your top 25 Sunderland AFC players of all time.
 - Read for 25 minutes a day for a week.
 - Learn 25 words or phrases in another language.
-
- Create a short video showing 25 things you love about the North East.
 - Volunteer or help someone for 25 minutes.
 - Send 25 positive messages or compliments to friends, family, or colleagues.
 - Donate 25 items (clothes, tins, books) to a local charity.
 - Spend 25 minutes outdoors - walk, relax, or enjoy the view.
-
- Challenge 25 people to join you in supporting the Foundation.
 - Learn 25 new sign language words.
 - Organise a "Bake 25" sale and raise funds for the Foundation.
 - Take on a sponsored 25-mile run, walk, or cycle challenge.
 - Get creative - make up your own '25' challenge! Whether it's 25 goals, 25 good deeds, or 25 new experiences, make it personal and share your story.



How to get involved

Choose one (or more!) of the 25 challenges.

Complete it anytime during 2026.

Share your photo or video using #FoL25

Donate to the Foundation of Light to support our work across the North East - [Click Here](#)

Keep an eye on our channels - you might see yourself featured



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. Its 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

..donate by texting TOGETHERFIVE to 70085* (texts cost £5 plus one standard network rate message) or visiting www.justgiving.com/campaign/sport to give online.



Five steps to success

25 YEARS
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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

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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



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 ball.

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!

LAKE DISTRICT
25 PEAKS
CHALLENGE
 10-13 JULY 2026

25 PEAKS IN 25 HOURS
 TWO DAYS OF HIKING
 GUIDED BY LOCAL MOUNTAIN LEADERS





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.



Other ways to get involved



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/

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.



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.

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.

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

Got everything? Here's here to send it:

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



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



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