

# #KeepActive4Barnet

**2021**

Get Active and  
raise funds for  
Young Barnet  
Foundation

**FUNDRAISING  
SUPPORT PACK**



# #KeepActive4Barnet

Thank you for choosing Young Barnet Foundation to fundraise for. We need to come together as one community and create change for the children and young people of Barnet.

For this reason, we have created #KeepActive4Barnet, a fundraising initiative to raise funds to support our most vulnerable young people. Now is the perfect time to commit to something different, so get your trainers on, get active and help us to support the children and young people of Barnet.

## You can get involved in three ways:

- 1** Get your own family, friends or colleagues moving to raise money (Page 4)
- 2** Enter a challenge event and nominate Young Barnet Foundation as your chosen charity (Page 6)
- 3** Join us on one of the limited challenge events that we organise for our staff and partners (Page 7)

Use this helpful support pack to guide you through the process – whichever option you choose!

**And thank you again for your valuable support.**







# GET YOUR OWN FAMILY, FRIENDS OR COLLEAGUES MOVING TO RAISE MONEY

*Now is the perfect time to get active and encourage others to get moving with you, so why not fundraise for Young Barnet Foundation while you're doing it?*

*We love hearing about creative fundraising ideas, but please don't over-extend yourselves! Keep things simple, engaging, fun and most importantly active!*



**Complete the number of steps equivalent to the population of Barnet – 402,000!**



**Travel the equivalent length of Barnet (from the Battle of Barnet monument in the north to Cricklewood station in the south = 9 miles or 19,000 steps) complete this by walking on a treadmill, running around the garden or cycling in the park.**

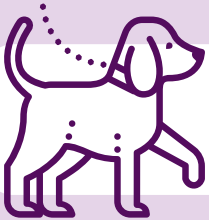


**Commit to going for a walk/run/cycle every day for a month or 6 months!**





If you're a qualified fitness instructor, or know someone who is, organise a virtual/actual fitness event and get people to donate to take part.



Know lots of dog owners? You could offer to walk their dog for a donation.



**Barnet United:** A competitive sports game between two or more teams would be super exhilarating! Sports like netball, football, cricket or tag rugby are perfect to run as a mini tournament. Bring together your friends, family or colleagues for a fun afternoon. Teams could pay to enter; you could run a bake sale on the day or people could make a donation to watch the event.



Everyone loves a retro school sports day, get people together, organise some races (egg and spoon, three-legged, obstacle course, etc) and get them to pay to take part.



Use one of the local golf courses to run a charity golf day.

\*Please ensure any activities that you organise adhere to relevant Covid-19 guidelines at the time of your event.

\*\* Young Barnet Foundation takes no responsibility for the activities you choose to take part in. Please ensure the safety of all taking part at all times.



# TAKE ON A CHALLENGE YOURSELF




***Challenge events are one of the most impactful ways to fundraise. Climb, bike, run, swim or abseil, with Young Barnet Foundation as your chosen charity!***

If you already have a confirmed place in a challenge event (or can get a place), you can fundraise for Young Barnet Foundation. If you choose to do this, get in touch so we can support you with fundraising materials, advice and guidance.

## **SOME CHALLENGE EVENTS TO CONSIDER**

*(please notes that dates for 2021 may vary, so check websites for full details)*




- The Broadgate Tower Run Up - [Find out more](#)
  - London Tri - [Find out more](#)
  - Royal Parks Half Marathon - [Find out more](#)
  - Ride London - [Find out more](#)
  - Tough Mudder (Finsbury Park) - [Find out more](#)
  - London Marathon - [Find out more](#)
- 



# JOIN YOUNG BARNET FOUNDATION FOR A CHALLENGE



*Young Barnet Foundation have secured 15 places for the 2021 London to Brighton cycle ride on 19th September 2021 and are looking for people to join our team. As well as cycling the 55 miles required, we are asking every rider to commit to raising £200. In return, Young Barnet Foundation will:*

-  **Pay your entry fee**
-  **Provide you with a Young Barnet Foundation cycling top**
-  **Transport you and your bike back to Barnet (from Brighton) (we'll arrange onward delivery with you individually)**

We will travel together as a team to the start point in Clapham. More information about the event can be found at [www.londonbrightoncycle.co.uk](http://www.londonbrightoncycle.co.uk)

If you would like to join our team, please contact Peter Williamson  
[PeterW@youngbarnetfoundation.org.uk](mailto:PeterW@youngbarnetfoundation.org.uk)

We are happy to explore options for entering other challenge events as a team, so if you have any ideas please get in touch.

# WHY FUNDRAISE FOR YOUNG BARNET FOUNDATION



***Fundraising for us can be as simple or as elaborate as you like. Whether you raise £5, £50 or £500, every penny will help us to support the children and young people of Barnet.***

Since 2016 we have been distributing funding to our members to enable them to support Barnet's children and young people. In 2020 the total amount of funding distributed by Young Barnet Foundation passed the half a million mark. The money you raise will help us to support even more organisations, children and young people in the future.

**Our Vision: Where Barnet as one community, invests in all our children and young people, ensuring that they have opportunities for fun, growth, connection, success and celebration - helping today's children become tomorrow's confident, successful adults.**



YBF works on behalf of 99,000 children & young people in Barnet.



20,000 children & young people in Barnet are estimated to be experiencing food insecurity.



Child poverty in some areas of Barnet is as high as 42.4 %.

We hope you enjoy your experience of fundraising for Young Barnet Foundation. If you need any further information or support, please contact [info@youngbarnetfoundation.org.uk](mailto:info@youngbarnetfoundation.org.uk)



# WHAT YOU WILL GAIN BY FUNDRAISING FOR YOUNG BARNET FOUNDATION

***Taking the initiative to raise funds for Young Barnet Foundation can:***

- Enhance your entrepreneurial skills
- Help you build new relationships and reinforce existing ones within your community
- Give you a sense of pride and accomplishment
- Improve your own community and its future
- Make you a significant part in the enhancement of opportunities for the children and young people of Barnet



***In addition, we can provide the following to anyone committing to raising funds for us:***

- Template sponsorship forms
- Help to set up your JustGiving page
- Template posters and social media posts
- Shout outs on our social media channels and in our newsletters
- A t-shirt or running vest for anyone entering a challenge event for us
- Specific event support for certain challenge events

*\*If you raise £500 or more for us, Barney the Bear will come and visit you to show our gratitude (subject to availability).*







# 10 TOP TIPS FOR FUNDRAISING

1

**Get online:** The best way to get started with your fundraising is to set up a JustGiving page linked to the Young Barnet Foundation JustGiving page. This will allow you to collect donations and can be easily shared across social media platforms. To set up your page:

- Follow this link <https://www.justgiving.com/youngbarnetfoundation>
- Click on the orange - 'Fundraise for us' button
- Log-in or create your account
- Choose how you will raise money - we suggest the 'doing your own thing' option
- Add the details of your event
- Share your page with friends and family
- Share the link to your page with us so that we can help to promote your page
- Include the link in your fundraising materials

2

**Have a paper alternative:** If you'd still like to collect sponsorship in person, use the template sponsorship form provided. This can be printed and passed around for people who don't have access to the internet.

3

**Set a target:** Set yourself a fundraising target and you're more likely to achieve your aim. You'll also be giving your supporters a solid goal to contribute to. Make a poster to show your progress, or share something online.

4

**Keep it simple, engaging & fun:** Don't plan too many events during the year – fundraising fatigue is a real thing. Stick to one or two big events or small fundraising events with different people each month.





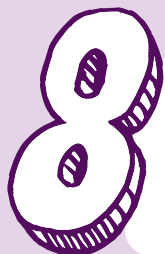
**Shout about your cause:** Tell people who you are fundraising for and why. If people know that their money can make a real difference to the local children and young people of Barnet, then they might be more likely to sponsor you.



**It's who you know:** Use your contacts and ask everyone you know to share your fundraising page. As well as helping you themselves, they can share your message to their contacts.



**Track your training progress:** Set up a training blog or vlog so supporters can follow your progress and easily share to get sponsorship. If this is too technical, simply post your updates with some photos on social media.



**Be in the news:** Celebrate what you're doing and get the local media involved. The more coverage you get, the more people will know what you are doing and want to sponsor you!

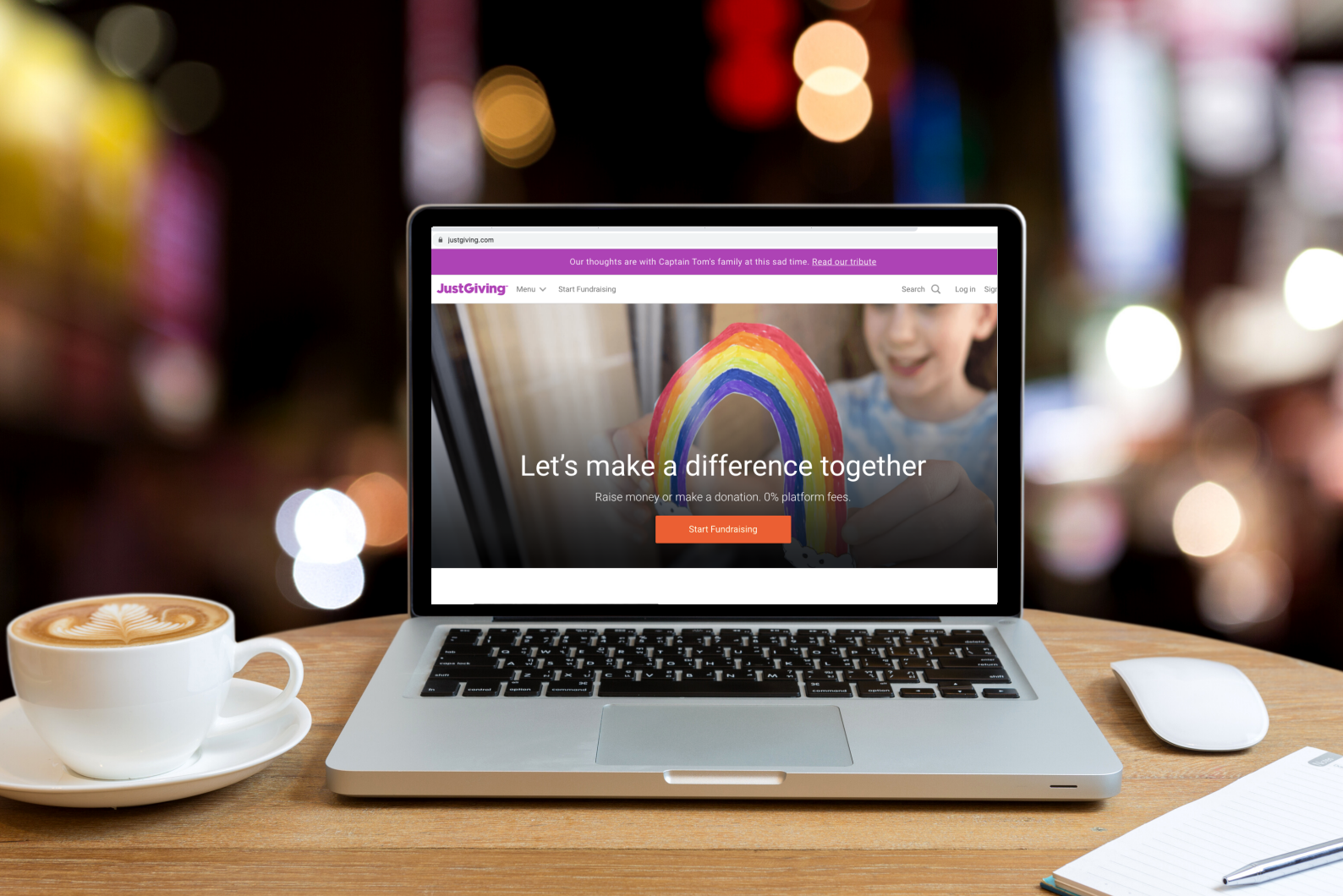


**Get your employer or school involved:** Companies will sometimes offer match funds raised by employees so speak with your Community Affairs or HR Department to see if they can help you.



**Keep in touch with YBF:** Don't forget to let us know how you are getting on, and send us any photos, videos and stories of your fundraising, events or training that you're happy to share.





# How to make your donation

*The best way to send us the funds you raise is by setting up a page on JustGiving at:*

<https://www.justgiving.com/youngbarnetfoundation>

If you prefer, you may also send us a cheque. Cheques should be made payable to Young Barnet Foundation and sent to The Old East Barnet Library, 85 Brookhill Rd, East Barnet, EN4 8SG. If you would like to pay by BACS or directly into the bank, please contact us for details.

Haven't got time for a fundraising event? You can also donate to Young Barnet Foundation at any time. We rely on these donations to continue our work to support opportunities and activities for the children and young people of Barnet.

You can help create a brighter future for Barnet's children and young people, whether your donation is large or small. You can send us your kind donations directly on [Just Giving](#) this can be a one-off donation or you may set up a regular direct debit to us.

Claiming Gift Aid gives us an additional 25p for every £1 you donate. It is an income tax relief, so if you are a UK taxpayer, Gift Aid will increase the value of your charity donations by 25% and we can reclaim the basic rate of tax on your gift at no extra cost to you.



# Sponsorship Form

Please sponsor me to help raise funds for the children and young people of Barnet. You may find out more about Young Barnet Foundation at [www.youngbarnetfoundation.org.uk](http://www.youngbarnetfoundation.org.uk)



# Sample Press Release



## **Local Resident *[Insert name/s]* Takes up Fundraising Challenge for Young Barnet Foundation**

Date: *[Insert date]*

Local resident *[Insert name/s]* of *[Insert location]* will be *[name and description of fundraising event]* to raise money for Young Barnet Foundation, a member led organisation set up to help grow local activities and opportunities for children and young people across the London Borough of Barnet.

All the funds raised will support Young Barnet Foundation's work to invest in children and young people, ensuring that they have opportunities for fun, growth, connection, success and celebration - helping today's children become tomorrow's confident, successful adults.

To raise money for Young Barnet Foundation, *[Insert name/s]* has organised/is taking part in (delete as appropriate) an *event/challenge* on *[Insert date]* at *[Insert location]* starting at *[Insert time]*.

*[Insert name/s]* said of the *event/challenge*, "I have chosen to support Young Barnet Foundation by *[insert details of fundraising event/challenge - remember to think about why your challenge might be particularly difficult or fun]* because *[Insert reasons - for example, why do you support Young Barnet Foundation. Why do you want to help young people in Barnet?]*."

To make a donation to *[Insert name/s]*'s fundraising venture please visit *[Insert online fundraising URL]*

**- ENDS -**

*For further information on this event, please contact: *[Insert name]* *[Insert phone number]* *[Insert email]* or contact Young Barnet Foundation on [info@youngbarnetfoundation.org.uk](mailto:info@youngbarnetfoundation.org.uk)*

### **About Young Barnet Foundation**

*Young Barnet Foundation is a member led organisation set up to help grow local activities and opportunities for children and young people across the London Borough of Barnet.*

**Mission:** *Space to Grow - ensuring that children and young people can access local opportunities, in safe spaces, to grow and develop to be the best that they can be.*

**Vision:** *Where Barnet as one community, invests in all our children and young people, ensuring that they have opportunities for fun, growth, connection, success and celebration - helping today's children become tomorrow's confident, successful adults.*

### **How we do it:**

*INVEST: investing money, knowledge, time, in Barnet's Future.*

*CONNECT: people, organisations and communities.*

*GROW: capacity, opportunities, activities and services*



# Fundraising Social Media Guide

***You can use social media to promote your event, let people know why you're fundraising for Young Barnet Foundation and boost your donations.***

## **Make sure to tag us and we'll give you a shout out!**

- Type @YoungBarnetFoundation in your Facebook posts (you'll need to 'like' us first)
- Type #KeepActive4Barnet on Twitter or @Young\_Barnet
- Type @youngbarnetfoundation on Instagram to share your stories with us
- Use photographs and videos to tell your fundraising story, show people how much effort you are putting into your fundraising and remind them to sponsor you
- Tag other people, especially on Facebook, Twitter and Instagram to spread your message even further

## **Step One - make the big announcement!**

Let the world know what you are doing with your first post. Use a photo, video, a blog post or written message to share details about your fundraising and how people can support you. The more attention grabbing the better!



- Update your status regularly. This is a quick and effective way of keeping your friends up to date with how your fundraising is going. Don't forget to include a link to your JustGiving page. A post a week is a good place to start
- Make sure your JustGiving page is always at the top of your Facebook page by pinning a link to it. If they can see it, they can donate!
- Start your own group. Building a group is a great way of sharing your amazing fundraising work. You can post updates about your event/challenge, people can interact with each other and perhaps inspire others to fundraise for Young Barnet Foundation too
- Keep it interesting. People love to follow a story, so update them regularly with photos and videos



- Keep it punchy. With limited characters, it's important to make sure your tweets are clear and concise. A photo can be very powerful so try and add one to each of your tweets
- Use the hashtag #KeepActive4Barnet to share your tweets with Young Barnet Foundation supporters
- A retweet can go a long way. Ask your friends to retweet your posts. You could also try tweeting at people with large followings and asking for their support



- Tell your story by creating an account to log all of your photos and videos. Snapshots of your training or fundraising is a good way to keep people up to date with your progress
- Posting personalised thank you photos and videos to your supporters is a brilliant way of saying thank you and might encourage others to donate too.

**Final Step – don't forget to thank your supporters!**



We are fundraising for

**YOUNG  
BARNET**  
FOUNDATION



**Event:** \_\_\_\_\_

**Date:** \_\_\_\_\_

**Time:** \_\_\_\_\_

All proceeds will go towards Young Barnet  
Foundation's work to support the children and young  
people of Barnet



# TRACK YOUR TOTAL



Finish

£



£



£



£



Start

All proceeds will go towards  
Young Barnet Foundation's work  
to support the children and young  
people of Barnet

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We are proud to support

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# Fundraising Event Calendar

**YOUNG  
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FOUNDATION



January

February

March

April

May

June

July

August

September

October

November

December

