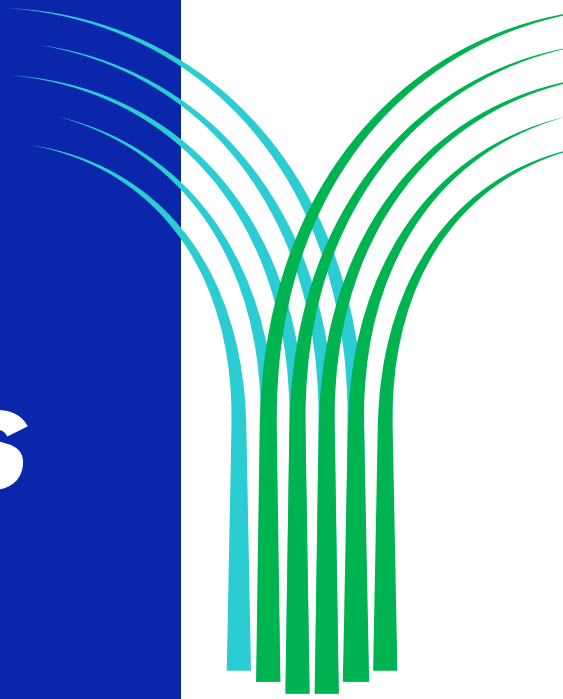




Together we
change lives

#TeamYST

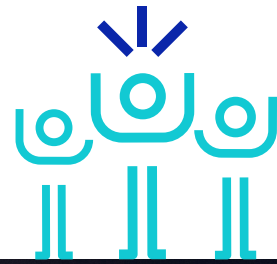


Building a
brighter future



Registered with
FUNDRAISING
REGULATOR

Welcome to #TeamYST



Teams come together around common beliefs. **#TeamYST** is about making a difference, creating a brighter future and changing the world **together!**

Our work would not be possible without our changemakers. Our passionate advocates who share our **vision** of a future where every child enjoys the life changing benefits of play and sport, and are fully engaged with our **mission** to equip educators and empower young people to build brighter futures. As part of **#TeamYST** we are ready to support you every step of the way on your fundraising adventure so together we can promote the power of sport to have a life changing impact.

We know that it takes a special kind of person to raise money and that is why we think you're amazing for doing so. Whether you are running, cycling, baking, dancing or shaving your head, this pack is designed to help you achieve your target and help maximise the impact of your fundraising.

We can't do it without you!

We value all of our fantastic fundraisers and each one will receive a good luck message before your event and a heartfelt thank you after.



Inspiring changemakers

Changemaker – someone who is taking creative action to solve a social problem



Building belonging

Belonging – a sense of community and identity, where young people can be themselves

These are extraordinary times for young people and things have become critical for their health and happiness. You can read more about our strategy [here](#) or for a printed version email supporters@youthsporttrust.org

Why support Youth Sport Trust?

The Covid-19 pandemic has made things worse for a generation who were already struggling with low levels of health and happiness.

Unhappy, unhealthy children don't learn effectively.

If children don't learn, they don't achieve their potential in life and we don't have a society fit for the future.



Physical ill health

One in four year 6 pupils are obese.
2.4 million young people are active for less than 30 minutes per day

([NHS/Sport England](#))



Poor mental wellbeing

53% of parents believe that their children's social wellbeing has been negatively impacted by Covid-19

([YST/YouGov](#))



Lonely and disconnected

83% of parents believe children are spending too much time online and not enough time with each other

([YST/YouGov](#))



Increased inequality

Children from disadvantaged backgrounds are less likely to access and understand the benefits of sport and play

([Sport England](#))

Our belief in the power of play and sport to make a difference to young people

Analysis from the Children's Commissioner for England in 2022 revealed that as children came out of lockdown, what they most wanted to do was **play**.

Play and sport help children to build friendships, empathy and understanding. They develop their social skills and find a place to belong in the world. The context of sport can offer both freedom and responsibility through a less structured, more safe and informal space where they can learn life lessons. Learning how to move with confidence and competence builds self-esteem and a positive self-image. Being physically active directly impacts on mood, concentration and helps with learning. All of this transfers directly into the classroom and life after education.

We know the power of play and sport to change lives, but many aren't making this connection. We cannot create change alone, we need as many people as possible to become changemakers to help us reclaim play and sport in children's lives.

A young person who is physically active and plays sport on a regular basis will have better...



PHYSICAL HEALTH

- > Cardio-vascular fitness
- > Healthy weight
- > Strength
- > Co-ordination
- > Energy levels



MENTAL HEALTH

- > Happiness
- > Resilience
- > Equipped to tackle anxiety and stress
- > Improved mood through release of 'feel good' endorphins



SOCIAL WELLBEING

- > Less lonely
- > More trusting
- > Improved communication and teamwork skills



BRAIN FUNCTION

Evidence shows being physically active impacts on progress and achievement. It **improves the brain** by stimulating growth in the part of the brain responsible for **learning** and **memory**. Young people's **ability to concentrate** also improves after physical activity.

Keep the FUN in fundraising and do something you love!

■ There are so many different ways you can get involved while having fun with your friends.

■ Think about your resources, your talents and your networks – then play to your strengths for a success fundraising event.



Get involved

Whether you are taking on a fundraising challenge with a set target or you are organising an event of your own, our handy hints and event inspiration will get you well on your way to fundraising success – hurrah!



Steps to success

Organising your own event couldn't be easier. Here's your step-by-step guide to success:

1 – Fix a date

Choose a date and time for your event and start spreading the word.

2 – Set your target

Decide how much you want to raise and know that every pound will help us support the young people who need it most.

3 – Work your contacts

From bakeries to breweries, if you've got local contacts call in some favours to get the job done. When they know what a fantastic cause it's for, people are happy to help.

4 – Tell the world

Share your event on social media and ask your friends to post about it too. Get in touch with your local newspaper and radio station and ask them for a shout out.

5 – Pay in the funds

When your event is done, send us the money you've raised and say a massive thank you to everyone who helped make it matter. With your support we can reclaim play and sport in children's lives.

Get planning

Allow plenty of time to plan and promote your event

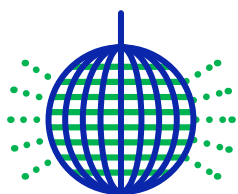
Set a budget

Increase fundraising potential by holding a raffle or auction at your event

Ask for sponsorship/discount for as many of the costs as possible e.g. venue, food and drink etc.

Create a Facebook event page to publicise your event and share with all your friends

Use the handy event picker below to help plan and inspire your fundraising activities. Simply combine a variety of tried-and-tested events to achieve your target!



Event

£10 menu at a restaurant and charge 10 friends £15

Dress Down Day (dependant on company size £2 pp)

Pub Quiz Night & Raffle – 50 people, £1.50 entry pp, 50p into the pot for prize

Car Boot Sale

Come Dine With Me evening (10 friends @ £10 each)

Work cake sale / Cake stall

Selling home grown plants for donations

Human Auction (selling the talents of your friends!)

Cycling/Running and collecting in shopping Centre

Fashion Show and Raffle

Sponsored Walk with refreshment stall and tombola

FA Cup sweepstake (100 envelopes, £10 each, £400 to winner + £100 runner up)

Bake Off competition and Coffee Morning (selling entered cakes)

Head Shave

Organised Cycle Ride (dependant on entry fee and numbers)

“Back to School Disco”

Band Night

Charity Horse Ride

Charity Ball and Auction

Potential

£50

£40-£200

£75-£100

£100

£100

£100-£150

£200

£200-£250

£300-£500

£400-£450

£500

£500

£500-£600

£600-£800

£1,000-£3,000

£1,500

£2,000

£2,000

£3,000

Spread the word

Nifty networking

Use the power of social media to help your fundraising. Create an online giving page, not only does it save time collecting sponsorship in after the event, it is much easier to share with your family and friends via social media and email. Use your social media pages to track your training, update your progress, your achievements and your fundraising totals. Try and tie the money raised to how this will help the Youth Sport Trust. Don't forget to tag **@YouthSportTrust** in your social media posts!

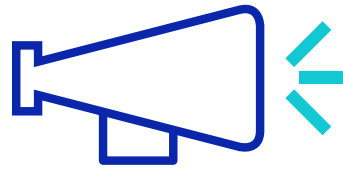
Create a Blog – this is a great way of keeping a track of your training progress and promoting any fundraising events. It demonstrates all the hard work you are putting in and will encourage people to donate.

If you are holding a fundraising event, you can set up a Facebook event page, this is a useful and free way to promote your event, communicate with your audience and track participants.

Ask if you can display a poster and collection tin at your social networks, for example, staff canteen, local pub, sports club, hobby group or local shop.

Contact local press and radio to share your story, don't forget to let people know how your fundraising will make a difference and how they can donate.

 **@YouthSportTrust**
 **YouthSportTrust**
 **@YouthSportTrust**
 **Youth Sport Trust**
 **YouthSportTrust**



Share your 'why'

Don't forget that what you are doing is amazing! Don't feel shy telling people about your challenge and asking for support.

Suggested posts

I'm passionate about sport and physical activity and I'm fundraising for the **@YouthSportTrust** so even more young people can enjoy the life-changing benefits that come through taking part! Join me today and donate now!

Insert link to your fundraising page

Over 20% of children aged 4 and 5 living in the most deprived areas of England are obese. Help me raise money for **@YouthSportTrust** so more children can get healthy and active through the Youth Sport Trust's Healthy Movers programme.

Insert link to your fundraising page

Young people's mental health is in crisis. I'm fundraising for **@YouthSportTrust** to help more young people bounce-back from the devastating impact of the pandemic on their mental health and wellbeing.

Insert link to your fundraising page

I'm backing **@YouthSportTrust's** mission to develop young people's confidence, aspirations, resilience and self-esteem through leadership in sport – breaking their barriers to employment. Join me in my fundraising mission and donate now!

Insert link to your fundraising page



Keeping it safe and legal

No matter what type of fundraising event or activity you are organising, it is essential that you ensure it is lawful and safe. We have listed a few things to be mindful of, to help you relax and enjoy the event.

Raffles and lotteries

There are strict regulations about the organisation of raffles, lotteries and prize draws. For more information on these regulations please go to www.gamblingcommission.gov.uk

Collections

For public collections you will need to gain permission before you collect. For street collections you will need to apply for a permit from your local authority. For shops and pubs please seek permission from the manager. If you would like any collection tins/buckets please contact our fundraising team supporters@youthsporttrust.org

The law requires that all collection materials are sealed and numbered, which we will also be able to provide you with.

Food and drink

If you're handling and serving things to eat and drink at a fundraising event, proper hygiene is a must. You'll find everything you need to know at www.food.gov.uk. If you'll be serving alcohol, check with your venue and local council as to whether you need a licence.

Insurance

As event organiser, it's down to you to make sure you're covered – Youth Sport Trust's insurance doesn't cover personal fundraising events. For large events, you'll need to take out public liability insurance if the venue doesn't already have something in place.

For more fundraising information and handy resources like posters, bunting and a template press release head over to www.youthsporttrust.org/fundraising

If you would like to chat through your options please call us on **01509 226600** or email at supporters@youthsporttrust.org

Ways to pay

After the fun is over it's time to add up all the funds you have raised and pay in your donations.



Getting sponsorship to us

To help with our administration, it would be greatly appreciated if you could collect and return your sponsorship money to us within four weeks of the completion of the event.

Sponsor forms

Once your event is complete you can collect in any remaining sponsor money from your sponsor form. It is a good idea to tick off all the money that has been collected on your form. Please do ask your sponsors to complete the gift aid details if they are eligible, it can increase their donation by a whopping 25%.

Collection tins/buckets

1. Empty the tins/buckets, count the proceeds and make payment.
2. Post the empty tins/buckets back to Youth Sport Trust

Ways to pay

1. Online pages – if you've raised through your Just Giving page then everything happens automatically. The money is sent to us, gift aid is collected and your sponsors thanked
2. By cheque, please make payable to **Youth Sport Trust**
3. Bank transfer by BACS
Account no: **29788323**
Sort code: **60-14-10**

Thank you

Thanks to your help we are able to continue transforming the lives of young people through the power of play and sport.



**Active in Mind
has given me
strategies for life.**

I feel more confident, not only in sports but also in school and everyday life. I feel happier and healthier – mentally and physically, since starting it.

AMY TRUELOVE
PUPIL

We love hearing what our fundraisers are up to, so please email us with your story and any photos to supporters@youthsporttrust.org or tag us on social media:

 [@YouthSportTrust](https://twitter.com/YouthSportTrust)

 [YouthSportTrust](https://www.facebook.com/YouthSportTrust)

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

 [Youth Sport Trust](https://www.linkedin.com/company/YouthSportTrust)

 [YouthSportTrust](https://www.tiktok.com/@YouthSportTrust)



**When we play,
life gets better**

You can read more about the difference you help us to make in our impact report [here](#) or for a printed version, email supporters@youthsporttrust.org



Thank you

for supporting
our charity



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1086915
Registered company number
4180163