



YMCA EXETER

**EXETER'S
GREAT WEST RUN**

Sunday 11th October, 2020
Exeter Arena



**FUNDRAISING
PACK**





WELCOME TO TEAM YMCA!

A GREAT CHALLENGE. A GREAT CAUSE. A GREAT WEST RUN.

YMCA Exeter is a Christian charity supporting around 400 vulnerable young people to develop their wellbeing in body, mind and spirit.

Our projects include supported accommodation for homeless young people, a rehabilitation programme for ex-offenders, youth clubs for teenagers and children and mental health support, available to every young person we serve. By signing up for Exeter's Great West Run, training well and raising money, you will make a significant difference to the lives of our young people, giving them opportunities to experience fullness of life.

This year our goal is to raise £2,500 through sponsorship, as 10 intrepid runners raise £250 each. This fundraising pack will provide you with details about race day as well as talk you through how to raise your sponsorship. o give you an idea of how we will spend your sponsorship money:

-  **£50** Could enable residents to attend our cooking course, purchasing ingredients for them to learn healthy recipes whilst living on a budget
-  **£250** Could enable 20 young people to take part in activities that build their resilience to cope with the mental health challenges they face
-  **£500** Could purchase materials and gardening furniture for our community allotment, teaching horticulture to young men on probation



USEFUL INFORMATION



TRAINING

We recommend you putting together a training schedule to gradually build up the distance you're running each week. Once you've put together your plan, stick to it come rain or shine!



YOUR RUNNING SHIRT

Every member of the YMCA team will receive a free running shirt with your name on so you can wear it with pride. If you haven't already told us your size and preferred name please contact us as soon as possible.



SPONSORSHIP

Start collecting sponsorship as early as possible. Pledges can be made through setting up an online JustGiving page (instructions overleaf), using a paper sponsorship form, or both, and remind your supporters to tick the Gift Aid box where possible.



RACE NUMBER

Please note, you will receive a pack in the post from the Great West Run organisers in the weeks before the event. This will have your running number as well as more information about the race.



ON THE DAY

The Half Marathon will begin at 9am at Exeter Aerna on Sunday 13th October. We recommend you arriving from 8:15am to check in before the race starts and giving in your paper sponsorship form.





OUR TOP FUNDRAISING TIPS

- ▶ Start early to build momentum and awareness! Don't leave your fundraising until the last minute and thank donors for every single pound.
- ▶ Aim high! The higher you set your fundraising goal the more you are likely to raise as your supporters will want to help you reach it.
- ▶ Ask friends and family to sponsor you first as they tend to set the standard high for everyone who follows them.
- ▶ Make a list of everyone you know and ask them. From colleagues to your local pub landlord, once you realise how long this list is your target will seem more attainable.
- ▶ Email the link of your JustGiving page to everyone in your address book. Add a link to your social media page and send weekly reminders to give an update of how your fundraising is going.
- ▶ Make sure your supporters Gift Aid their donations on the paper form and we can claim an extra 25% on top of their donation.
- ▶ Host a coffee morning, cream tea or bake sale and keep a collection tin in our office to raise those extra pennies.
- ▶ Talk to your employer about match giving and will often donate equal to the amount you raise. We can also do a talk at your workplace to rally support.
- ▶ Be positive and enthusiastic; people will be pleased to sponsor you when they realise what you are doing and why you are doing it.



SET UP YOUR JUSTGIVING PAGE

It's quick and easy to set up a Fundraising Page for YMCA Exeter.

Just follow the steps below to create your page for a charity:

1. Head to www.justgiving.com/exeterymca and select 'fundraise for us'.
2. Log in with your account credentials or sign up for a new account.
3. Select option 1, taking part in an 'organised event' option
4. Select 'Exeter's Great West Run'.
5. Choose your web address – this is the link you'll be sharing with friends and family when asking them to donate.
6. Click 'Create your page'.

Job done! Your Fundraising Page is now set up and ready to accept donations. JustGiving will send the money you raise straight to YMCA Exeter so you can now customise your profile picture so your friends and family follow your journey.





Sponsorship Form

I'm taking part in Exeter's Great West Run to raise as much money as possible for YMCA Exeter's work with homeless young people.

Participant's Name

Address

Postcode

E-mail Address

Contact Telephone No

YMCA Exeter will process your data in relation to our charitable purposes. We will not pass on your personal details to any other organisation. We would like to keep you informed about our work. If you would like to receive email updates about YMCA Exeter's work in the community please tick here

Please sign, date and bring your completed sponsor forms on Sunday 13th October. Please also bring a cheque (made payable to YMCA Exeter) for the value of the pledges on this paper sponsor form. This can be post-dated to Friday 25th October 2019, as it gives you two weeks after the event to collect your sponsorship.

Telephone: 01392 410530

Website: www.ymcaexeter.org.uk

Email: events@ymcaexeter.org.uk

YMCA Exeter Housing Association Registered Number: 803226
YMCA Exeter Community Projects Registered Number: 1162431



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Find out more:

Visit
Call
Email

www.ymcaexeter.org.uk
01392 410530 option 4
events@ymcaexeter.org.uk