

# Maximising fundraising



Sun 25 March

The Sainsbury's Sport Relief Mile is your chance to help change the world and be part of something huge. Why not make your event even more special with our tried and tested fundraising tips? By putting on additional activities and entertainment, your Milers will be far more likely to make a real day of it and help you to raise loads of money for Sport Relief!



- Contact other local clubs to see if they want to run sporting workshops on the day. Perhaps a local leisure centre could bring some sports equipment for people to try out new sports and activities on a pay per play basis.
- Other entertainment could include refreshment stalls, craft fairs/workshops, face painting.
- Hold a raffle. Local companies are often willing to donate prizes when they know it's for such a good cause – they may even enter a team of employees to take part in your Mile! Please make sure you follow all rules and regulations for raffles (which are a type of lottery) – check out the guidance for 'Running a Lottery' at [www.gamblingcommission.gov.uk](http://www.gamblingcommission.gov.uk) for events in England, Scotland & Wales, or [www.nicva.org](http://www.nicva.org) if you're based in Northern Ireland.
- Award prizes to the fastest Miler, best fancy dress costume or top fundraiser.

If you are planning any kind of bucket collection in a public place, there are strict regulations which you must follow. Please make sure you are aware of these – your local authority should have information to help you.

Please remember to make it clear where the money you are raising will be going (i.e. 'In support of Sport Relief, an initiative of Comic Relief, registered charity 326568 (England/Wales); SC039730 (Scotland)').

If you can organise your activities so that all the money goes to Sport Relief, then it will be simpler for you (and better for us). However, if you do need to deduct amounts to cover your costs, or share money with another organisation, please try to be as clear as possible to the public, so people understand how much of their cash is helping us!

For example, if you are planning a drinks stall to raise money for Sport Relief, but you need to cover the cost of the drinks from the sale price, you could display a sign saying: "Drinks cost £1 each, with 70p going to Sport Relief".

In all cases, if you are planning additional fundraising activities, you should fill in the relevant sections of the Event Organisers Agreement.



## How your support can make a difference

In 2010 The Ilkeston Rutland Sports Park Mile, organised by Erewash Borough Council, attracted 200 Milers who raised over £3,800 in sponsorship. This could pay for seven young carers in the UK with one-to-one support for a whole year to help them cope with their huge responsibilities at home.



At The Stockeld Park Mile in Wetherby 400 Milers raised a staggering £10,941. Comic Relief could use this money to pay for a mobile school to run for four years in Tanzania, giving children who live and work on the streets the chance of a basic education.

Over 1000 Milers took part in The Edinburgh Mile (led by Jog Scotland) and raised a whopping £ 35,148. This amount of money could enable the national domestic helpline answer to almost 3,000 calls, providing help and support to women who are facing domestic abuse and have nowhere else to turn.



Epsom & Ewell Borough Council raised in excess of £40,000 at their Sainsbury's Sport Relief Mile last time around, which could transform the lives of over 1,800 people living in slums in Kenya, providing families with access to better housing, clean drinking water, safe sanitation and job opportunities.

“The day is always a huge community effort and every year I have organised the Mile it has surpassed all my expectations, honestly people just can't get enough! What I find the most rewarding is that despite part of East Malling being actually quite a deprived community which sits in a wealthy borough, the local people still come down to support and put their hands in their pocket to help out those less fortunate than themselves.”

Angela Borsos, Community Development Coordinator at The Beat Project in East Malling [The East Malling Partnership Mile](#)