



CITYZENS GIVING *FOR RECOVERY*

**OUR CLUB
OUR STAFF
OUR FANS**

**HELPING COMMUNITIES GET
BACK ON THEIR FEET**

YOUR FUNDRAISING PACK



CITYZENS GIVING FOR RECOVERY

Cityzens Giving for Recovery, is a 12-month campaign bringing together all City Football Group clubs.

Focusing our donations, expertise, facilities, resources and voice on making a positive difference to the recovery of our communities.

For further information, please continue to read the below or click the map icons to find out more on each of these projects.

“

**Nine Clubs.
Thousands of staff.
Millions of fans.
For Recovery.**

”



01. United Kingdom

02. United States

03. Australia

04. Japan

05. Uruguay

06. Spain

07. China

08. India

09. Belgium

YOUR IMPACT



MANCHESTER



£10

Where does your donation go?

£10 will provide 1 hour dedicated mental health support, for a group of 10 young people.

In Manchester, City in the Community will support young people in their recovery from the impact of Coronavirus, by embedding mental health awareness and understanding across all community projects targeting thousands of participants aged 14-25 years old.

In New York City, New York Common Pantry will support the recovery of families in South Bronx from the impact of Coronavirus, by providing food resources and education on healthy eating.



NEW YORK



£10

Where does your donation go?

£10 will provide \$40 worth of rescued food for NYCP to distribute.



MELBOURNE



£10

Where does your donation go?

£10 will provide healthy food for 20 children to take part in a Breakfast Club session.

In Melbourne, City in the Community will support children to return to education, through the provision of healthy and nutritious food and delivery of education through football.



YOKOHAMA & TOKYO, JAPAN

In Yokohama and Tokyo, YouMeWe will support children and staff in care homes, by equipping them with the essential goods and tools they need to run efficiently and provide a safe environment for children to live and learn.

£10 will provide transport for the day.



MONTEVIDEO, URUGUAY

In Montevideo, Gurises Unidos will provide hygiene equipment to community schools and promote healthy practices so that children and young people will be able to return to the classroom safely.

£10 will provide essential equipment to run an education session for young people.



GIRONA, SPAIN

In Girona, Creu Roja Girona will support at-risk children to get the support they need to return to education with homework and tutoring, as well as nutritious food parcels to boost health and wellbeing.

£10 will provide two hours of tutoring for one child.



CHENGDU, CHINA

In Chengdu and the wider Sichuan province, Adream Foundation will provide PE, sport and football for children as they return to school, to lay a solid foundation of health and wellbeing, in a safe and structured manner.

£20 will provide basic equipment to create a safe space for young people to be active. of tutoring for one child.



MUMBAI, INDIA

In Mumbai, the OSCAR Foundation will set up Digital Learning Centres in communities where children can attend courses on computer skills and access the online resources assigned to them as part of the school curriculum.

£10 will provide digital learning support for 5 children for a week.



LOMMEL, BELGIUM

In Lommel and the wider Limburg area, Saint Vincentius food bank will provide essential aid and care to those in need to ensure children and families receive healthy, nutritious meals, as well as clothing and health products.

£10 will provide a carton of milk for 10 families.

INSPIRE ME

You can be as creative as you like when it comes to fundraising for us, but we have included some of our favourite ideas to help get you started!

Fundraising is much more fun when you get your friends and family involved. If you want to plan a group activity, please keep safe and check your local government guidance on social distancing and other health measures first.

Host a virtual...

- Football themed quiz night and invite friends and family to join. A great opportunity for everyone to wear their team shirts.
- Music bingo night and invite friends and family to join. Why not make it fancy dress and ask everyone to dress up as their favourite music stars.
- Class using your talents (teach an instrument, fitness, teach a foreign language) and ask students to donate in return.
- Dinner party and invite friends and family to join. You could ask guests to donate the amount they would pay for a meal out. Why not make it a competition between your group of friends and score each course to make it a little more interesting.



Challenges...

- Give something up for 90 days and maybe kick the habit for good! You could even ask a friend to do it with you for support.
- Go the distance - work out the distance between the Premier League grounds, starting with the closest and build up your strength to go to the furthest away. (This can be a team or individual challenge) cycling/walking/running.



Other ideas...

- Hold a FIFA Tournament. Organise your own tournament between your friends and family. This fun-to-play football game can be enjoyed by anyone and is filled with skills and celebrations from your favourite Manchester City players!
- Hold a Big City Bake Off! Why not ask everyone to decorate their cakes in a football theme for an extra challenge.
- Can't attend a match – no problem! Watch your team in action at home with tasty treats and drinks and invite friends or family to support.



Get Creative...

- In line with our new kit, why not learn how to create beautiful mosaics and give them to friends and family in return for a donation.
- Using your favourite colours – blue and white – why not crochet or knit a scarf and sell to friends, family and colleagues? Perfect for attending a match in the future!

YOUR FUNDRAISING MADE EASY

Thank you for choosing to support Cityzens Giving for Recovery and host a fundraising activity! We couldn't continue the work we do without amazing people like you.

Here are a few tips to get you started...



Venue

You can choose to fundraise at home or in an open area maintaining social distance.

Tip:

Think carefully about the space you require, if it takes place indoor or outdoor, how big or small it will be and the types of facilities you require.

Tip:

Always mention that you are fundraising for Cityzens Giving For Recovery and you may get a discounted rate.



Target

You can set your own targets but always plan ahead.

Tip:

It's really helpful to set a target to follow. Once you have worked this out it will ensure you stay motivated and will encourage people to donate more money.

Tip:

Set up a fundraising page to track your progress. We have included a step-by-step guide to Global Giving, our fundraising platform.



Promotion

Once you have decided on your event, you need to spread the word to your family, friends and colleagues.

Tip:

Social media is a great way to invite people, update on your progress and ask for help.

Tip:

Try to give people as much notice as possible.

Tip:

Why not use the editable poster on the next page to promote your fundraising efforts.

CITYZENS GIVING *FOR RECOVERY*

WHAT

**“I’M RAISING
MONEY FOR
CITYZENS GIVING
FOR RECOVERY”**



WHERE

WHEN

Contact:

PLEASE SPONSOR

Name:

Event:

Date:

Please assist my goal:

£

GIFT AID VERY IMPORTANT

I confirm I have paid or will pay an amount of Income Tax and/or Capital Gains Tax for the current tax year (6 - 5 April) that is at least equal to the amount of tax that all the charities and Community Amateur Sports Clubs (CASCs) that I donate to will reclaim on my gifts for the current tax year. I understand that other taxes such as VAT and Council Tax do not qualify. I understand the charity will reclaim 25p of tax on every £1 that I have given.

[illegible]

PLEASE SPONSOR ME



✓	Mrs Anne Sample	2 Sample Terrace London	GI3 9AO	£xx.xx	✓

We would like to keep in contact with you about upcoming news, events and fundraising activities using the contact details you have supplied above.

To receive this information by email please tick this box ☐

To receive this information via your mobile phone please tick this box ☐

Please tick this box if you would prefer not to be contacted by post or telephone ☐

I scored a total of:

£

PLEASE SPONSOR ME

If you have decided to fundraise for Cityzens Giving for Recovery (run, swim, cycle, trek) and will be raising sponsorship money, the very first thing you should do is...

Ask your family, friends and colleagues to sponsor you!

To get a head start, set up your fundraising page by checking out: **www.globalgiving.org** and following the steps in the pages below.

Global Giving Page

The pages with the most personalised information, pictures and regular updates really do raise the most amount of money.

Tip:

Always include a fundraising target to let people know how much you're hoping to raise.

Share your link on social media as soon as you have it set up live!

Tip:

Keep everyone updated throughout your fundraising journey and let them know how your getting on, they want to follow your progress!

Tip:

Ask if you can attach your Global Giving page to your work email signature.

Remember to share your page and an update after you have completed the event, along with any pictures you took of the experience. Donations tend to increase once people see your challenge has been completed!

Tip:

It's really important to say thank you to everyone who has sponsored you, no matter how big or small. You couldn't do it without their support.

STEP-BY-STEP

How to set up a fundraising page using Global Giving www.globalgiving.org

Step 1

Scroll to the bottom of the Global Giving homepage and select **“Start a Fundraiser”** then **“Get Started”**.



Step 2

Log in/Create an account.

 A white rectangular box representing the login page. At the top is the heading 'Login'. Below it is the text 'New to GlobalGiving? [Create an account](#)'. There are two input fields: 'EMAIL' and 'PASSWORD'. Below the password field is a checkbox labeled 'Remember me' and a link 'Forgot password?'. At the bottom left is a checkbox labeled 'I'm not a robot'. To its right is a reCAPTCHA logo and the text 'reCAPTCHA Privacy - Terms'. At the bottom center is a green 'LOGIN' button. Below the button is the text 'OR' followed by a line for social media login.

Step 3

Fill in all the fundraiser details including title, description and target.

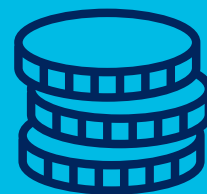
 A white rectangular box representing the fundraiser details form. At the top is the heading 'Fundraiser Details'. Below it are several input fields: 'YOUR FUNDRAISER TITLE', 'YOUR NAME', 'FUNDRAISER PHOTO (OPTIONAL)' with a 'CHOOSE FILE' button and 'No file chosen' text, 'FUNDRAISER URL (OPTIONAL)' with the pre-filled text 'globalgiving.org/fundraisers/', 'DESCRIPTION', and 'FUNDRAISING GOAL (OPTIONAL)' with a pre-filled text '€'.

Step 4

Search for the project you want to support.

 A white rectangular box representing the project search results page. At the top is the heading 'Add a Project to Support'. Below it is the text 'In order to create a fundraiser page, choose a project for your donors to support. Choose one of the featured projects below, or search our thousands of causes to find one you care about most:'. There is a search bar with the text 'Citizens Giving for Recovery'. Below the search bar are three project cards. The first card shows a group of people and is titled 'COVID-19 | JAPAN Citizens Giving for Recovery Yokohama by YouMeWe NPO'. The second card shows two children and is titled 'CHILDREN | SPAIN Citizens Giving for Recovery - Girona by Cruz Roja Española'. The third card shows a group of people and is titled 'COVID-19 | BELGIUM Citizens Giving for Recovery - Lommel by Saint Vincentius a Paulo organization, provincial council of'.

www.globalgiving.org



Step 5

Add a project(s) to your fundraiser by ticking the box in the top right-hand corner of the project:

Add a Project to Support

In order to create a fundraiser page, choose a project for your donors to support. Choose one of the featured projects below, or search our thousands of causes to find one you care about most:

Q Citizens Giving for Recovery

COVID-19 | JAPAN
Citizens Giving for Recovery Yokohama
by YouMeWe NPO ☒

CHILDREN | SPAIN
Citizens Giving for Recovery - Girona
by Cruz Roja Española ☐

Step 6

Once you have selected all projects you wish to include, click **"Create Fundraiser"**.

Supported Projects

COVID-19 | JAPAN
Citizens Giving for Recovery Yokohama
by YouMeWe NPO ☐

CHILDREN | SPAIN
Citizens Giving for Recovery - Girona
by Cruz Roja Española ☐

Select more projects or click below when done:

CREATE FUNDRAISER

Step 7

You're all set! You can now send and share the link to your fundraiser amongst family, friends and colleagues.



THANK YOU

**Thank you for choosing to
fundraise for Citizens Giving
Recovery. We couldn't continue
to fund the life changing work
we do without you.**

Please do stay in touch and let us
know how your fundraising goes!

cityzensgiving@cityfootball.com