



CITY IN THE  
COMMUNITY

# YOUR FUNDRAISING PACK



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## CITY THRIVE: CITY IN THE COMMUNITY'S NEW MENTAL HEALTH PROGRAMME

The initiative was developed in response to the COVID-19 pandemic to help provide support for thousands of people aged 14 to 25.

The programme itself utilises a blended approach, using football sessions, group workshops and one-to-one mentoring to educate students around mental health subjects whilst also equipping them with the tools to regulate their own mental wellbeing in a post COVID-19 landscape.

Throughout the season all of City in the Community's (CITC) fundraising will be dedicated to the programme. The money raised will help the charity maximise the impact of the programme, allowing us to expand the reach of our sessions and increase the face-to-face contact that we can have with young people across the city.

CITC have partnered with the Royal Manchester Children's Hospital (RMCH) and the Child and Adolescent Mental Health Service (CAMHS) to offer this holistic approach to mental health support for our participants across Greater Manchester.

“ The past 18 months have been tough for everyone in our city ”

As part of this new partnership, we will also have a designated CAMHS practitioner based within CITC four days a week to aid with concerns and advice throughout our programmes

Jason El-Kaleh, CITC's Mental Health Officer, said: “The past 18 months have been tough for everyone in our city, with the pandemic increasing the uncertainty and change in our everyday lives considerably.

“ I learnt a lot about mental health...I feel more motivated and that I can open up more now, ”  
Kail, Age 22

“ It taught me ways to prevent mental ill health and understanding the signs and symptoms off mental ill health, ”  
Mohammed, Age 18

# DEVELOPMENT FOR THE FUTURE

## WHERE DOES YOUR MONEY GO?

Mental wellbeing provision has now launched in a number of schools and youth clubs across the Greater Manchester area, with hundreds of young people already being impacted weekly.

The funding that we have raised so far will help us continue to grow our reach and maximise the impact that we can have on young people across the city as we continue to challenge the stigma associated with mental health.

A yellow rectangular icon with a black border and a black drop shadow, containing the text "£10" in black.

£10 of your fundraising will provide 1 hour of specialist mental health group support for 1 young person.

A yellow rectangular icon with a black border and a black drop shadow, containing the text "£50" in black.

£50 of your fundraising will provide 1 young person with a mental health and football session.

A yellow rectangular icon with a black border and a black drop shadow, containing the text "£100" in black.

£100 of your fundraising will provide 4 vital one to one support sessions with an NHS mental health expert.

# 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.





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- 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!

# YOUR FUNDRAISING MADE EASY

Thank you for choosing to support City in the Community 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.*



## 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.*



## 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.*



**WHAT**

**“I’M RAISING  
MONEY FOR  
CITY IN THE  
COMMUNITY**



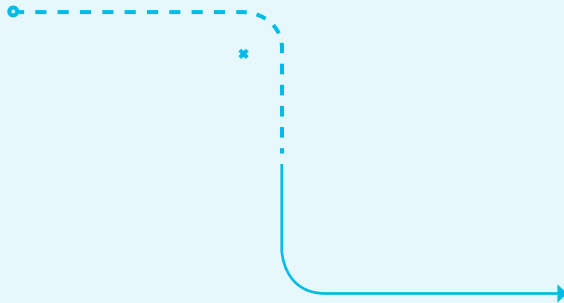
**WHERE**

**WHEN**

**Contact:**

# PLEASE SPONSOR ME

If you have decided to fundraise for City in the Community (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.justgiving.com/cityinthecommunityfoundation](http://www.justgiving.com/cityinthecommunityfoundation)**

## **Just 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 you're getting on, they want to follow your progress!*

### **Tip:**

*Ask if you can attach your Just 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.*





## SPONSOR FORMS

Sponsorship forms are still a great way to support your fundraising - by carrying your sponsorship form you can ask people to support you straight away whenever you bump into them. You will be surprised at how much your form will add to your overall fundraising.

**Don't forget Gift Aid** – If all of your sponsors tick the Gift Aid box on your sponsorship form we can claim an extra 25% on their donation – as long as the supporter is a UK tax payer. This is automatically asked with your online fundraising page but it will make a huge difference to your online sponsorship.

## MATCHED GIVING

Some employers may be able to match the total amount you raise. Is this something offered in your work place? Why not find out? We are happy to provide any relevant information they require – just let us know.

## TEXT GIVING

Anyone wishing to sponsor you can now do so via a quick text message. With TextGiving you can set up a unique text code that will be linked to your overall JustGiving total. This is really easy to do once you have set up your page.

**Top Tip** – Remember to include your code on any fundraising posters you use or your social media pages.



Please use the sponsorship form included in this pack!



**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 April to 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



CITY IN THE  
COMMUNITY

✓	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:

£



CITY IN THE  
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# PAYING-IN FORM

Please complete this form in BLOCK CAPITALS and make cheques payable to “**City in the Community Foundation**”.

Please **DON'T** send cash in the post. If you are returning sponsorship money, please include your sponsorship form and fill out the attached GA declaration form

Please send this form to: **City in the Community Foundation, City at Home Offices, Etihad Stadium, Manchester M11 3FF**

## DETAILS ABOUT YOUR ACTIVITY

Amount enclosed: \_\_\_\_\_ Name: \_\_\_\_\_

Event name: \_\_\_\_\_ Event date: \_\_\_\_\_

Address: \_\_\_\_\_

Postcode: \_\_\_\_\_ Daytime telephone: \_\_\_\_\_

Email: \_\_\_\_\_

If you would like to make a BACS Transfer our account details are:

**Manchester City FC City in the Community Foundation**

**Barclays Bank**

**Account No: 63942775**

**Sort Code: 20 55 34**

Please include your initials in the BACS reference and email fundraising@mancity.com with the following details:

The date you made the transfer \_\_\_\_\_

The amount your transferred \_\_\_\_\_

The event you took part in \_\_\_\_\_

## FUNDRAISING ONLINE

☐ **I have raised money online**

The link to my page is \_\_\_\_\_ Amount raised \_\_\_\_\_

## MATCHED GIVING

Your employer may agree to match fund what you raise – make sure you ask your company

☐ **if they are able to support you.**

I have applied for matched giving from my employer

The company name is \_\_\_\_\_

I expect to receive the following amount in matched giving £ \_\_\_\_\_

How will this money be paid? *i.e. BACS or Cheque* \_\_\_\_\_

## THANK YOU FOR YOUR SUPPORT

Once we receive your cheques we will send you an email thanking you for your offline donation.

Feel free to  
make as many  
photocopies as  
you need.

THANK YOU FOR SUPPORTING CITY IN THE COMMUNITY FOUNDATION





CITY IN THE  
COMMUNITY

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## GIFT AID DECLARATION

### Manchester City F.C. City in the Community Foundation

Please treat the enclosed gift of £\_\_\_\_\_ as a Gift Aid donation.

I confirm I have paid or will pay an amount of Income Tax and/or Capital Gains Tax for the current tax year (6 April to 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.

#### Donor's details

Title \_\_\_\_\_ First name or initial(s) \_\_\_\_\_  
Surname \_\_\_\_\_  
Full Home address \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
Postcode \_\_\_\_\_  
\_\_\_\_\_  
Date \_\_\_\_\_ Signature \_\_\_\_\_

#### **Please notify Manchester City F.C. City in the Community Foundation if you:**

*Want to cancel this declaration*

*Change your name or home address*

*No longer pay sufficient tax on your income and/or capital gains.*

*If you pay Income Tax at the higher or additional rate and want to receive the additional tax relief due to you, you must include all your Gift Aid donations on your Self Assessment tax return or ask HM Revenue and Customs to adjust your tax code.*

CITY IN THE COMMUNITY

# THANK YOU

Thank you for choosing to fundraise for CITC we really couldn't continue to fund the life changing work we do without you.

Stay in touch

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

If you have any questions about an event or your fundraising, please contact the team at [citcevents@cityfootball.com](mailto:citcevents@cityfootball.com)

Keep up to date with everything that CITC are getting up to by following us on:



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