



City in the
Community
40
Years

YOUR FUNDRAISING PACK

**LET'S TEAM UP TO EMPOWER
HEALTHIER LIVES THROUGH FOOTBALL**

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THANK YOU FOR CHOOSING TO FUNDRAISE WITH CITY IN THE COMMUNITY

YOU'RE ABOUT TO JOIN SOMETHING SPECIAL!

By fundraising for us, you are helping to empower healthier lives through football right across Greater Manchester.

Every year, City in the Community reaches thousands of children, young people and adults, through programmes which support healthy people, healthy futures and healthy communities.

Through your fundraising efforts, you will enable us to reach even more people and make a meaningful difference to everyone involved.

Even better for 2026/27, you're teaming up with Manchester City! To celebrate four decades of its official charity, the Club is matching all fan fundraising across the season*!.

Everything that we do would not be possible without the generosity and support of fans, the Club, our partners, and fundraisers like you thank you!

We hope you find this fundraising pack useful as you begin your journey with City in the Community, and we wish you the best of luck with whatever challenge or method you are undertaking as part of your fundraising efforts.

Ready?



*MCFC will match donations made to Manchester City F.C. City in the Community Foundation (registered charity no. 1139229) during the period of 01 September 2026 to 31 May 2027 up to a maximum of £200,000 in total. All funds raised will help to sustain the charity's programmes, which empower healthier lives with city youth through football.

OUR IMPACT

City in the Community generates an estimated £43.7 million in social value, equating to £11.45 of social benefit for every £1 invested, across a 12-month period*.

These figures not only demonstrate the power of the work we do, but also tangibly underscore the economic and social return created through our collective effort.

This social value is reflective of our meaningful impact through regular, sustained and high-quality contact time between our staff and the participants they engage with.



A SNAPSHOT OF OUR IMPACT IN 2025/26:

22
PROGRAMMES DELIVERED

OVER 18,000
UNIQUE PARTICIPANTS

987
QUALIFICATIONS GAINED

23 HOURS
AVERAGE CONTACT TIME WITH EACH PARTICIPANT



You can find out more about the charity's impact in Greater Manchester and beyond by visiting our impact page on the official Club website, or by reading out most recent annual report.

YOUR FUNDRAISING IMPACT

You're here because you want to do something great and you should know exactly what your support can do. When you raise money for City in the Community, you're directly supporting young people and adults in Greater Manchester.

Whatever the amount raised, your support will make a meaningful contribution towards our mission of empowering healthier lives through football.

Here is an idea of what the funds raised could go towards:

£50 Equates to £572.5 Social Value OR COULD FUND 3+ HOURS OF DELIVERY FROM A COMMUNITY COACH

£100 Equates to £1,145 Social Value OR COULD FUND 5 SESSIONS IN A LOCAL NURSERY

£100 Equates to £1,145 Social Value OR COULD FUND YEAR OF 1:1 MENTORING FOR A YOUNG PERSON

Even better for 2026/27, you're teaming up with Manchester City! To celebrate four decades of its official charity, the Club is matching all fan fundraising across the season**!

City in the Community has 22 programmes that support thousands of individuals per year, your fundraising supports unrestricted funding for each of them.

*In our most recent detailed analysis, which covered the 1 September 2024 – 31 August 2025. More up to date seasonal social value is on the way!

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REBECCA'S 'ULTIMATE AWAY DAY' CHALLENGE



To support City in the Community, Rebecca took on something far bigger than a physical challenge - a test of endurance, resilience and sheer determination!?

Rebecca's incredible journey began with a 101.6km run around London – in her words: *“One hundred kilometres of questioning my life choices, fuelled mostly by stubbornness and snacks.”*

But that was only the beginning...

Rebecca then took on a 'Premier League Stadium Cycle' - 20 stadiums across six days, taking her all the way from St James' Park in Newcastle, down to Bournemouth for her final whistle at Manchester City's away fixture.

“Trading the saddle for the stands” she said, “and pretending my legs aren't made of concrete, all to cross the ultimate finish line for City in the Community.”

Everyone at City in the Community was truly inspired by Rebecca's challenge, which has an invaluable impact on the charity's programmes. On why she wanted to support her Club's charity, Rebecca said:

“Friends have called it bold, brave and, more often, absolutely ridiculous.

“I'm doing it to support City in the Community because they take the spirit of the club off the pitch and into the heart of the city, providing a massive lifeline for those who need it most.

“Being able to help, even in a small way, means everything to me.

“This challenge is my way of giving something back. My way of pushing myself because so many people don't get to choose the challenges they face.”

CITY FOOTBALL GROUP'S ANNUAL 10KM CHALLENGE



Every year since 2023, Manchester based colleagues from across different departments of City Football Group have teamed up to raise funds for City in the Community at the Great Manchester Run 10km.

Each time the group has completed the challenge they have set up a joint JustGiving page and individual members have shared this with work colleagues and loved ones to raise valuable funds.

The most recent 10km run the group completed was in May 2026 and they managed to raise over £1,000. A fantastic effort and a great day for all involved!

Commenting on the success of the challenge, a member of the running group said: *“Being able to contribute to the amazing work that City in the Community do has always been a great motivation for this challenge every year.*

“The fact that we work so closely with staff members from the charity means we get to see and hear all of the positive work they do in Greater Manchester and further afield, so to be able to contribute to making it possible is a brilliant feeling.

“We have completed these group fundraising efforts for four years now and they seem to get more popular with staff every year, which make them even more exciting.

“The group element of the challenge makes it even easier for us to fundraise, we simply set up a JustGiving page, share it with the various group members and from there we manage to raise the amounts that we do.”

MAX SALA'S RACE ACROSS AMERICA



In July 2018, Manchester City's Head of Sports Medicine, Dr. Max Sala, tackled the world's toughest bicycle race, the Race Across America, to raise awareness and funds for City in the Community's One City Disability programme.

Max completed a staggering 2,000 miles, crossed five states, and raised over £80,000!

Everyone at the Club and at City in the Community is extremely proud of Max for his phenomenal achievement and the commitment he gave to the challenge over three years.

All money raised has helped to create new opportunities for disabled people across Greater Manchester over several years.

Scan the QR code to watch the full-length feature film of Max's tremendous effort.



CHALLENGE IDEAS

Sometimes, generating fundraising ideas can be challenging, but the City in the Community team is ready to help!

Here are a few ideas to inspire you in your fundraising plans:

Physical Challenges

You could lace up your trainers and get out running, climb that mountain you've always wanted to, or get your bike out. Every mile will count towards funds for any physical challenges you want to take on!

Sale Events

Bake sales, car boots, and book sales are some of the first that come to mind. Whatever it is that you may want to get rid of whilst raising funds, a sale could be a great idea to get you started.

Give Something Up

Whether it's meat, chocolate, sweets or something else, you could test your will power and give something up to raise funds. You could let others choose what you are giving up and ask them to sponsor you for a custom amount per day you manage to stick to it.

Themed Nights

This could be in your workplace or in a local community space and be anything from a quiz night to a talent show, or a karaoke night. Use the event as an opportunity to meet others and most importantly make it fun!

Face your fears or forfeits

Your friends and family know what's a challenge for you. Maybe you have a fear of heights, spiders or baked beans? Take on a challenge individual to you that will really impress the people who know you best – better yet, let them set one for you, if you're brave enough!?

FUNDRAISING TIPS

Once you have your fundraising ideas decided, it will be time to get organised!

We have prepared five top tips for you in your planning and promotion. Whether your fundraiser is big or small, you'll need to put some thought into planning so these tips should help you in your process.

1. Create a JustGiving page

To set this up all you have to do is go to justgiving.com/charity/cityinthecommunityfoundation. From here you need to click 'Fundraise for us' and then either sign in or create an account. Once created you can personalise your page and add more context to the challenge. Your page will be automatically sent to our CITC fundraising team!

2. Complete a Fundraisers Agreements Form

Just a little bit of admin! Complete our City in the Community Fundraisers Agreement Form to ensure you have the right guidance and resources. It also helps us make sure that any fundraising carried out in City in the Community's name is safe, appropriate and follows the relevant fundraising guidance.

3. Tell your story

Once your page is set up, then why not add more to it around your story and why you want to raise funds for City in the Community. This could be the difference between someone donating or not.

4. Share far and wide

Whether it is your work colleagues, family, friends, or even your social media network, make sure you share your JustGiving page as far and wide as possible to catch those donations!

5. Keep people updated with progress

There is always the option on your fundraising page to post updates, so your donors know how your challenge is going, this keeps you accountable too.

6. Have fun!

Remember, whilst challenges can be about endurance, fitness and more you can still have fun and make it an enjoyable experience, we want this to be as positive for you as it is for those you're supporting!



YOUR FUNDRAISING TOOLS

We know how hard you're working to prepare, train and fundraise for your upcoming challenge so along with the tips we have a few useful tools for you before you begin.

To set everything up, it's easy and it only takes a few minutes. We're always around if you ever need to contact us too!

SPONSOR FORM

For those who may be taking on their challenges without the use of online donors and sponsors, there are still methods for you to fundraise for the charity.

We have created our own sponsorship form for people who may need it and you can access it below.





THANK YOU FOR TEAMING UP WITH US

You're joining a team that positively impacts Greater Manchester every day by empowering healthier lives through football.

Thank you for choosing to support City in the Community.

Every person who fundraises for us becomes part of something much bigger. By giving your time, energy and enthusiasm, you're helping us use the power of football to empower healthier lives across Greater Manchester.

The funds you raise will help us continue to be there for thousands of people in our communities – creating opportunities, building connections and making a positive difference where it is needed most.

Just as importantly, every conversation you have and every person you inspire to support your fundraising helps more people understand who we are, what we do and why it matters.

For more than 40 years, City in the Community has been proud to support Greater Manchester. That legacy continues because of people like you.

On behalf of everyone at City in the Community, thank you for being part of our team. We're incredibly grateful to have you with us.

MORE WAYS TO SUPPORT AND WIN WITH CITY IN THE COMMUNITY

For when you're finished with your own amazing challenge, there are other ways that you can support the charity whilst also having the chance to win big.

You can play our Matchday Lottery, join the 'City in the Community Club', attend one of our exclusive events or donate a custom amount.



The 'City in the Community Club' is an exclusive monthly subscription that brings fans closer to City while supporting the charity's work - a range of exclusive benefits are available to those who join.



Our Matchday Lottery gives you the chance to win incredible prizes every time City play at home in the Premier League, whether you're inside the stadium or cheering the team on from home.



Throughout the season, we offer exclusive auctions to fans, with a range of unique historic items, as well as one-of-a-kind experiences such as holidays, mascot spaces and more!

CHECK OUT OUR EVENTS

To raise funds and awareness of the charity, City in the Community have hosted a number of hugely successful events in recent years.

DONATE YOUR SEASON TICKET

To raise funds and awareness of the charity, City in the Community have hosted a number of hugely successful events in recent years.



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