



CITY IN THE
COMMUNITY

YOUR FUNDRAISING PACK



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OUR CHALLENGE

In Manchester, the long-term impact of the Coronavirus crisis on young people's mental health has been highlighted as a major concern amongst parents and carers.

Physical activity, including football, can play an important role in improving the mental health and well-being of young people. Benefits include improved mood, better sleep, managing stress and anxiety, improved self-esteem and connecting with other people.

“ 67%
of parents and carers in the UK
agreed that they were
concerned about the long-term
impact of the coronavirus on
their child's mental health
”

OUR SOLUTION

Support young people in their recovery targeting thousands of participants aged 14-25 years old.

Specific mental health themed football sessions delivered from youth clubs across Manchester, enabling participants to enjoy physical activity whilst also accessing the benefits of one-to-one mentoring and group workshops

Young Leaders will play an active role in supporting the delivery of the curriculum in schools and community events, as well as providing a peer-to-peer support network for participants of a similar age.

LONG-TERM IMPACT

WHERE DOES YOUR MONEY GO?

All the money raised will go towards City in the Community's new mental health programme 'City Thrive'

The programme will support thousands of people aged 14 to 25, by creating dedicated mental health awareness resources for new and existing CITC participants throughout Manchester.

A dedicated team has developed a new mental health curriculum, which focuses on awareness and understanding and will be embedded across all CITC projects. Staff will be trained to help identify, support, and refer potential mental health issues for any participant.

The initiative forms part of City Football Group's 'Cityzens Giving for Recovery' programme, which aims to make a positive difference to its local communities in response to the COVID-19 pandemic.

Since June, City Football Group has matched donations pound for pound* from kind-hearted City fans. City Football Group is continuing to match donations by fans until May 2021.

** to a limit of £500,000 across all projects - see FAQs for more info www.globalgiving.org/city-group-faq/*

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

will provide 10 hours 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 bold black font.

will provide 25 mental health and football sessions for 1 young person

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

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.



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, please keep safe and check your local government guidance on social distancing and other health measures first.



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 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**



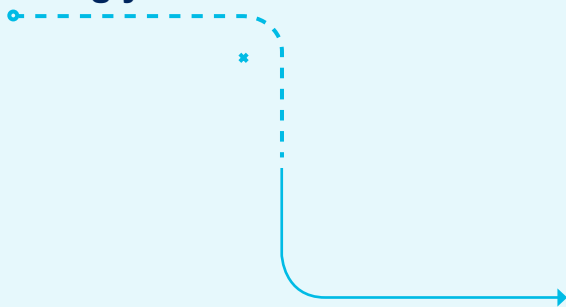
WHERE

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

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:

£

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



✓	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
COMMUNITY

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

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



facebook.com/mancitycitc/



[@citctweets](https://twitter.com/citctweets)