

Les Mills Fund for Children **Fundraising Pack**



LMFC is operated by DM Thomas Foundation for Young People (DMTFYP)
Registered Charity No. 1084220 (England and Wales) SC038995 (Scotland)

Thank you for supporting LMFC

We are thrilled to have you on board! Now let the fundraising commence...With our expert guidance we will make sure you get the most out of this amazing journey as fundraisers. If you're new to fundraising and it all seems a little daunting don't panic! We are on hand to support you every step of the way.

This pack will contain everything you need to help get you started.

- ☀ Information about LMFC and our work
- ☀ Inspiration for fundraising
- ☀ A sponsorship form and a guide to setting up an online giving page

If you have any questions, ideas, comments or even just feel like a chat, please feel free to contact Samiya at the Foundation office via 0207 605 7642 or info@lmfc.org



What is LMFC?

Les Mills Fund for Children (LMFC) supports many charities and charitable projects with the goal of making the planet a fitter and healthier place. We raise vital funds to help children in the UK live a healthier lifestyle and are supported by Les Mills UK.

We work with organisations that have the passion and resources to help children. We award funds to improve the education as well as the physical and emotional wellbeing of children in order to create a healthier society.

For nearly 30 years Les Mills has been making the world a fitter place. Since the early 1980s, Les Mills has created scientifically backed group fitness classes to help millions of people across the world achieve their health and fitness goals.

However in recent years there has been a global increase in inactivity and obesity amongst the young. We felt it was vital that children were given the chance to learn about, be inspired by and experience exercise so that they could live healthier lives. To help achieve this Les Mills Fund for Children was created.

We are passionate about transforming the lives of children and want to instil the next generation with a lifelong love of physical activity and learning. We want to feed their natural appetite for action, motion and play — and give them the joy, energy, confidence and fitness that come with it.

Our aim is to grow the number of children who are active. We know that children need to be educated and be given the opportunity to exercise, and so we provide grant funding for charities that are associated with our values to achieve this goal.

LMFC is focused on raising funds and supporting the communities that we live in. We do this through targeted grant-giving, and our own fundraising programmes and campaigns so we can help children who:

- ☀️ Are inactive and/or suffering from obesity
- ☀️ Are living in poverty and danger
- ☀️ Are living with a disability
- ☀️ Lack the access to health and wellbeing opportunities
- ☀️ Have physical and mental health problems

Panathlon Case Study

The Les Mills Funds for Children is already having a huge impact on the community. LMFC awarded £5,000 to The Panathlon Foundation.

The Panathlon Foundation was founded in 1996. In 2013 alone its most successful program, the Panathlon Challenge, ran 100 events across England with the creation of 20 individual County Champion school teams. The aim of the Panathlon Challenge is to inspire young disabled people to use competitive sport and fair play as a means of social development.

Team based competition enables social cohesion and development, enhances skills and confidence and creates a sporting pathway for severely disabled young people.

Moving forward, Panathlon hope to create a Regional Champion structure. This structural progression within the regional Panathlon Challenges will further enhance Panathlon's Leadership Pathway. This program encourages young people from neighbouring schools to steward and helpout at events. This will allow the best leaders from within counties to act as officials at the regional competitions.

Panathlon will use LMFC's grant to work in 12 counties across England, involving around 200 disabled young people in sport with another 50 young people involved as leaders.



Alongside some of the events across England there will also be a Regional Primary Panathlon, engaging a further 50 young severely disabled people and 15 leaders from across 4 Counties.

Prince, a pupil with severe language impairment took part in the pilot Primary Panathlon Challenge and described the day as, "the best day of my life!"



Your role as a fundraiser

So what's your role as a fundraiser?

As an important part of the LMFC you have a whole team of people on hand to support you in this fulfilling role making this journey all the more exciting. Don't hesitate to get in touch with any questions.

As fundraisers ourselves, we are here to share the highs and the lows, the hard work and the pride that comes with knowing your work is helping get kids all over the UK active.

Remember to keep us updated with your pictures, Facebook posts and tweets. We love to see what you're up to and you never know it might inspire someone else to get involved!

Fundraising can take any form and below are just a few ideas of events you could take part in:

Spin-athon

Abseil

Yoga Marathon

Treasure Hunt

Salsa/Samba Dancing

Sports Day

Parachuting

Cake Sale

Coffe Morning

10K run

Quiz

Ball / Dinner

Sponsored Walk

Raffle

Auction

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Every £ makes a difference

Through our grant fund we are able to help young people in many different ways. Here are just a few examples of how different sized grants can all help.



£10

could help buy new equipment for children who have physical and learning disabilities.



£50

£50 to the Speech, Language and Hearing Centre at *Christopher Place*, will *support* children with speech and hearing impairments.



£100

The £100 will *help* to fund activity programmes to help build the confidence of vulnerable young people.



£250

helps to buy new training tops for a local under 15's football team.



£750

to a local community trust will *assist* them in hiring training facilities and buying equipment for their girl groups under the ages of 16.



£1000

could fund a sports club for young people and adults.

Fundraising

So, lets make it easy for your friends and family to support you so they have no excuses!

Regular communication with your supporters is absolutely key, and having a strong online presence will maximise the support you receive from your donors. Your online giving page should include a bit about you, your event and why you are supporting LMFC. Make your page personal and don't forget the power of your own social channels. Because, lets face it real life stories are what really makes people tick!

LMFC uses its own online giving site called Everyday Hero as this charges lower fees than other online fundraising websites.

Online giving

1. Visit: <http://www.lmfc-fundraising.org.uk>
2. Click 'Start fundraising'.
3. Enter your email, full name and create a password to sign up.
4. You will be taken to your event page where you can personalise the details of your event. (**Please note:** when asked about Gift Aid, please make sure to select 'no' to the question of whether you will be receiving any benefit from your event.)
5. Click 'Create supporter page' and make a note of its URL.
6. Follow the '4 Small Actions' that will help personalise your page and will help advertise your page on social media. You can use and personalise the **Suggested Text** below for your personal story.
7. You can change your Page title, your fundraising goal and your story.
8. Update your page regularly. **Remember** - you can update this page with pictures and status updates to engage with your supporters. You can also thank your donors directly after each donation via this page. Any offline donations can also be added so that your total is accurate.

Fundraising cont...

Suggested Text

Thanks for visiting my page! I am taking part in a [Event Name] to raise funds for LMFC who have the passion and resources to help children, to help improve the educational, physical and emotional wellbeing of children and create a healthier society.

LMFC awards grants to organisations working with young people to improve their access to health and education. Through funding equipment, training and refurbishment, we can ensure that as many young people as possible have the opportunity of a better future and I am committed to helping them in their work.

Every pound you donate makes a difference to a young person's life.

Tips for fundraising

☀ Personalise your ask as well as your fundraising page. You are much more likely to get a response if you **target** your requests rather than sending out a blanket email.

☀ Never underestimate the power of social media. Use every opportunity to **promote** your fundraising page: E-mail signatures, Facebook, Twitter, WhatsApp, BBM, YouTube and Skype are just a few places where you can post the link to your friends and family.

☀ Don't be afraid to ask for money! You are raising money to help create healthier societies for young people, so there is no need to be shy about asking and reminding people to donate. We often find people are more than happy to sponsor but they just forget, so **gentle reminders** here and there are needed!

☀ Think of ways to raise funds which doesn't mean asking people for sponsorship i.e host a **bake sale**.

Tips for fundraising cont...

☀ Give your donors different options how donations can be made. Not everyone is into digital stuff so make sure they know they can always hand over cash or complete your **sponsorship form**.

☀ When people do donate, ask them to 'advertise' their donation, which can be done through **Facebook or Twitter**. This will help to encourage others.

☀ If you are not doing a challenge event but are looking to host a fundraiser for LMFC then **preparation is key**. Make sure you get in touch with the office as we can help you every step of the way from budgets to prizes! We are a resource here for you so make sure you use us.

☀ Use the information in this booklet. **Every £ helps** will **explain** where their funds will be going.

☀ **Know your cause**. When trying to raise money, people will want to know who what when and why.

The who is easy – its you!

The what is your challenge or event.

The when – simple, the date

The why is all about you again, your reason and motivation for putting on a ball or for jumping out of a plane. Tell people why you are supporting LMFC.

☀ A great day to sell tickets or ask for sponsorship is **pay day**.

☀ Letting the local media know about your fundraising will **raise awareness** and could generate support from the local community.

☀ If you're hosting an event, try to get some **local celebrities** to come and support you.

☀ Say **THANK YOU**



What do I do now?

You've decided to hold a fundraiser for LMFC, and you are ready to start raising some money to create healthier societies for young people - what happens now?

1. Contact the office to let us know that you are fundraising for LMFC. We are always thrilled to hear your ideas and can pitch in with ideas, sponsorship forms, and anything else you might need.
2. Set up a Heroix fundraising page - see page 8 for more details.
3. Promote your event through work, social media and local businesses.
4. Have fun at your event!
5. Make sure that any offline fundraising is banked with us within a week to ensure that everything is accounted for.
6. We love hearing about your events! Please send in your photos and videos so we can celebrate your hard work on our social media channels.
7. Don't forget to thank your supporters'. Thanks to their generosity, you have made a difference to a young person's life.
8. When you bank your donations, please remember to reference your name, event name and date. It is **vital** that you tell us **how much** you've banked, **when** you've banked it, and **what** you were fundraising for so that we can make sure your money goes to the right place. LMFC is operated by the Foundation so all cheques should be made payable to 'DM Thomas Foundation for Young People'.

You can bank funds directly in to our account. All you need to do is email Samiya at info@lmfc.org with the date of the donation, the amount and how it was collected i.e a Raffle.

Please see below for bank details:

Account name:	DM Thomas Foundation for Young People
Bank:	Royal Bank of Scotland
Account number:	20091241
Sort code:	16-04-00
Swift Code (BIC):	RBOSGB2L
IBAN No.:	GB26RBOS16040020091241

Resources

☀ Don't forget that the LMFC office is on hand with a multitude of resources to help you in your fundraising.

☀ For donors who prefer to give cash, we can also provide a sponsor form for you to print out. In the UK, don't forget to ask taxpayers to provide their full address, including post code and to tick the Gift Aid box, as this will increase their donation by 25%. Email Samiya at info@lmfc.org to receive your sponsorship form.

☀ We can promote your event to our followers on Facebook and Twitter, so don't be shy about sharing your posters and promotional material! We also have poster and flyer templates available if you need.

☀ Remember: We are always on hand to help if you have any questions, ideas, or if you just feel like having a chat about your event. Please feel free to contact us at any time and we will be happy to help.

Please contact Samiya at the Foundation office via info@lmfc.org or 0207 605 7642 if you require any extra material.

Thank you for your support!



Thank you for supporting Les Mills Fund for Children.

We hope this pack has helped you but please feel free to get in contact if you require further assistance.

Contact Samiya on 0207 605 7642 or info@lmfc.org

Follow LMFC activities on Facebook, YouTube and Twitter



www.lesmillsfundforchildren.org.uk/

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