



CITY IN THE
COMMUNITY

YOUR FUNDRAISING PACK

Tips and advice to inspire
our fans fundraising



Follow us @citctweets
facebook.com/mancitycitc/

CITY IN THE COMMUNITY FOUNDATION WHAT DO WE DO?

For more than 30 years, City in the Community has been using the power of football to create opportunities, build futures and touch lives in a unique way.

Focusing on 3 key areas:
Health, **Education** and
Inclusion, City in the
Community delivers a
wide range of award
winning programmes
to help people across
the city get a better
shot at life.



WHY YOUR SUPPORT MEANS SO MUCH...

97%

participants enjoyed their CITC project

63%

participants playing more sport / doing more physical activity

88%

participants with increased confidence

95%

participants have learnt a new skill or learnt something new

**sample size was 3,928*



HEALTH

CITC aims to make Manchester a healthier, more active, place to live grow and learn.

90%

children and parents completed our City Lifestyles programme helping them to make healthier lifestyle choices

4,879

2-5 year olds taking part in our City Play project, **94%** of these participants improved their fundamental movements and skills

77%

of participants said they played more sport as a result of the Primary Stars project

EDUCATION

CITC aim to create an educational pathway improving engagement, attainment and routes to further education and employment.



36 students are currently undertaking a degree with CITC; **81%** of the students are showing increased confidence in coaching, **72%** have improved their attitude towards work based learning, and **75%** have improved their communication skills.

108 participants have gained qualifications and improved life skills as part of our Premier League Inspires project.

159

students are learning and gaining qualifications on our BTEC course

92%

of City Stars ICT participants are now more confident about using computers or tablets

79%

of City Stars Literacy participants said the project had made them 'more confident about my reading skills'

INCLUSION

Our inclusive provision aims to reduce barriers to participation by creating opportunities for all to engage no matter of their age, ethnicity, gender of ability.

593

disabled participants regularly attending sessions and accessing inclusive football sessions on our One City disability project

322

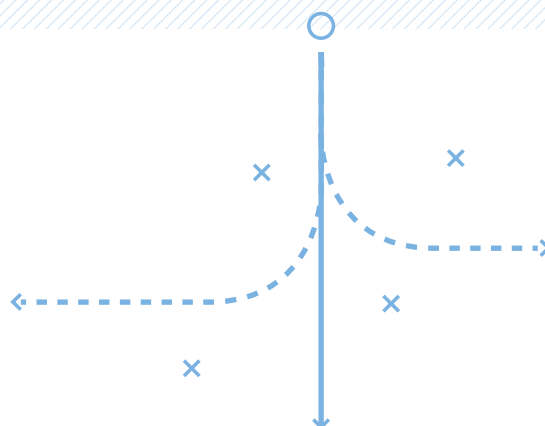
girls across 14 sites now regularly playing football on our City Girls project

1,532

participants taking part in regular sessions during peak times anti-social behaviour



WHERE YOUR MONEY WILL GO...



£60

provides 2 hours of dedicated coaching within one of our community programmes.

£150

could provide 3 weeks' worth of sessions at our nutrition based 'City Lifestyles' programme.

£500

the cost per day to run one of our soccer schools, giving over 120 local children the opportunity to access free, fun football training during the school holidays.

£900

the cost to run our 6 week 'City Lifestyles' programme for local families. Helping engage children and parents in how to make more informed, healthier lifestyle choices aiming to tackle the growing obesity problem in Manchester.

£1.5K

would provide a literacy and disability awareness programme within Manchester, changing the lives of families through reading and writing and helping children to understand disabilities aren't a barrier to success.

£2.5K

will ensure that we can continue to deliver our walking football sessions for a whole year for people aged over 50 in Manchester.

£5K

the cost of one power chair, which will provide a child living with a disability with the opportunity to engage in football on a weekly basis.

£10K

the cost to fund an impairment specific team for one whole year. Providing the team with weekly coaching sessions, monthly games and the opportunity to complete in a league representing Manchester City. They also receive a full kit, transport and specialized equipment.

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!



SOCIAL

- Hold a BBQ or host a dinner party and ask guests to donate the amount they would pay for a meal out. You could make it a competition between your group of friends and score each dinner to make it a little more interesting!
- Ask your local pub or restaurant to hold a football themed quiz night
- Organise a cake sale or host a bake off for your friends or colleagues
- Find your clothes and accessories a new home at a car boot sale or organise a 'frock swap' event at home and invite your friends and family to donate their items to re sell
- Organise a coffee morning at home or at your local café – perhaps they would be willing to donate an amount for every coffee sold during the day, week or month?

CHALLENGE

- Feeling brave? Organise a sponsored shave or wax!
- Give up a bad habit for 1 month, raise money and get fitter along the way
- Donate a day's wage – and ask your colleagues to do the same



INSPIRE ME...

SPORTY

- Could you organise a fundraiser at your local gym? Would an instructor be willing to hold a sponsored zumbathon, yoga class or hold an indoor triathlon?
- Are you part of a Sunday league team? Could you hold a bucket collection at half time?
- Are you a teacher or on the PTA? Could the next sports day be in aid of CITC?



PARTY

- Host a 'Go Blue' themed party at home, work or school
- Haven't got tickets for the next game? Host a football party at home with tasty treats and drinks and invite your friends and family to support CITC
- Organise a big 'night in' and donate the amount you would have spent on a night out



BAG PACKING

- Do you have a good relationship with your local supermarket?
- Could you organise a bag packing session? These sessions are a great way to raise money (easily £50 for 2 hours per bag packer)



YOUR FUNDRAISING MADE EASY...

Thank you for choosing to support CITC and take part in a fundraising activity! We really couldn't continue the work we do without amazing people like you.

If you want to host your own fundraising event for CITC we have a few tips to get you started below;



FACILITIES:

You can choose to hold your event at home, your workplace or at a venue in your community.

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're fundraising for CITC and you may get a discounted rate.



BUDGET:

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 what event you will be organising you need to spread the word to your family, friends and colleagues.

Tip – Facebook and Twitter are great ways to invite people, update on your progress and ask for help. You can use e-mail and post to invite people.

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 event!



CITY IN THE COMMUNITY

“I’M RAISING MONEY FOR CITY IN THE COMMUNITY FOUNDATION”



WHAT

WHERE

WHEN

CONTACT:



facebook.com/mancitycitc/



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

THINGS TO CONSIDER WHEN PLANNING YOUR FUNDRAISING ACTIVITY...



INSURANCE

As your fundraiser hasn't been organised by City in the Community, unfortunately our insurance policies won't cover you.

Instead, if it is appropriate, you may need to look at arranging your own insurance cover.

For any contractors, sub-contractors or external facilities you may be using, we would advise that you check that they have appropriate experience and relevant insurance cover.

FOOD & DRINK HYGIENE

Please take care when handling food and ensure you follow basic rules for safe preparation, storage, display and cooking.

You will need to apply for a 'temporary event licence' if you are planning to serve alcohol at your event.

Alternatively, you could hold your event at a licensed premises such as your local bar or pub.

CITC BRANDING

We need to provide you with the correct logo and brand guidelines,

Please be sure to email fundraising@mancity.com

HEALTH & SAFETY

At your event you will be responsible for the health and safety of everyone involved.

You can find some useful tips and guidance on this on the institute of fundraising and government websites.

OUR SUPPORT

If you have any questions or need some advice on your event or activity, please don't hesitate to contact us.

You can reach us at fundraising@mancity.com

PLEASE SPONSOR ME!

If you have decided to take part in an event for CITC (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.

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

Share your Just Giving link on your Facebook and Twitter pages as soon as you have your link set up!

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

Top Tip – Ask if you can attach your JustGiving page onto your work email signature.

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

Top 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.

A photograph showing three Manchester City staff members in purple training kits standing on a green football pitch, surrounded by a group of children wearing orange and green Puma training bibs. In the background, a large blue banner with the word 'MANCHESTER' is visible. The text 'CITY IN THE COMMUNITY' is overlaid in the top left corner.

CITY IN THE COMMUNITY

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.

Top Tip – Print out copies of your form and pop it up in your staff room or place of work to encourage colleagues to support you.

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

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:

£



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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 fundraising@mancity.com or call 0161 438 7836.



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



facebook.com/mancitycitc/



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