

# CHANGING THE LIVES OF YOUNG PEOPLE

Fundraising  
Resource  
Pack!



# FUNDRAISING FOR



**SPORT  
4 LIFE UK**

CHANGING LIVES THROUGH  
THE POWER OF SPORT

## Let's help end youth unemployment.

The number of children growing up in poverty is rising, with over 4.3 million children across the UK living in poverty. The situation is even more dire in the West Midlands, where 39% of children are affected—30% higher than the national average.

By fundraising for Sport 4 Life UK, you are helping empower young people to reach their potential by giving them the skills, qualifications and support needed to find work and shape successful futures.

Every penny contributed will directly impact under-resourced young people, empowering them to move into sustained education, employment and training.

Our fundraising pack is designed to guide you on registration steps, raising money and support in getting your fundraiser off the ground. Let's change the lives on young people together!



**39%**

**of children in the  
West Midlands  
live in poverty**

**compared  
to 30%  
nationally**

# HOW YOUR FUNDRAISING HELPS

Every penny raised will directly impact disadvantaged young people in your community.

Together we can empower young people and move into sustained education, employment and training.



**£25**

**Empowers a young person to unlock their potential**

Our personalised 1-2-1 sessions can help young people overcome challenges like fear of public speaking or interview nerves, building the confidence they need to land their dream job and feel empowered.



**£50**

**Sparks transformation for 30 young people**

Our sessions provide a safe space for young people. Activities include workshops, sports and or creative endeavours. These activities help build essential life skills, make new friends and build confidence.



**£100**

**Boosts a young person's CV**

Our sector-specific qualifications help young people achieve their dream job. These hands-on qualifications equip young people with the work skills, confidence and leadership abilities to secure a fulfilling career.

# CHANGE YOUNG LIVES IN 4, 3, 2, 1...

4

## Pick your fundraiser

Choose your fundraising method and refer to our fundraising ideas guide to help you select an activity.

## Get set up

Create your fundraising page through JustGiving. Reach out to share your plans, ask for assistance, or request additional resources.

3

2

## Let the world know

Get the ball rolling by promoting your fundraiser to your friends, family, and colleagues to reach as many people as possible.

## Collect donations

It's go time! If you've used JustGiving, the funds have already reached us. For cash donations, there are various ways to deposit the money—visit our final steps page for more information.

1

# YOUR DONATIONS CAN HELP CONTRIBUTE TO THIS



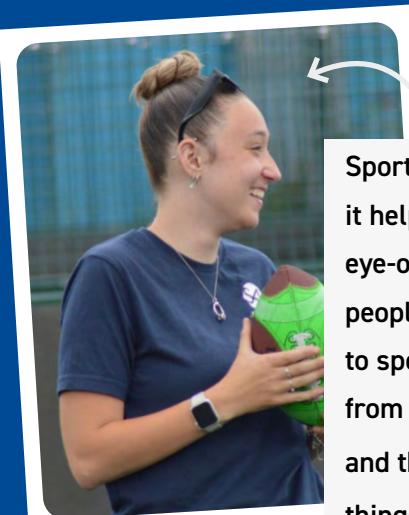
*Bano*

When I think of Sport 4 Life, I think of a safe space. Somewhere I can develop my skills and build new connections with people who will push me to achieve big things in life.



*Ramiyah*

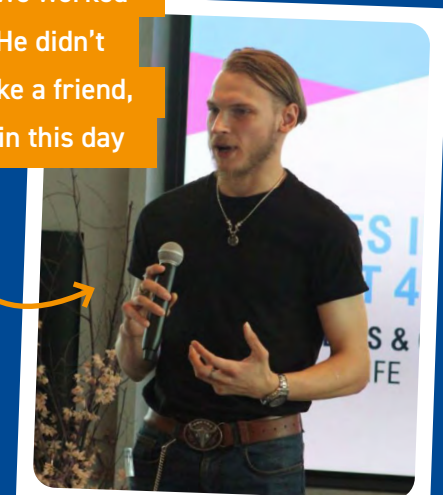
I love Sport 4 Life because of the variety of activities they have for us, and they have something for everyone to enjoy, so we are all included.



*Mia*

Sport 4 Life brought me out of my shell, it helped me build my confidence, a real eye-opener, because I'm now working with people from all walks of life. When I've been to sport sessions, I've seen young people from different backgrounds and different past and they all helped me experience 'real life' things. That experience built me as a person.

Don took me under his wing. He sat and listened to each problem I had and we worked through different ways to help me. He didn't seem like a mentor. He was more like a friend, which is sometimes what you need in this day and age a friend, not a mentor.



*Connor*



# GET CREATIVE.



Host a  
tournament



Walk-a-Thon  
Run-a-Thon



Charity  
Auction



Fitness  
Challenge  
Fundraiser



Corporate  
Sports Day



It is the responsibility of those organising a fundraising event to ensure that it is compliant, safe, and legal. Be sure to conduct thorough research and secure the necessary insurance and licensing beforehand. To learn more visit: [fundraisingregulator.org.uk/code](https://fundraisingregulator.org.uk/code)

# FUNDRAISING GOALS

## Relay for VJ.

VJ Patel tragically passed away from COVID -19 in 2021. In his memory, Stephen Day chose to raise funds for a cause that resonated with VJ's passion. VJ believed deeply in the power of sport and the opportunities it provides for young people. Stephen saw no better way to honor him than by supporting a charity that reflects these values and keeping VJ's positive spirit alive.

Stephen's efforts raised over £11,000 for Sport 4 Life UK, providing vital resources and opportunities that have positively impacted the lives of hundreds of young people in our region. His contributions have helped fund essential programmes focused on personal development, employability skills, 1-2-1 mentoring and sports opportunities, empowering young people to build confidence and reach their full potential.

Stephen's efforts raised over

**£11,000**

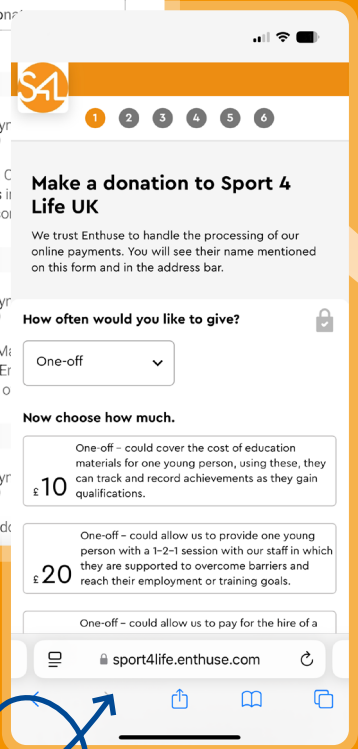
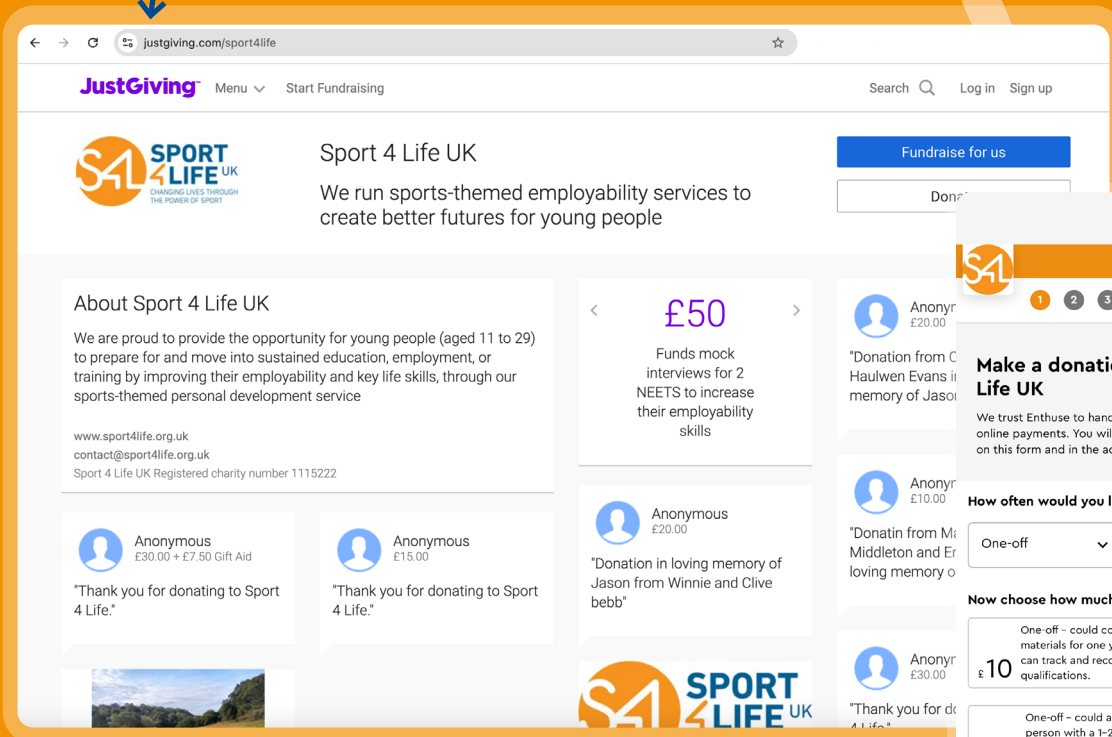


"VJ's passion for sport and empowering young people was unmatched, and I'm honoured to have raised funds to ensure his vision continues. It's a privilege to see VJ's legacy live on through the young lives being transformed every day."

# GET DONATIONS

Launch a fundraiser, keep your supporters updated, and track your progress every step of the way.

**JustGiving™**



**enthuse**





# THANK YOU FOR HELPING US CHANGE THE LIVES OF YOUNG PEOPLE

Join our community by keeping up to date with the latest news.



Sport4LifeUK

Sign up to our newsletter at [sport4life.org.uk](https://sport4life.org.uk)

For any questions or support, please contact us on:

Tel: 0121 456 1818

Email: [contact@sport4life.org.uk](mailto:contact@sport4life.org.uk)

Sport 4 Life UK marketing and design supported by **WONDROUS.**



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