

Kids 4 Kids Footy Challenge School Fundraising Guide



Fundraising target:

- **£500 per school**
- **£250 per team**
- **£25 per player (for teams of 10 players)**

Fundraising Guide:

Target of £500 is easily achievable between 2 teams of 10 players as each pupil can raise £25 by simply collecting personal donations from friends, family, relatives and neighbours.

Sponsorship forms will be sent to each participating schools which can be photocopied and given to each player.

Some useful fundraising tips...

- You can make it easy by requesting cash donation of £5 from just 9 people, or £2.50 from 18 people.
- For those with an entrepreneurial mind, pupils can double their fundraising by asking local businesses i.e. their local sweet shop to match their total donations £ for £ in return for mentioning the business brand in the school's Newsletter, or a leaflet of the match which the pupil can create and distribute around the school
- For those with a creative mind, pupils can offer to perform story telling/ music/ dance/ drama at lunchtime, create flyers to publicise and invite other pupils to come and join or watch for £1/ £2
- Participating pupils can also raise additional funds by inviting fellow pupils, teachers and parents to watch the match/ tournament and charge between £2 - £5 entry fee

Top Fundraising School will be awarded a trophy, a free Brazilian soccer technique workshop by Brazilian Soccer Schools and be invited to create an international link with one of ABC's partner projects in Brazil. To be eligible for this prize, schools must send in a cheque for full funds raised to ABC office by **12th February 2010 latest**. ABC will organise the workshop by contacting a local BSS close to the school, professional trainer(s) from BSS will then go to the winning school and provide an hour long session for all the participating pupils.

Schools who meet the fundraising deadline and reach the minimum fundraising target of £500 but do not win the top fundraising school prize will be awarded with a trophy for each school.

All other schools who miss the deadline but manage to reach the minimum fundraising target of £500 will be awarded with a full size Brazilian colour football. Schools must reach the minimum fundraising target and complete a full match to be eligible.

All participating schools will be given individual certificates for participating pupils and a full resource pack.

Tournament: schools which create their own tournament with a minimum of 4 teams and raise £1000 will be awarded with a free Brazilian Soccer Schools' workshop before the tournament, and a trophy upon completion of the tournament and fundraising.

PR & Marketing: ABC will send press release to local and regional media relevant to each participating schools. All the schools will be mentioned in ABC Trust's eNewsletter and website.

Please make cheques (for total funds raised) payable to 'ABC Trust' and send to:

**Kids 4 Kids Footy Challenge
ABC Trust
Level 4
53 Frith Street
London
W1D 4SN**