

A young boy with brown hair is shown in profile, wearing a black t-shirt and black boxing gloves. He is looking intently at something off-camera to the right. The background is a blurred blue wall with some white text and graphics.

FUNDRAISING

PACK

2025

THANKS FOR CHOOSING TO SUPPORT US



As the Chair of the Active Essex Foundation, I am really pleased that you have decided to choose us as a charity to fundraise for. Your donations will really help us to transform the lives of young people through the power of physical activity and sport. I hope that this document will help provide you with some ideas on ways to engage your social followers, share your journey with friends and family, as well as help support you with the best fundraising tactics.

With your help, we can break down barriers and ensure inclusive physical activity opportunities that empower people to thrive. Once again, a huge thank you for supporting the Active Essex Foundation with your fundraising, I wish you lots of luck!



Bob McIntock
Active Essex Foundation Chair



OUR IMPACT

AND HOW IT CHANGES LIVES

6,158

young people supported through our Sport and Youth Mental Health, and Sport and Youth Crime Prevention project to date.



I can't express how grateful I am for this programme. It has given my daughter a place to grow, both in sports and in her self-esteem...It's a blessing that it's free, allowing every child to participate regardless of their background."

OUR KEY OUTCOMES

CREATING THE CONDITIONS TO...

- Transform lives through sport and physical activity
- Support young people's mental health and wellbeing
- Reduce vulnerabilities leading to youth crime and exploitation
- Strengthen our communities

HOW WE SPEND

THE MONEY YOU RAISE

£500

could support a training course for up to 25 local coaches/youth workers to ensure they're able to provide expert support to vulnerable young people.

£1000

Could enables us to put on free activities for a group of vulnerable young people in a safe environment during the holidays.

£2500

would allow us to support 25 young people through a 10 week programme of activities focussed on improving young people's wellbeing through sport and physical activity.



OUR FUNDRAISING

TOP TIPS



GET CREATIVE

Start by thinking outside the box and deciding whether you want to put your hobbies to use, take on a sporting challenge or even just bring people together to have some fun. There's so many ways you can fundraise.



GET ONLINE

As soon as you've thought of your fundraising idea or challenge, head to Just Giving and create your fundraising page so people can start to donate! More details and information on how to do this can be found on page 3.




GET SHARING

You have to make sure you share and shout about what you're doing far and wide. Make as much noise as you can to let everyone know what you're doing to raise money, who for, and why.

GET STARTED WITH YOUR

ONLINE FUNDRAISING PAGE

Ready to start fundraising but not sure where to begin? Below is an easy to follow step by step guide on how to set up your unique fundraising page on JustGiving.com.

- 1 Log into or create your JustGiving account and click 'Start Fundraising' [here](#).
- 2 When asked 'Are you fundraising for a registered charity?', select 'Yes, continue'.
- 3 Search for Active Essex Foundation. 
- 4 Let them know whether you're taking part in an event, celebrating an occasion, fundraising in memory or doing your own thing.
- 5 If you can't see your event listed, select 'Add your own' at the bottom of the page and write a bit more about your activity.
- 6 Choose your web address – this is the link you'll be sharing with friends and family when asking them to donate.
- 7 Tick 'Yes' if you're running a bake sale, or selling tickets to an event, raffle or auction.
- 8 Click 'Create your page' and just like that, you're ready to start fundraising!

WAYS YOU CAN

FUNDRAISE

Below are some ideas of activities/challenges you can try, but it's completely up to you!

ON YOUR OWN

1

Take on a physical activity challenge like a marathon run or a cross country cycle event.

2

Host a bake sale! Why not try and incorporate our blues and green on your creations.

WITH OTHERS

1

Host a charity football match or other sports tournament. Get your friends involved!

2

Why not channel your inner Pointless and host your own quiz night or charity raffle.

AT SCHOOL

1

Host a bake sale at your school and sell them to your teachers and classmates.

2

Try and walk around the school field as many times as you can with an egg and spoon!

AT WORK

1

Whether it's Eurovision, Wimbledon or the World Cup, people love a sweepstake!

2

Rally together your colleagues and take on a physical challenge at work.

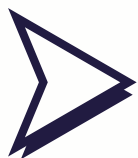


SPREAD

THE WORD

The more you talk about your fundraising efforts, the more support you'll gather. Here are some ideas to help you spread the word!

Leverage Your Local Networks



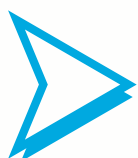
Host a talk at your school, group or workplace and use photos and videos from our [YouTube](#) playlist to show why supporting the Active Essex Foundation is important to you.

Engage with Local Media



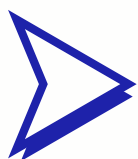
Local media outlets love hearing about community members supporting good causes. Once you have all your event details sorted, reach out to newspapers, radio stations, and community websites in your area to share your story.

Get Colleagues Involved



Include the link to your JustGiving page in your email signature. Ask your internal communications team if you can share it in newsletters or on the company intranet.

Utilise our Promotional Materials



We encourage you to use our poster designs and social media assets to help advertise your event/challenge. Our team are on hand to also help you with other designs you may require to promote your fundraiser. Display them in local libraries, shops, community centres, cafés, and other public spaces.

HOW TO SHINE ONLINE

Using social media to let people know about your fundraiser is a brilliant way to keep people informed. Take a look out our top tips on how to shine online!



USE PHOTOS & VIDEOS

Including photos/videos of training updates or bake sale stands with all of your tasty treats is key to engaging with your donor's. People love to visually see the type of challenge or fundraiser they're supporting!



MAKE A HASHTAG

By creating your own hashtag for your channel, those that are late to the party to what you're getting up to can use your hashtag to go back and look at any previous posts linked to your Active Essex Foundation fundraiser.



INCLUDE YOUR UNIQUE LINK

As soon as you've thought of your fundraising idea or challenge, head to Go Fund Me and create your fundraising page! so people can start to donate! More details and information on how to do this can be found on page 3.



MAKE SURE TO TAG US IN YOUR POSTS

If you're posting photos and updates about your challenge and tag us, we'll make sure to share your post and help give your fundraiser the spotlight it deserves! Our social media channels can be found on the next page.



NOW IT'S OVER
TO
YOU!

For more information visit:
www.activeessexfoundation.org/

