



## Football Marathon 2011 Fundraising Pack





## Dear Football Marathoner

Thank you for registering for the TackleAfrica Football Marathon 2011.

The event will take place on 16<sup>th</sup> July 2011 on Clapham Common, South West London. This will be the 10<sup>th</sup> annual event and you are joining a proud tradition of men and women who have put their bodies on the line to raise money to support young people in Africa affected by HIV and AIDS.

The previous 9 Football Marathons have raised a combined total £390,000, with Football Marathon 2010 contributing over £110,000. We're hoping that Football Marathon 2011 will push us past the £500,000 mark, a fantastic achievement for an event that started with just 15 players back in 2002, and one that would make a huge difference to the lives of over 20,000 people in Africa.

The Football Marathon provides the vast majority of TackleAfrica's funding, and has helped the organisation grow from a small volunteer group to a fully professional charity running long term programmes with local partners in 6 African countries. By playing in the Football Marathon and raising money for TackleAfrica, you are helping to save lives in Africa.

The event itself is both hugely challenging and enjoyable – each player will run about 40km (about the same as running a marathon) and each team will play about 25 games of 15-20 minute football. The tournament structure will be individually devised to suit the number of teams and to ensure each game played counts towards the final result, with seeded group stages, knockouts and playoffs to decide all final positions.

Last year we had 50 teams and we're hoping for even more in 2011– there is quite simply no football event quite like the Football Marathon, and the whole thing is played in a carnival atmosphere, albeit a slightly tired, crampy and slow-paced carnival!

We hope this guide tells you everything you need to know about the Football Marathon the event and TackleAfrica the charity in order to help you smash your fundraising target. If you have any further questions or need help, you can contact me at [tom@tackleafrica.org](mailto:tom@tackleafrica.org) and I'll be delighted to help.

Thank you for taking part, and for helping us prove that One Game Saves Lives.

See you on 16<sup>th</sup> July

Tom Colborne, Head of Fundraising and Development, TackleAfrica.

**PLAY 25 GAMES OF FOOTBALL IN A SINGLE DAY**

**HELP US REACH THOUSANDS OF PEOPLE IN AFRICA**

**ONE GAME SAVES LIVES**



## Fundraising

Taking part in the Football Marathon is a huge physical challenge and you can really feel like all the money raised is well deserved. The event also involves a significant investment of time, resources and money from TackleAfrica, and it's really important that you are **at least as committed to the fundraising side of the event as you are to playing football.**

Remember your minimum target is to raise **£220** – this is far less than the requirement to run in the London Marathon when some charities ask participants to raise more than £2,000.

We ask for a donation of **£20** when you register for the event. This helps us ensure a commitment from players taking part, and gives us confidence to invest in making the event as successful as possible.

**How to fundraise** - here are some tips to help you fundraise easily and effectively:

### Ask your employer for support

Most large employers have a Corporate Social Responsibility (CSR) budget for assisting their employees in contributing to charities. Find out who to contact and get in touch **NOW** – they will often be able to help but sometimes applications need to be made in advance.

Many large companies do a 'matching' scheme where they will match whatever people donate to charities. Others may give you a paid 'charity' day for taking part, so make sure you find out now. Almost a third of the money raised from last year's event came from corporate gifts in one way or another, so don't forget to ask.

Your employer may also help you fundraise by advertising your participation on the intranet or internal communications bulletins, or allowing you to put up posters in the workplace. TackleAfrica are also always looking for Corporate support, so if your company might be interested in sponsoring the event or helping in another way, do let us know!

### Set up your own online fundraising website

This is entirely secure, completely free for you and your donors, and is the easiest way for you to raise money for TackleAfrica. We are registered with two online giving websites – [www.virginmoneygiving.com](http://www.virginmoneygiving.com) and [www.justgiving.com](http://www.justgiving.com). You can use either, but we would prefer you to use Virgin Money Giving as it works out slightly more cost effective for TackleAfrica.

You can also personalise your website in order to appeal to your donors and add the names of your team members to your page.

To set up a Fundraising webpage:

Visit [www.virginmoneygiving.com](http://www.virginmoneygiving.com)

Click 'start fundraising'

Organised Event

Enter 'Football Marathon 2011' into the Event Name box and click 'Find Event'

Select TackleAfrica Football Marathon 2011 and click Next



Follow remaining steps to personalise your online giving page.

*Remember to set your fundraising target to at least £220, or £220 for each member of your squad if it's a team website (usually £1760)*

### Using your sponsorship form

Although online giving is totally secure and far simpler for TackleAfrica, using pen and paper can still be a very effective way to raise money. Your sponsorship form allows you to have a face to face conversation about the event and the charity with your donors.

The sponsorship form is often the best way to raise money in the workplace as you can walk round the office and gather many names, addresses and pledges within a small period of time. Make sure you keep the form safe for when you need to collect money after the event, and that you post it along with donations to Tackle Africa at the address at the bottom of the page.

**Don't post cash – cheques should be made out to TackleAfrica and make sure you include your sponsorship form as we can't claim Gift Aid without it. Cheques should be posted to the address at the bottom of this page.**

### Explain Gift Aid

Gift Aid is a fantastic scheme whereby charities can reclaim the tax you've paid on your donations, making your gift worth 25% more to TackleAfrica at no extra cost to you. The only requirements to qualify for TackleAfrica are that you are a UK tax payer and that you will pay at least as much in tax this year as TackleAfrica will claim on your donation.

Make sure you explain and ask for Gift Aid with every donation, it makes a huge difference to the value of the event and makes your fundraising target a lot easier to reach.

**Gift Aid is fully explained on your sponsorship form but please ensure that your donors provide their HOME address details – the Inland Revenue do not allow charities to reclaim tax without this, and a work address is not sufficient.**

Reassure donors that we will not be sending them anything by post, it's merely a way of the Inland Revenue validating that someone is a tax payer and eligible for the Gift Aid scheme.

**Last year TackleAfrica lost out on over a thousand pounds in unclaimed Gift Aid due to sponsors failing to provide full home address details.**

### Top tips

- Always put a large donation on the first line of your sponsorship form as this will encourage others to give larger amounts
- Be proud of what you are doing and to ask people for money for a great cause.
- Start fundraising NOW - don't leave it till the last minute
- Collect money as soon as possible after the event – the longer you leave it the harder it becomes to remind people that they agreed to give to something you did weeks ago



- Ask everyone you can think of. People never mind being asked to help a good cause by someone they know in a friendly and no-pressure manner – and if you don't ask you don't get!

### Stats

Here are a few stats to tell your potential donors about how much of a challenge the marathon will be. They're approximate and based on last year's event with 50 teams or 400 people – we may actually have even more than this.

- 692 games of football will be played over the course of the day
- The players will play a combined 9,200 hours' worth of football. That's the equivalent of one person playing solidly for over a year.
- Last year's pedometer readings showed that on average players run between 35 and 50km over the course of the day – roughly the same as running a marathon

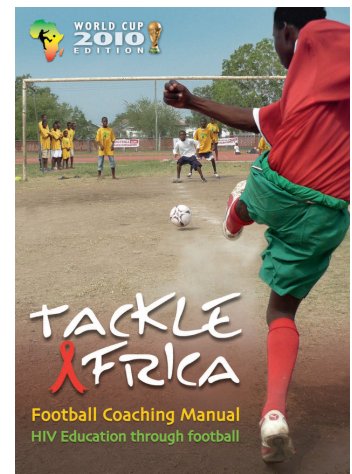
### Remember

Raising £220 should be easy if you follow the above steps and ask people for support with pride and enthusiasm. If you're having any problems or need help or advice, please feel free to contact me at [tom@tackleafrica.org](mailto:tom@tackleafrica.org)

### How the money from Football Marathon 2010 was spent:

Football Marathon 2010 raised over £110,000, about 80% of TackleAfrica's total income for the financial year. Here's some of what we've been able to do with the money raised:

- Train over 500 staff and volunteers from 13 core partners in delivering HIV education through football regularly to young people across the continent
- Fund coaching projects in 6 different African countries reaching 20,000 young adults
- Build partnerships with new organisations which will help us reach hundreds of thousands of young people over the course of 2011
- Develop a full multi-tiered training programme for African coaches
- Distribute our HIV education coaching manual to organisations in 10 African countries
- Fund locally organised football and HIV testing events reaching thousands more young adults
- Employ a Coaching Development Manager and a Kenya Project Officer to offer greater support and training to our volunteer coaches in Africa
- Cover all of our very low overhead and UK running costs for managing programmes in Africa
- Train 50 UK coaches to deliver HIV education through football with our African partners



### TackleAfrica's work in 2010/11

Due to the success of last year's Football Marathon, we will be able to hugely increase the amount of support we can give to people delivering HIV education through football coaching in Africa. We have staff members in both Kenya and Zambia working full time on building networks of local coaches, and a Coaching Development Manager developing new training resources and delivering training programmes across all 6 of our partner countries.



Our growing reputation on the ground – particularly in East Africa – is helping us partner with some of the biggest charitable organisations around, allowing us to reach hundreds of thousands of young people extremely cost effectively.

Check our website – [www.tackleafrica.org](http://www.tackleafrica.org) – for updates on our work in Africa, or follow us on facebook and twitter.

## TackleAfrica Facts

These are simple things that you can tell your donors that will help inspire them to sponsor you and help TackleAfrica:

- TackleAfrica help young people affected by HIV in some of Africa's poorest communities
- We work with both boys and girls aged roughly 10-18 in 6 African countries
- We deliver HIV education through football coaching, meaning that young people learn vital messages through the thing they enjoy doing most
- We are a small charity with only 3 UK staff members, but will reach hundreds of thousands of young people in Africa this year.
- We are extremely cost effective as we work with African charity partners, meaning every donation can have a large impact and no money is wasted
- We are one of very few charities that use football to deliver HIV education, and probably the only one that works entirely through local African partners
- Everything we do is about training and supporting Africans to continue our work long term
- We do not receive government funding and the sponsorship raised from the Football Marathon pays for about 80% of what we do

See you on 16<sup>th</sup> July

