Supporter’s Pack

Help make a difference to people with cerebral palsy through sport
www cpsport.org
Registered Charity no: 1088600
# Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Welcome to Cerebral Palsy Sport</td>
<td>3</td>
</tr>
<tr>
<td>Why Fundraise for Cerebral Palsy Sport?</td>
<td>4</td>
</tr>
<tr>
<td>About Us</td>
<td>5</td>
</tr>
<tr>
<td>Our Strategy</td>
<td>6</td>
</tr>
<tr>
<td>How does your money make a difference?</td>
<td>7</td>
</tr>
<tr>
<td>Your Fundraising</td>
<td>8</td>
</tr>
<tr>
<td>Fundraising Spotlight: Aidan</td>
<td>9</td>
</tr>
<tr>
<td>Fundraising in Your Workplace</td>
<td>10</td>
</tr>
<tr>
<td>Sponsorship in Seconds</td>
<td>11</td>
</tr>
<tr>
<td>Share Your Story</td>
<td>13</td>
</tr>
<tr>
<td>Thankyou!</td>
<td>14</td>
</tr>
</tbody>
</table>

On behalf of the Cerebral Palsy Sport, I would like to thank you for joining our team of fundraisers. Every year, we give thousands of children, young people and adults with cerebral palsy the opportunity to try, play and enjoy sport. Our services enable more people with cerebral palsy and other physical disabilities to discover the joys of sport. Our work is only achievable because of the kindness and generosity of people like you. Every pound raised will make a positive impact on someone’s life.

We have developed this supporter’s pack to give you an insight to the work we do. It contains key information on fundraising with some ideas and tips and also some suggestions about how you can maximise your fundraising efforts.

Thank you and good luck! Don’t forget to keep in touch and tell us about your fundraising journey at fundraising@cpsport.org.
Why Fundraise for Cerebral Palsy Sport?

- 1 in every 400 births result in a child being diagnosed with cerebral palsy and is the most common form of physical disability worldwide.
- Cerebral Palsy affects muscle control, coordination and motor skills. People with cerebral palsy are also significantly more likely to encounter a range of barriers that can prevent them from accessing sport and physical activity programmes.
- Cerebral Palsy Sport aim to address these barriers through providing inclusive and adapted sporting opportunities that are delivered and embedded within local communities.
- Cerebral Palsy Sport receives no government funding and we rely on the generosity and commitment of our fundraising supporters to continue to provide sporting opportunities to people with cerebral palsy.

How does sport and physical activity help people with Cerebral Palsy?

The Benefits of Sport

- Helps to Fulfil Potential
- Fun and Enjoyment
- Hope & Aspiration
- Physical Health
- Emotional Health
- Social Skills
- Relationship Skills
- Increases Personal Development
About Us

Cerebral Palsy Sport is the country’s leading national disability sport organisation supporting people with cerebral palsy and other physical disabilities to reach their sporting potential and putting people with cerebral palsy and their families at the heart of everything we do.

Here is a short timeline to show how our charity has developed:

1960s

- Sport for people with cerebral palsy has been evolving since the 60s when sports activities formed part of the school curriculum for special schools and colleges.

1970s

- It wasn’t until the 70s that the National disability sports scene began to develop, catering for amputees, blind, cerebral palsy and physically disabled sports people.

1990s

- Fast forward to the 90s, Cerebral Palsy Sport moved out of London to Nottingham. The aim was to make sure there were world-class competitions for people with cerebral palsy to take part in outside of the Paralympic programme.
- In co-operation with CPISRA (Cerebral Palsy International Sports and Recreation Association), we have held a number of world-class competitions including the first World Games in 1989.

2000

- In 2001, Cerebral Palsy Sport became independent of Scope (formerly the Spastics Society) and our charity has grown into a recognised national disability sports organisation.
- We have created a range of adapted sports that support participation across the whole spectrum of impairments which enable people to play, participate and enjoy sport.

2017

- 2017 saw Cerebral Palsy Sport launch its 2017-2020 strategy ‘Play Participate Enjoy’ with a focus on reaching more people with cerebral palsy to access and stay involved with sport.

2018

- We took a large team of athletes, swimmers, parents and volunteers to the CPISRA World Games in August, topping the medal table and bringing home 44 gold medals!
- We launched our #CPCan campaign to celebrate the achievements of people with cerebral palsy through sport.
- We delivered 60 sports events attracting participants from 45 counties across England and Wales.
- We supported 1541 people to stay involved in sport and have reached 7,605 affiliate members.
Our Strategy

We work to provide opportunities for children, young people and adults with cerebral palsy and other physical disabilities to access and participate in sport and physical activity.

- Our **vision** is to support people with cerebral palsy to reach their life potential through sport and active recreation.
- Our **mission** is to improve quality of life for people with cerebral palsy and other physical disabilities through sport, physical activity and active recreation.
- Our **aim** is to raise aspirations, promote inclusion and support people with cerebral palsy and other disabilities to play, participate and enjoy sport and active recreation.

Through the power of sport and recreation we raise hopes and aspirations by supporting people to overcome the challenges of their disability, improve their wellbeing and achieve their personal goals.

We wouldn’t be able to improve our services and increase the engagement levels among children, young people and adults with cerebral in playing sport without the support of you. The next section of this pack will show you how your fundraising efforts can benefit thousands of children, young people and adults with cerebral palsy and help us to provide our services.
How will your money make a difference?

Cerebral Palsy Sport cares passionately about improving the lives of people with cerebral palsy through sport – especially children and young people.

As an independent charity, we rely on charitable donations from generous people like you to fund the work we do. With your support, we can change the lives of more people with cerebral palsy and help them to reach their potential through sport.

Here are just a few ways your fundraising can make a huge difference:

£10 will pay for two young children to experience a SportStart day for the first time.

£20 could pay for medals and certificates for 20 children attending an AthleticStart event.

£50 will pay for 10 children to attend one of our Football Kickstart days.

£100 will pay for one CP Sport specialist coach to help deliver an adapted sports day.

£250 will pay for a table cricket set for up to 16 young people to experience the thrill of sporting competition.

Every year, we help 4,000 children, young people and adults with cerebral palsy enjoy sport.

Your Fundraising

Running is a fantastic way to get fit. You can enter almost any race and raise funds for Cerebral Palsy Sport. Regardless of what event you choose to do, whether it is a fun run, half marathon or a full marathon, we’ll be here to support you every step of the way!

As well as your running event, fundraising is part of your challenge. We understand it can be difficult to ask the same people to support you and donate funds. Although your online page will be incredibly useful throughout your fundraising journey, you could also think of other ways to fundraise and maximise your donations. Here are some fundraising ideas to give you some inspiration to get you started:

- Art competition
- Auction
- Baby picture competition
- Bike ride
- Bingo
- BBQ
- Cake sale
- Car wash
- Dress down day
- Fancy dress day
- Fun run
- Games day
- Garden party
- Golf day
- Headshave
- Jumble sale
- Karaoke competition
- Leg waxing
- Matched giving
- Penalty shoot-out
- Quiz night
- Raffle
- Sports fixture
- Sponsored silence
- Sponge throw
- Treasure hunt
- Wine and cheese night
- Zumbathon

A few things to think about…

- The date of your event:
  Try and choose a date which will be the best to ensure high attendance.
- Your fundraising:
  Have a think about how you are going to raise the most money. You could charge for attendance, hold a raffle during the event, or sell snacks and refreshments.
- Support from local businesses:
  You could contact local restaurants, cafes and shops and ask for donations for raffle prizes. If you are planning on holding your event at a venue they might give you a discount since it is a charity event!
- The day of the event:
  We will provide resources for you to help brand your event in aid of Cerebral Palsy Sport.

If you have any questions about your fundraising, contact us on 0115 525 7027 or email us at fundraising@cpsport.org.
Aidan has cerebral palsy and we are delighted that he is spearheading our 2019 Team CP Sport London Marathon Runners team. We are so pleased that he has chosen Cerebral Palsy Sport to support with his marathon challenge as our charity has supported Aidan when he took up CP Football.

We caught up with Aidan in between his training to talk to him about why he is taking on the challenges of the streets of London for his marathon challenge.

**Why do you want to run the London Marathon?**

“I want to run the London Marathon as it will be the biggest challenge I have ever undertaken having played football at a high level and had a number of serious operations as a result of my CP. I want to show people that just because you have CP you shouldn’t use that as an excuse and anything is possible if you are committed and determined.

**What does supporting Cerebral Palsy Sport mean to you?**

“Cerebral Palsy Sport is a charity that is very close to my heart as they introduced me to 7 aside football when I was around 8 or 9 and I haven’t stopped playing since. I have developed friendships I will keep for a lifetime. By raising money for CP Sport I hope I can provide a child or young person the same journey through sport that I have and inspire them to go on and find a sport that they enjoy.”

**How is your training and what are you enjoying the most?**

“My training is going well so far I have completed 2 10k’s and a Half Marathon which has got me hooked for more. I have got another half marathon coming up soon and am on my 3rd week of the 16-week marathon training plan. I have developed a real love for running and pushing myself mile after mile forgetting about the pain and seeing what my body is capable of, this has just got me more excited for April and the marathon.”

**February 2019 update:** Aidan undertook a Half Marathon in the Olympic Park and managed to run his personal best.

**April 2019 update:** Aidan hosted a fundraiser as part of his London Marathon fundraising journey and it was a very successful evening!

Aidan competed the 2019 London Marathon in a time of 5 hours 42 minutes and 48 seconds!
Fundraising in Your Workplace

You are doing something incredible and your colleagues should know about it! Wherever you work, you can share your story with them and encourage them to support you.

- We can provide you with resources you can stick posters and sponsorship forms up around your workplace.

- A large number of employers offer a scheme to match your funding. They will either donate a fixed amount to you to help you reach your target or they will match the total amount you have raised. It would be a good idea to speak to your HR department and see if this is something your employer offers. If not, they might give you a one-off donation instead.

- Have a think about if any of our A-Z ideas could turn into a fundraising event at work!

- We can provide you with a coin collection box. Leave it somewhere visible and the pennies will add up. Every penny counts!

- Think about you can turn your workplace into a fundraising opportunity. Cake sales, fancy dress and raffles are very easy to organise.

- Timing is key: be careful not to bombard your colleagues. Keep asking, but not too much!

If you have any questions, or need advice, please don't hesitate to email us at fundraising@cpsport.org.
Sponsorship in Seconds

This can be done online and by post.

Setting up your sponsorship and fundraising platforms is very simple. Sponsorship is a fantastic way to raise funds and also lets you your friends, family and colleagues get involved.

There are different websites you can set up your online fundraising and sponsorship:

Follow this link and click ‘Fundraise for us’ to set up your page:
https://www.justgiving.com/cpsport

Set up a page on Virgin Money Giving and link it to our #CPCan Appeal Page. Visit this link to find out how:
Link?

Setting up your pages is as easy as 1,2,3…

1. Choose Cerebral Palsy Sport and choose which event you will be taking part in. Then you can personalise your page (this is really important) by adding photos and explain why you are supporting us. We will provide resources for you to show people the impact of their donations.

2. Set your target. Pages with targets often raise 46% more than those without.

3. Once you have met your target (fantastic!), keep going! Increase your target as you go to keep encouraging people to donate.

Don’t forget to encourage your supporters to add Gift Aid to their donation! If they are a U.K tax payer, we can claim an extra 25p for every £1 that is donated.
By post:

If you have sponsors who are not online or you might be collecting donations, use the sponsorship form in this pack to receive your donations.

You can send us a cheque made payable to ‘Cerebral Palsy Sport’ in the post.

CP Sport,
Unit 5, Heathcoat Building,
Nottingham Science Park,
University Boulevard,
Nottingham,
NG7 2QJ.

If you have any questions about setting up a Fundraising Page, please contact us at fundraising@cpsport.org.

Here are some tips to boost your fundraising targets:

**Set a Target:**
Setting a goal could help you raise up to 46% more.

**Share Share Share!**
Regular sharing on social media will help to increase your donations.

**Post Your Progress:**
Sharing regular updates could help you raise an extra 6%.

**Use Your Distance:**
Encourage your friends and family to sponsor you a £1 for every mile.

**Team Challenges:**
Strength in numbers. People in teams can raise 10% more.
Share Your Story

Social media is a great way to publicise your event and help you raise funds whilst raising awareness of Cerebral Palsy Sport at the same time!

How are you fundraising? Tell us your story! Keep us up to date with your activity on social media using #CPCan

Tweet away!

- Use your Twitter to publicise your event and to raise awareness of Cerebral Palsy Sport.
- Don’t forget the hashtag #CPCan
- Tag us in your tweets – you could also share what you are doing with local businesses, contacts and even celebrities to spread the word!
- Share your online sponsorship page regularly to remind people about your fantastic work and why you are fundraising.

- Keep us up to date with your fundraising on your Instagram story – remember to tag us and then we can repost it!
- Use your Facebook profile to keep your friends, family and colleagues up to date with your fundraising efforts.
- Create a Facebook Fundraiser page so that people can donate directly from Facebook from Network for Good or from PayPal Giving Fund. Link it to our Facebook page and we will be able to publicise it and encourage your fundraisers to donate.
- Take lots of pictures and videos of your fundraising journey and event and share them across Twitter, Instagram and Facebook so everyone can see the amazing work you are doing!

Post your online sponsorship link regularly to remind everyone about the work you are doing and why you are fundraising for Cerebral Palsy Sport to boost your fundraising – especially the day before and after your event.
Thank You!

We are incredibly grateful for every single person who supports and fundraises for Cerebral Palsy Sport.

We are working extremely hard to change the lives of children, young people and adults with cerebral palsy by enabling them to discover, try sport for the first time and even go on to compete. By raising awareness of cerebral palsy, our work can transform the lives of people and their families.

From the work we do, we see individuals develop self-confidence, self-belief, social skills and respect of themselves and towards others. We want to end the isolation in these exceptional young people, whilst giving them the opportunity to make friends, learn new skills and most importantly, have fun playing sport.

We could not achieve half as much as we do if it wasn’t for the generosity and good will of you – Thank you!

We have provided you with some resources in this pack to support you along your journey and help to promote the fantastic work you are doing. Please don’t hesitate to contact us if you need anything else such as a coin collector or any other resources.

Good luck!

Contact us

Need some help with your fundraising journey? Want to know more about the appeal, or just want to tell us what you have been up to?

We’d love to hear from you!
Telephone: 0115 925 7027
Email: fundraising@cpsport.org
Help make a difference to people with cerebral palsy through sport

www.cpsport.org