THANK YOU FOR SUPPORTING STREETGAMES’ FIT AND FED
Let’s get started...

Changing Sport, Changing Communities, Changing Lives.
Childhood poverty is increasing all over the UK, with 1 in 3 young people now in serious danger of malnutrition. For those most at risk, the school holidays often present the greatest challenge, with 3 million children currently facing the triple threat of holiday hunger, inactivity and isolation.

Launched in 2016, the StreetGames Fit and Fed campaign works to tackle food poverty in disadvantaged areas. Delivered via a network of like-minded organisations – charities and sports providers based in the heart of these neighbourhoods – the campaign offers a mix of filling meals, fun activities and engaging social opportunities for young people within their communities.

Fit and Fed has already helped over 15,000 children annually to reclaim their school holidays! In the future we want to achieve even more, but first we need your help! At StreetGames, we rely on the generosity of our supporters to continue expanding our efforts - allowing more young people than ever before to benefit from the #FitandFed formula! Here’s how to get involved!

Get in on the fun!

StreetGames’ participants aren’t the only ones having fun – our wonderful fundraisers get up to all sorts of exciting activities! That’s why we’ve produced this: your guide to fundraising with StreetGames. It’s bursting with handy hints, top tips and some truly amazing examples to get you started!

This pack includes:

- Examples of our work
- Fundraising ideas
- Helpful hints
- ‘Proud to support’ poster
- Sponsorship and Gift Aid forms

Your support means the world to StreetGames, its projects, partners and participants! Together, we can put an end to needless holiday hunger.

Thank you.
BRENDAN’S STORY

A few difficult years had seen Brendan, 15, getting into trouble, being arrested, expelled and referred to the Youth Offending Service. On the football pitch however, Brendan’s passion was clear and his talent had seen him play an important part in teams since childhood.

Concerned that his behaviour would decline during the school holidays, a community organisation invited Brendan to take part in his local Fit and Fed project taking the unusual step of including him at both the planning and organisational level - asking him to play an important part in bringing activities to others.

It was here that Brendan discovered a new passion - that of coaching and guiding others through sport. Within a week of accepting his new role, Brendan was attending the project every afternoon, arriving two hours early to help organisers plan out the day’s activities. Since becoming involved in Fit and Fed, Brendan has made great strides with his personal temperament.

Honest, trustworthy, hard-working and well-behaved, Brendan is now a model volunteer.

£187 COULD COVER THE COST OF A YOUNG PERSON LIKE BRENDAN ATTENDING FIT AND FED OVER THE SUMMER.

Participant names have been changed in order to protect the privacy of those involved

NICKY’S STORY

Nicky, from London is the mother of three young children aged between 2 and 10 years old. Her husband Mike, routinely works long hours for low wages, meaning that the couple often struggles to keep their kids active and occupied during the school holidays.

Despite two of their children already receiving free school meals, Nicky and Mike still struggle to provide – regularly skipping meals to ensure that their young children can eat. Said Nicky: “Trying to feed and occupy three children at such different ages for 6 weeks is just completely exhausting, not to mention lonely”.

Shockingly, this sort of situation is far from uncommon. Fortunately for Nicky and Mike, StreetGames’ Fit and Fed was on hand to fill this ‘holiday gap’ – transforming a typically difficult time into a fulfilling family holiday.

Featuring an array of fun-filled physical activities catered towards the couple’s two eldest children, Nicky and her youngest, Sasha, have been getting involved too – volunteering their time to help out at the free Fit and Fed sessions. In addition to keeping her kids both active and healthy, the programme has also helped Nicky to develop her own confidence and to connect with local parents. Reflecting on her experience, Nicky told StreetGames: “I just don't know how I coped before I found Fit and Fed”.  

“It’s been such a positive project and really filled a critical gap for young people locally” (Robyn, Youth Worker - Bromley & Downham Youth Club)

“The project helps young people to play with their peers, improve their health and well-being whilst making new friends”. (LWFCI Director)

“My daughter is autistic and I find it hard over the holidays to give the children things to do, especially with money being short. This kind of project really helps a lot with the support needed for families like ours”. (Local parent)
FUNDRAISING IDEAS

TAKE ON A CHALLENGE

Hike, bike, run, swim or abseil, with StreetGames as your chosen charity! Take part in one of hundreds of challenging events all across the country, or create one of your own!

GIVE SOMETHING UP

Give up your morning coffee, chocolate or alcohol! The money you save will help change lives or go the extra mile and ask friends and family to donate in support.

ODD JOBS

Piles of ironing or an overgrown garden? Take on those household jobs for friends and family and ask for donations in return.

GET CREATIVE

Do you have a different idea to raise money? We’d love to hear about it! Mascot races, eating competitions, world record attempts – get creative and have fun!
Community Fundraising

**FIVE-A-SIDE**
Set up at five-a-side football tournament at your local leisure centre and encourage friends, neighbours and businesses to enter. Ask each team to pay an entry donation and afterwards treat them to pie and chips with a charity raffle and prize giving.

**VIRTUAL BIKE RIDE**
A challenge you can do any time of the year with friends and family. Ask your local gym if they can host, set your distance and ask friends to sign up to help you hit your target. From cycling 1km to 100km each, together you will be making a difference. Broadcast your event online, ask local businesses to sponsor you, and friends and family to donate.

**HOLD AN EVENT**
Pub quiz to curry night, BBQ to talent night. Find your venue and advertise your event in the community. A great way to bring people together for some fun, while raising funds for StreetGames.

**SELL YOUR STUFF**
Have a spring clean and encourage your friends to do the same. Could your street hold a garage sale? Or would your local community hall hold a jumble sale? Or could you set up a pop-up shop? From last season’s clothes to unwanted gifts, sell your stuff to raise funds!

We love hearing about creative fundraising ideas, but please don’t over-extend yourselves! Keep things simple, engaging and fun for the best results!
HELPFUL HINTS

SET A TARGET

Set yourself a target and you’re more likely to achieve your aim. Share this with your friends and family so they can see what you want to raise.

SIMPLE, ENGAGING & FUN

Don’t try to take on too much! We absolutely love our ambitious fundraisers, but supporting us should be fun so try to keep things simple, engaging and fun.

PUBLICITY

Celebrate what you’re doing online! Send us pictures and details of any related events or milestones that you’ve achieved. We’d love to help promote them.

SOCIAL MEDIA

@StreetGames
@StreetGamesSportsCharity
@StreetGamesUK
@StreetGames UK Ltd

Are you on Twitter, Facebook, Instagram or Linkedin? We would love to hear how you’re supporting StreetGames.
HELPFUL HINTS

STREETGAMES WEBSITE

www.streetgames.org

The StreetGames website makes it easy to fundraise. You can support our campaigns, set-up a fundraising page, receive messages of support from friends & families or inform people of your total.

As with Just Giving, you can also edit your fundraising page, add separate totals (such as funds raised online and off), and keep people up-to-date with your progress.

OTHER WAYS TO DONATE

Cheques should be made payable to StreetGames UK, and sent to Finance, StreetGames, 61 Mosley Street, 4th floor Woolwich House, Manchester, M2 3HZ.

If you would like to pay by BACS or directly into the bank, please contact us for details.

GIFT AID

Claiming Gift Aid means that StreetGames will receive another 25p for every £1 donated, at no additional cost to you, via taxes already paid on donations. Please ensure that any individual supporters (UK tax payers) sign a Gift Aid or sponsorship form and include their full name and address – this is very important. Send us any completed forms with the details of the donation and StreetGames will do the rest.

KEEP IN TOUCH

Are things going swimmingly or sinking fast fundraising@streetgames.org – it’s what we are here for.
If I have ticked the box headed ‘Gift Aid?✓’, I confirm that I am a UK Income or Capital Gains taxpayer. I have read this statement and want the charity named above to reclaim tax on the donation detailed below, given on the date shown. I understand that if I pay less Income Tax / or Capital Gains tax in the current tax year than the amount of Gift Aid claimed on all of my donations it is my responsibility to pay any difference. I understand the charity will reclaim 25p of tax on every £1 that I have given.

Remember: You must provide your full name, home address, postcode & Gift Aid✓ for the charity to claim tax back on your donation.

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Total donations received

Total Gift Aid donations

Date donations given to charity