



BIGKID Foundation

Fundraising Pack



About BIGKID Foundation

BIGKID Foundation is a multi-award-winning youth and community charity established in 2008. Our mission is to end youth violence. We equip young people at risk of social exclusion to take control of their lives, find, develop, and act on their own potential.

We do this through 3 core programmes:

- **Community engagement** - sports sessions including football, American flag football, basketball, boxing, and tennis; youth club, music, visual arts, residencies and social action.
- **Mentoring** - both peer mentoring and with adult mentors.
- **Breaking Barriers** - our in-school leadership programme for young people at risk of exclusion.



Fundraising for BIGKID

We are grateful that you would like to for BIGKID and support our mission to end youth violence.

Your support will help us reach more young people throughout London, offering opportunities to play sports, make friends, improve their leadership skills and make positive life changes in a safe, accessible, family environment.

The Need

We work with young people aged 11-25, who are at risk of social exclusion and youth violence. UK life expectancy is 81. When we asked a group of our young people about their life expectancy, they unanimously replied 21, fearing their lives will be cut short by knife crime or prison:

- In 2021, 52 people under 25 were murdered in London. 32 were teenagers, the highest number recorded.
- 11 are injured in knife attacks every day. 60% of those caught with a knife are under 25.
- According to local police: "a young person at 14 who commits a minor crime but receives no intervention is 100% more likely to commit a violent crime by the age of 16. "

Our main hub at Dexters sits within Brixton Windrush ward in Lambeth; it is the poorest in the borough and among the 20% most deprived areas of the country. The area experiences the second highest rate of youth violence. Over 30% of children live in poverty. Young people from this area are at heightened risk of:

- Debt leading to stress and ill health.
- Exclusion from school leading to poor education, poor job prospects, poverty and wasted potential.
- Gang involvement leading to crime, drug addiction, sexual abuse, prison, injury, or even death.



Fundraising Ideas

Looking for inspiration? Here's a few suggestions to raise much-needed funds for BIGKID!

Hold a sweepstake

Capitalise on events like the Grand National, Strictly, Bake Off or the World Cup to get everyone competitive!



Bake sale

Arrange a bake sale at work and get everyone involved in making delicious treats to sell.



Birthday fundraising

Ask for donations on your birthday instead of gifts to feel good on your big day.



Car boot sale

Have a clear out and head down to a car boot sale. One man's junk is another's treasure!



Hold a pub quiz

Hire a venue, plan your questions and give everyone a great night of quizzing!

Sports Day

Get teams together for a football, flag football, or rounders tournament. BIGKID can provide coaches and referees!

Challenge event

Looking for a way to get active? Take on a run, cycle or other sporting challenge to raise money. Either get your own place or take a charity place from BIGKID.

Raffle/Auction

Ask local businesses or people you know to donate prizes to auction either virtually or in-person.



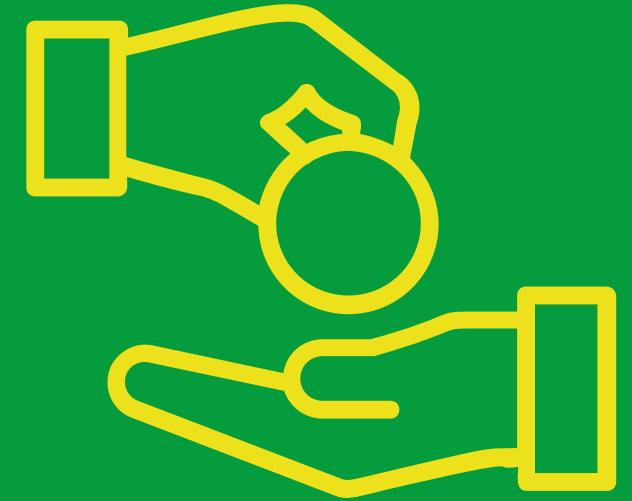
Abseil

Set the bar high with an abseil. Whether it's off the side of your local town hall or the side of Battersea power station you're sure to get noticed.



Setting up a fundraising page

We recommend using People's Fundraising for your page. Head to the site, register for an account, then create a fundraising page with 100% of the proceeds going to BIGKID Foundation. If you need any help with the set up process, just let us know.



Top tips for a perfect fundraising page

- 1 Make it personal**

Let people know why you've chosen BIGKID and what your challenge means to you. It will help people relate to what you're doing.
- 2 Say Thanks**

When you set up your page, follow the steps to write a personal thank you message, which will be sent to everyone who donates.
- 3 Set a target**

It shows your progress, encourages people to donate and helps to keep you motivated too. Get in touch for guidance on targets and where your money would go.
- 4 Don't be shy**

Send the link to your page to everyone in your contacts and ask everyone to pass it on. The more the merrier!
- 5 Ask and ask again**

Don't let people forget - send the link to your page around more than once, especially as your event gets closer.
- 6 Get social**

Remember to add a link to your fundraising page on your updates on Facebook, Twitter, Instagram, and any other social networks you use.
- 7 Sign off with style**

Add a link to your fundraising page in your email signature, along with a short explanation of what you're doing.
- 8 Add cash and cheques**

If people give you donations in person, add them to the offline section of your online page to keep the total climbing.
- 9 Don't stop too soon**

Once your event is done and you're feeling proud, post about your achievements on social media. It's a handy final prompt to anyone who's been meaning to donate.

Three tips to shine on social media

Share your motivation

Is this the first time you've done something like this? Do you have personal reasons for fundraising for BIGKID that you're happy to share? Bringing to life what you're doing and why on social media can really boost your fundraising total by helping people empathise with the cause.

Become a film star

You don't need special kit to make brilliant videos – a smartphone is fine. You can be funny, cheeky, serious, at home, out running. The most important thing is to be yourself. You can upload to Instagram, Facebook, Twitter, TikTok, even LinkedIn! Seeing you talk authentically about your challenge and your reasons for fundraising will always be more impactful than reading about it.

Be proud

People often worry they'll annoy their friends by asking for donations, but you're doing something amazing – and the trick is to keep people interested. Have you passed a training or fundraising milestone? Do you want to thank people? Has something entertaining happened? Post regular, engaging updates to social media and people will always be happy to hear from you.



Tag us on socials:

Facebook: [@BIGKIDFoundation](#)

Instagram: [@BIGKIDFoundation](#)

Twitter: [@BIGKIDCharity](#)

LinkedIn: [BIGKID Foundation](#)