



**Cambridgeshire
Community
Foundation**

For a better county

Fundraising for Cambridgeshire

Thank you!

By signing up for a running event with Cambridgeshire Community Foundation, you will be running for the hundreds of charitable causes that the Foundation supports across the county, ranging from homelessness and mental health, to education and much more. The funds you raise will help us continue to support projects that are improving the quality of life across Cambridgeshire.

Some of the projects we have recently supported include:



Cambridge Science Centre

'STEM in the Fens' pop-up science centres across Fenland to inspire young people to explore STEM subjects.

Urban Uprising

A climbing programme for disadvantaged children at a school in Cambridge



Earth & Mind

Nature-based interventions for high-frequency users of health services, including gardening, woodworking, foraging and wildlife habitat management.

The Light Project Peterborough

Homeless Health Peer Advocacy Service, a training programme that helps those with lived experience of homelessness become Peer Advocates to support their peers in their own journeys towards a more stable lifestyle.



In this fundraising guide, you will find...

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How to start fundraising

The **minimum fundraising pledge** per runner is **£250** (excluding Gift Aid)

The first £250 raised per runner will be donated towards our continued work. This can also be paid directly. Anything raised on top of this will be allocated to your fund if you are a fundholder.

Setting up your fundraising page

Our dedicated Cambridge Half Marathon fundraising page offers an easy way for friends, family, colleagues and clients to sponsor you online.

Visit www.cambscf.org.uk/campaign/cambridgehalf2027 and click 'Start fundraising' to set up your fundraising page.

The team captain can set up your team page. They will have an individual fundraising page created too, and other fundraisers can create their own individual pages from the team page. All donations received by individual fundraisers will feed through to the team total.

Once your fundraising page is set up, let people know what you are doing:

- Share your page link on social media.
- Add your page link to your email signatures.
- Put up posters with your page link around your workplace.

To encourage donations on your fundraising pages, try the following:

- Add profile pictures and a team photo.
- Explain why you are taking part in the half marathon for the charity.
- Add your team and individual fundraising targets.
- Try to get your first donation to be as high as possible to set a benchmark for following donations.
- Share regular training and fundraising updates with friends, family, colleagues and clients. You could share photos from your runs, running app screenshots or even just a photo of your running kit!

Gift Aid

Ask supporters to tick the Gift Aid box when they are donating, if they are a UK taxpayer. This adds 20% to the donation from the government and makes a big difference!



How to bank cash donations

Your supporters are able to easily donate online via your fundraising page. You may also receive cash donations that you would like to pay in. You can:

Pay in the donation online via your fundraising page

This is the easiest option. If you are unable to do so, you can also:

Send us a cheque

Send a cheque payable to Cambridgeshire Community Foundation to the following address:

*Hangar One, The Airport
Newmarket Road
Cambridge
CB5 8TG*

Write 'Cambridge Half' and your full name on the envelope or cheque reverse.

Make a bank transfer

You can make a payment to the following account, adding 'CHM' and your name as the payment reference:

*Cambridgeshire Community Foundation
Account number: 03049463
Sort code: 30-13-55*

Fundraising ideas

Use a collection tin

We can provide a collection tin for you to keep at your desk at work or in your home for friends, family and colleagues to donate spare change. You could even make it a 'swear box', which can prove popular!

Give something up

You could give something up, like smoking, drinking or chocolate, and put the money saved towards your fundraising total. People might even be willing to sponsor your efforts.

Host an event

There's a range of ideas you could get involved with, including a car wash, bake sale or quiz night. We can provide branded materials to use at the event.

How we will support you

Co-branded technical t-shirt

We will work with you to design a co-branded technical running t-shirt or vest for your team to train in and wear on race day. It's a great way to increase brand awareness during your training and at the event, as well as highlighting your generous support for the Foundation and our local community.

Fundraising materials

The following materials are available to download on the event page:

- **Social media images** which you can share with the sample wording on the next page. Don't forget to tag us in your posts!
- **Email signature banner** which you can link to your fundraising page to encourage your email contacts to sponsor you.

We also offer personalised posters, social media posts and email signatures. Email events@cambscf.org.uk with photo(s) and details you'd like included.

We can provide **tins, buckets** and **event materials** for in-person fundraising too.

Incentives to keep your team motivated

We offer various fundraising incentives in the lead up to the event - your runners can find out about these via the email updates we send out.

Supporter spotlights

We offer a minimum of 2 dedicated posts spotlighting you as a corporate supporter across the Foundation's social media channels.

Please get in touch to confirm when you would like your spotlights to be scheduled for and what you would like to be included. Please also send a photo of your team, if possible.

If you share your own updates, please tag us and we'll be more than happy to engage and share these posts with our network too.

Our team's support

We're always happy to chat through any fundraising or training ideas, questions or concerns. Our inbox is always open at events@cambscf.org.uk

Sample wording

Wondering what to say when you tell others about your challenge? Here are some sample wording options that your runners can use, which can also be adapted accordingly for your business page posts:

1. In March, I am challenging myself to run the Cambridge Half Marathon to raise funds for Cambridgeshire Community Foundation, a local charity which supports community projects across the county through grant-making. Their funding benefits local causes ranging from homelessness and mental health, to education, the natural environment and much more. If you would like to support my efforts, please consider donating at [insert link]

2. In March, I will be running the Cambridge Half Marathon to raise funds for Cambridgeshire Community Foundation. They provide grants to local community projects, ranging from tackling loneliness and increasing educational opportunities to helping people afford heating in the winter. Since being founded, the charity has awarded over £32 million to hundreds of projects across the county, meaning that most, if not all, people in the county will have benefitted from a funded project. If you can, please donate to help even more causes in Cambridgeshire receive the funding they need for local community projects. Visit my fundraising page at [insert link]

3. I am running the Cambridge Half Marathon for the hundreds of charitable causes that Cambridgeshire Community Foundation supports through grant-making across the county, ranging from homelessness and mental health, to education and more. The charity funds projects in every ward in Cambridgeshire, benefitting thousands of people each year. The funds I raise will help the charity continue to support projects that are improving the quality of life across Cambridgeshire, including tackling the inequalities and disadvantages that our community faces. If you can, please considering sponsoring my efforts. You can donate online at [insert link].

4. I'm lacing up and getting ready to take part in the Cambridge Half Marathon to support Cambridgeshire Community Foundation. They offer grants to vital community projects across the county. They fund local sports clubs, schools, community groups and charities - you've probably benefited from a funded project, but you might not even know it! Will you help me go the distance for our community? Please donate at [insert link]

We're always happy to chat

Email events@cambscf.org.uk

Thank you for going the distance for our community!



www.cambscf.org.uk

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Registered Charity No. 1103314

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