Cambridgeshire Community Foundation

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...

Page 2 | **How to start fundraising**
Page 4 | **Fundraising ideas**
Page 4 | **How we can help**
Page 5 | **Sample wording to use for your fundraising**

How to start fundraising

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

Setting up your fundraising page

This year, the Cambridge Half Marathon has partnered with JustGiving to make it even easier for you to get started with fundraising.

A JustGiving page will be automatically created for you as part of your race registration.

Once you've completed your online registration using the link we'll share with you, make sure you follow the on-screen instructions to claim your fundraising page and finish setting it up.

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 signature.
- Put up posters with your page link around your local area and workplace.

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

- Add a profile picture.
- Explain why you are taking part in the half marathon for the charity.
- Add your individual fundraising target.
- 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. You could post 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

Whilst your supporters can easily donate online via your fundraising page, you may also receive cash donations that you would like to pay in. You can do so in one of the following ways:

Pay in the donation online via your fundraising page

This is the easiest option. Deposit the cash into your account and pay it in through your fundraising page. This ensures that the total displayed on your page is accurate and up to date.

However, 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

When do you need to raise your fundraising total by?

You'll have plenty of time to boast your finisher's medal and boost your fundraising total after the event. We kindly ask that any final donations are paid in within a month after the race.

However, we do kindly ask that at least £100 of your fundraising pledge is raised by 10 January 2027. We reserve the right to revoke your place after this date if we feel that you are unlikely to fundraise for us.

Being a Charity Partner for the event is a significant investment for us, so we need to ensure that our charity will not be at a loss as a result of our fundraisers not meeting their fundraising pledges.

Fundraising ideas

Match funding

Ask your employer if they could match your sponsorship or donate towards your total. They may even offer to let you fundraise in your place of work.

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. Your friends and family might even be willing to sponsor your efforts.

Host an event

If you want to boost your fundraising total by hosting an event, there's a range of ideas you could get involved with, ranging from a car wash or bake sale to a quiz night. We can provide branded materials to use at the event.

How we can help

Charity branded technical t-shirt

All our runners receive a charity branded technical shirt to train in and wear on race day. Be sure to wear it to raise awareness about your challenge.

Fundraising materials

The following 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 the photo(s) and details you'd like included.

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

Sample wording

Wondering what to say when you tell others about your challenge? Here are some sample wording options that you can use:

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 £40 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!

Company No. 04998990
Registered Charity No. 1103314

Registered with FUNDRAISING REGULATOR

www.cambscf.org.uk