



DISABILITY SPORTS COACH

# FUNDRAISING FOR US

YOUR GUIDE

## WHY FUNDRAISE FOR US?

Many disabled people face challenges with physical health, feelings of isolation and a lack of social integration – and all have been worsened by the COVID-19 pandemic.



JUST  
**17%**

OF DISABLED PEOPLE PLAY  
SPORT ONCE A WEEK

40% of families of disabled children living in poverty, making it difficult to afford suitable physical activities and sports.



Disabled people are twice as likely to be physically inactive (43%), compared with non-disabled people (21%), and four times as likely to experience loneliness.

FAMILIES WITH A  
DISABLED CHILD FACE

**£581 PER  
MONTH**

OF EXTRA COSTS



Low activity levels make a person more vulnerable to health conditions like obesity, cancer, stroke and heart disease.

## WHO WE ARE

Disability Sports Coach empowers disabled people to keep active and connected through life-changing opportunities to enjoy sport. We do this by:

- Maintaining expert knowledge of disability sport informed by our community.
- Training the next generation of aspiring coaches, leaders or teachers in inclusive sports provision.
- Delivering inclusive sports sessions.
- Running a network of Community Clubs across London.





## FUNDRAISING IDEAS

### Challenge Event

If you're feeling like challenging yourself there are plenty of different running, cycling or walking events where you can get yourself fit and raise vital funds for Disability Sports Coach. Or take on your own challenge whenever and wherever you are!



### Sports Events

Why not host a one-off sports event, such as a tennis tournament or something a little more unusual such as a balloon Olympics (see case study!)? You could charge people or teams to enter, as well as set up a fundraising page to raise even more money!

### Bake Sale

A bake sale will always be popular. Hold a cake sale in your office or invite your friends and neighbours around for a sponsored afternoon tea. Alternatively, you could invite your friends to participate in a sponsored 'Bake Off' and get some judges to choose which is the best cake.

### Sponsored Danceathon

If you already belong to a dance or Zumba class why don't you see if you could join together and do a sponsored danceathon for a whole day or even a weekend.

### Sweepstake

Whether you choose a popular hook like a sporting event or TV show, or get your colleagues to predict your challenge result, a bit of competition is a great way to allow people to donate.

### Charity Quiz

An online quiz is the perfect activity for remote fundraising. Just get a group of friends or co-workers together for a digital quiz and charge a participation fee!

### Facebook Fundraisers

If you have a special occasion coming up, one of the easiest ways to transform it into a fundraising opportunity is through holding a Facebook fundraiser. Simply add it to your profile and loved ones can donate to us in honor of your special day.





## FUDRAISING TIPS

### **Keep it simple**

Increase the chances of people taking the time to donate by making it simple. An intuitive fundraising page - or even text donations - allow people to donate with just a couple of clicks.



### **Go with what they know**

Use a giving platform that donors are familiar with, like Virgin Money Giving. We all want to know that our money is going to reach the cause we're trying to support, so using a well-known fundraising platform is always best.

### **Get social**

These days, the easiest way to drive donations is by linking to your fundraising page on social media. In the months running up to your challenge or event, be sure to post about it plenty of times across all the platforms you use, complete with a link and some eye-catching imagery. Tag Disability Sports Coach and we'll share with our supporters too!

### **Picture it**

Speaking of imagery, photos are incredibly important, too! Be sure to take lots of pictures of your training or preparation process to give supporters an idea of what your challenge or event will look like - it's a great way to update people and encourage more donations.





## FUNDRAISING TIPS

### **Blog it**



While you're training for your challenge or planning your event, why not write a blog as a kind of journal of the process? People love an insight into how others train for sporting events, and sharing this insight is bound to inspire readers to donate.

### **Work your networks**

For many of us, our largest and most accessible networks are found at our places of work. Make full use of this by asking for your fundraising page to be added to all-staff newsletters, intranet and social groups so you can let your co-workers know about your project and encourage them to donate.

### **Train together**

Another great digital medium for sharing your fundraising message is through training apps. So, whichever one you're using to track your progress, make sure to shout about your cause!

### **Make the news**

Local newspapers and bulletins are a brilliant way to get the word out about your fundraiser to a wider audience. Write up a story about your fundraiser and send it out to all of your local papers.

### **Count on community**

Most of us are part of at least one community, whether it's a sports club, a hobby group, place of worship or something else entirely. Use these to spread the word about your fundraiser!





## HOW YOUR MONEY HELPS

Your support will help disabled people to keep active and connected with friends, improving both physical and mental health.



### How does your money make an impact?

- £10 pays for two people to receive a free activity guide full of resources to support physical and mental health
- £20 pays for an inclusive online activity class so people can keep active and connected with friends
- £56 pays for one disabled person to enjoy our clubs and activities for a year



**75p**

OF EVERY £1 DONATED  
**GOES TOWARDS  
KEEPING DISABLED  
PEOPLE ACTIVE AND  
CONNECTED**



## OUR IMPACT

Since 2013, Disability Sports Coach has reached over 20,000 disabled people, and provided a platform to gather new insights into the challenges facing disabled children and adults in accessing sport.

We have also:

- Delivered 5,000 hours of physical activity in the last 3 years.
- Trained 6,000 sports coaches, across 300 courses.
- Established a network of 14 London-wide Community Clubs.
- Reached over 4,000 participants through Active at Home.

## WENDY'S STORY

Wendy first volunteered with us at our Summer Festival in 2015, after her college tutor recommended she join Club Tower Hamlets to support her ambition of becoming a sports coach.

Though initially shy, Wendy was eager to get involved from the off and worked tirelessly throughout the event. Wendy now volunteers weekly at 4 of our Community Clubs and is an integral part of our community.

Her enthusiasm for coaching has been widely recognised, and Wendy has received numerous accolades, from being shortlisted for London Sport's Volunteer of the Year Award to winning a Jack Petchey Leader Award. Wendy is also one of our brilliant fundraisers, raising over £100 by taking part in the Big Half Marathon and Westminster Mile!



## FUNDRAISING SUCCESS STORIES

Jacob is the Sports Captain at Parkgate House School in Clapham. One of his responsibilities in this role is to lead on planning the school's fundraising day for a charity of his choice.

With the school's fundraising day approaching, we were delighted to hear that Jacob chose Disability Sports Coach as the recipient charity for his event!

He said, "I would really like to help raise funds for Disability Sports Coach as I can't imagine not being able to play sports as much as I do and so I think you're doing such a great thing helping disabled children access sports and activities they'd never be able to."

Parkgate House School ran an exciting Balloon Olympics, involving a range of fun, creative games including a spoon and water balloon obstacle course, balloon football and even water balloon Quidditch!

We'd like to say a huge 'thank you' to Jacob for and everyone at Parkgate House School for their amazing fundraising efforts, which raised almost £2,500 for our charity!



# CONTACT US



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