



# FUNDRAISING PACK

Delivering life-changing  
adaptive adventure sports





# WHAT'S IT ALL ABOUT?

Our vision is a world where people with disabilities have equal access to adventure sports and the benefits they bring. Our mission is to deliver life-changing adaptive adventure sports.

Stories from participants illustrate that challenging their expectations in a supportive environment can bring an incredible sense of achievement. Community and fun runs through everything we do, but we couldn't do it without our amazing fundraisers!

We would love to be your chosen charity, every penny you raise helps and we are forever grateful.

This pack will hopefully give you some inspiration and help make the fundraising process as easy as possible. We're here to support you at every stage.

Please email [tim@accessadventures.co.uk](mailto:tim@accessadventures.co.uk) with any further questions.



# GETTING STARTED

**The simplest ideas create the best events!** Remember, every penny is vital to enable Access Adventures to keep going. We can help you with any planning.

**Keep costs low** to maximise the amount you raise. You'd be amazed at how much you can get for a reduced price if you ask nicely!

**Shout about it** - promote your efforts on social media (don't forget to tag us!) Recruit your local community, friends and colleagues. Your employer may even offer match funding.

**The big day** - go smash it! Be sure to send us some photos and videos of your fundraiser so we can share on our social media.

**Ways to donate.** Platforms like JustGiving or Facebook are easy ways for people to donate online. For those who prefer to give directly, use a charity box or our sponsorship form. Don't forget to ask your sponsors to fill in their details and tick the Gift Aid box if they're a UK taxpayer.

**Big smiles.** Send us a photo of you with our downloadable poster saying how much you've raised. Thank you!



# WHERE DOES THE MONEY GO?

The money you raise could help in so many ways. Our goal is to deliver sessions that are accessible and affordable for adults and young people with a disability. Even small donations are valuable to us and can be instrumental in our success.

**£300** could subsidise adaptive waterski taster sessions for 10 people

**£600** could fund some essential adaptive sports equipment

**£1000** could help us train & support new volunteers for a year

**£2000** could provide a bursary for someone to attend a life-changing international alpine ski camp

**£4000** could subsidise adaptive sports weekend residential for 40 people





# FUNDRAISER STORIES



## MEET HILARY

Hilary has MS, Access Adventures introduced her to adaptive waterskiing. With ongoing support & coaching we've seen incredible progression!

Hilary rowed 100 miles in a month. She smashed her initial target of £200 and raised £535.

Thank you Hilary!



## MEET MATT

Matt's daughter was a participant on our incredible ski camp in Colorado. Yasmin also waterskis regularly with us. The whole family now volunteers for Access Adventures!

Every Christmas Matt makes awesome wooden reindeer to raise money for us.

Thank you Matt!



## MEET RICH

Rich's brother had his life transformed by adaptive adventure sports after sustaining a spinal cord injury.

Rich tackled several running events, including the London Marathon, Land's End to Lizard Point, and around the Isle of White. He raised an amazing £4170

Thank you Rich!



# ONLINE FUNDRAISING Part 1

Setting up a fundraising page is quick and easy and means people can sponsor you from anywhere. We recommend using JustGiving.

Here are some tips on how to create the best online fundraising campaign:

**Make it personal.** Let others know your story and why you are fundraising for Access Adventures. This is likely to encourage more people to support you.

**Set a target.** Having a goal encourages people to donate and also keeps you motivated. Your supporters will be encouraged to donate if they can see that you haven't hit your target yet. Remember, if you hit your target ahead of your event, don't be afraid to raise it!

**Get snapping.** Upload good quality photos of you or the person you're raising money to remember or celebrate. Even better if you wear your Access Adventures t-shirt!

**Shout about it.** Publicity is a key element of successful fundraising. The more people who know that you're doing something amazing for Access Adventures, the more people will support you.

**Social media.** Remember to add the link to your fundraising page on any social media posts. This makes it really easy for people to find your page and make a donation.



# ONLINE FUNDRAISING Part 2

**Start with people you know.** Successful fundraising starts with the people you know and expands from there. Ask your friends, family and work colleagues to sponsor you. Suggest they also share the link to your fundraising page. People with the best intentions can be forgetful so don't be afraid to remind them to sponsor and share your link.

**Local media** such as newspapers, TV and radio provide lots of opportunities for you to publicise your fundraising and raise awareness of Access Adventures and mental health in your local area. If you're being interviewed, take some time to prepare beforehand so you remain calm and confident.

**Printed material.** Putting up posters in your local area or handing out flyers can help raise awareness of your fundraising. Or consider creating an eflyer which can be sent out for free.

**Say thanks.** Please remember to say thank you to everyone who sponsors and supports you, and let them know Access Adventures is really appreciative.

**Final Update.** Remember to give one final update once your event or fundraising campaign has finished. As well as a moment to celebrate, it's also a useful prompt for people who've forgotten to donate.





# IDEAS!

Fancy dress day



BBQ/ Social event



Cake sale



Sponsored challenge (swim, paddleboard, run, bike)



Quiz



Skydive



Ebay your old gear




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