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# FUNDRAISING PACK

## EMERGENCY COVID-19 APPEAL

This is a time of great uncertainty and anxiety for us all. The COVID-19 virus outbreak has brought the type of humanitarian crisis normally associated with poor, unstable and distant lands to our own doorstep and threatens our families and communities.

Around the world the poor are disproportionately being harmed by the virus and there is grave concern about its impact in developing countries. With our global reach and network of partners we are ideally placed to play our part in halting the spread of the COVID-19 virus in countries such as Cambodia, Jordan and Iraq. Find out how you can help in this pack!

**84,000**

PEOPLE WILL BE REACHED BY  
SAFETY & HYGIENE MESSAGING

**37,000**

WILL RECEIVE HYGIENE PROTECTION KITS

**6,500**

WILL GET EMERGENCY FOOD PARCELS

**1,220**

MEDICAL STAFF AND PATIENTS WILL BENEFIT  
FROM PPE & EQUIPMENT

**DONATE NOW**



[DONATE NOW](#)

## HOW WILL THE MONEY **HELP?**

Funds from the appeal will be spent in a few different ways.

The most wide ranging will be the spreading of **SAFE BEHAVIOUR & HYGIENE INFORMATION**. This will help to raise awareness of the pandemic and ensure communities have the knowledge to protect themselves and minimise transmission.

In addition to this, funds that we raise will go towards providing food parcels, hygiene kits, and medical equipment.



### **£10** COULD PROVIDE A HYGIENE KIT FOR A FAMILY FOR A MONTH

These will include one or more of the following – facemasks, protective gloves, wet wipes, soap and sanitiser. The kits are designed to keep families well and slow the transmission of the virus.



### **£25** COULD PROVIDE A FOOD & HYGIENE KIT FOR A FAMILY FOR A MONTH

In extreme poverty people have to choose between staying in doors to prevent the spread of the virus and going to work to keep their families fed. Not going out often equals not eating. We will provide emergency food parcels to the most vulnerable people who are isolating or complying with restricted movement requirements.



### **£150** COULD PROVIDE A PIONEERING VENTILATOR TO A HOSPITAL / CLINIC

A shortage of ventilators has been identified as a significant risk which could make the crisis worse in the poorest parts of the world. Working with one of our engineering & research partners we have come up with a pioneering low cost ventilator that can be in service in a matter of weeks and is easily made.

## BATOUL'S STORY

Batoul was just seven when she escaped on foot from the war in Syria with her family. She had witnessed friends and neighbours die as a result of starvation and a lack of access to clean water in the conflict zone. The trauma caused by what she had seen in her village was compounded by having to leave her home and all the family's possessions behind.

Despite crossing the border and reaching the safety of Jordan the family's problems continued as her father went into a spiral of decline and started drinking. When she came to the Sir Bobby Charlton Centre in the Jordanian capital of Amman she was withdrawn and quiet. She did not want to engage with the other children and preferred to play & paint alone. Her shyness was also affecting her ability to learn at school. She did however show artistic talent and was able to express her feelings through her art.

Slowly she started to emerge from her depression and became more active in the art therapy sessions she was attending. Overtime she even began helping other children with their art and began to show natural leadership skills. As a result she was selected by Sir Bobby Charlton Centre staff to take part in a youth leadership training programme and she passed with flying colours. Dr. Niveen Abu Zaid, who runs the art therapy project, said that Batoul had worked so hard to overcome her trauma and the fact that she is now supporting other children out in the community was a tribute to her determination and personal resilience. As part of her community work she has set up a group of young people to help support other lonely and vulnerable refugees.

Today she is much more settled at school and in her home life. Since the coronavirus outbreak and the subsequent lockdown in Jordan Batoul has been continuing her studies at home so, like all the children, she jumped at the chance to paint a Sir Bobby Charlton themed rainbow for The Sir Bobby Charlton Foundation Covid-19 emergency appeal. Her rainbow was chosen from dozens produced by refugee children for its visually striking symbol of hope for vulnerable people around the world and its life saving message for everyone to stay at home in order to protect themselves from the virus.

DONATE NOW



Dear friends and supporters,

Thank you for being one of Bobby's Champions. It is my hope that together we can realise my dream of a world where everyone has the right to live, work and play equitably and safely free from legacy of war.

I was inspired to set up The Sir Bobby Charlton Foundation following a visit to Cambodia, where I saw firsthand the devastating effect of landmines and other explosive remnants of war on families and children decades after the fighting there had stopped. By raising funds to support our humanitarian & development projects, our education programmes and research you will play a vital role in helping us to support victims of conflict around the world. You truly are a CHAMPION.

Inside this pack you will find many ideas and inspiration to help get you started with your fundraising for The Sir Bobby Charlton Foundation. You may want to organise your own activity or join in with someone else's.

Just like a successful football club, The Sir Bobby Charlton Foundation relies on teamwork to achieve its goals. As one of Bobby's Champions you will be working with us to help transform the lives of those who suffer daily from conflict and its aftermath.

Thank you for being part of my team.



Sir Bobby Charlton CBE

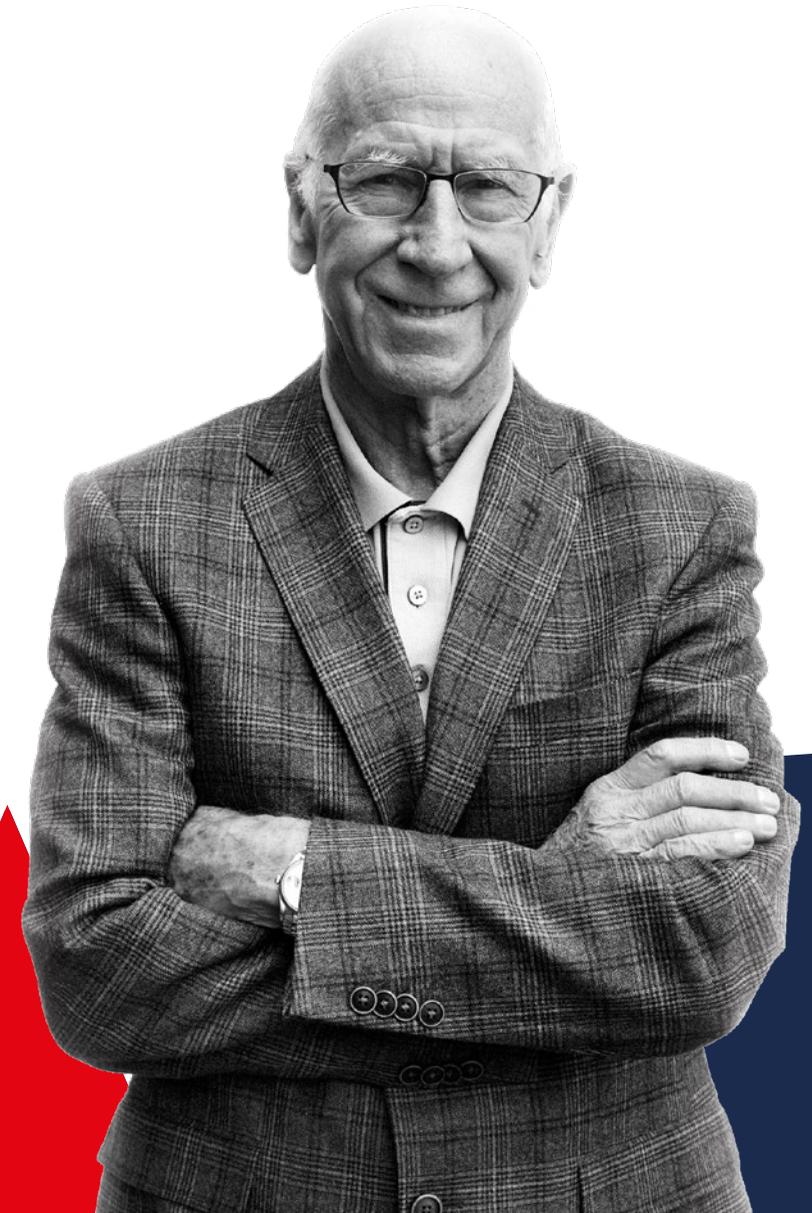


## WHAT IS THE SIR BOBBY CHARLTON FOUNDATION?

The Sir Bobby Charlton Foundation is a UK charity for victims of conflict that was founded in 2011 by England and Manchester United legend Sir Bobby Charlton. Sir Bobby has seen firsthand the damage war can do to civilian populations and is committed to building a world where everyone has the right to live, work and play freely, equitably and safely.

The Foundation contributes in practical ways to rebuilding the peace by addressing the economic, social, environmental, and cultural impact of war. It focuses its resources on working with the community in developing countries where conflicts past and present fuel poverty, disadvantage and discrimination.

Sir Bobby needs your support to help the millions of people living in the shadow of war around the world. You can do this by simply donating to our cause or by fundraising and becoming one of Bobby's Champions.



## WHAT IS **BOBBY'S CHAMPIONS?**

### Thank you for joining Bobby's Team!

Sir Bobby Charlton has achieved more in football than any other player in the English game. His successes include league titles, European trophies, and the World Cup. Now he is taking on his biggest challenge yet - to help the victims of conflict - and he is pleased to welcome you onto his team. Bobby's Champions is a new charitable fundraising initiative that gives you the opportunity to join Sir Bobby in his goal to transform the lives of conflict affected communities.

In this Bobby's Champions pack you will find great ideas to get you started on your fundraising, even while we are in lockdown! The options are endless and how you raise the money is up to you. Friends and family are welcome to join in. As well as using your own initiative to raise money throughout the year, you will also get the chance to work together with other Champions and The Sir Bobby Charlton Foundation staff on big fundraising and special occasion events once these are back in place.

[Start fundraising today!](#)

If fundraising isn't for you right now, then click the button to donate to our **COVID-19 APPEAL** or text **BOBBY** to **70025** to donate **£10**

[CLICK HERE](#)



## OUR SPONSORS

Our thanks goes to our current and past sponsors. Contact us to find out how your logo can appear here.



## KICKING OFF **YOUR FUNDRAISING!**

Thank you for becoming a Bobby's Champion. We want you to succeed in your fundraising activities and enjoy yourself along the way. So, to get you underway and off to a winning start here are our team talk top tips!

**How much time do you have?** Make sure you're setting goals that are achievable for you in the time you have!

**What is your target?** This should be realistic but challenging. It will help you to focus your fundraising efforts and encourage others to donate to the cause.

**How will you raise your money?** Choose something you are interested in, whether you are using a skill you already have or learning something new! This pack contains lots of ideas to get you started.

**Who is involved?** Make sure you know who is doing what - are you making a solo effort or will a team of family and friends be helping? If you have a job why not chat to your employer to see if they would like to help or be involved?

**How can people donate?** In all the excitement of planning your fundraising activities don't forget to put in place easy ways for people to donate. Online giving pages are a great way to do this! Make a record of the money that is pledged or comes in and encourage any UK taxpayers to Gift Aid their donation.

**Celebrate!** When you have finished don't forget to thank everyone who helped and to give yourself a well deserved pat on the back.

[CLICK HERE TO DOWNLOAD SPONSORSHIP FORM](#)

Donating through Gift Aid means The Sir Bobby Charlton Foundation can claim an extra 25p for every £1 you give. It will not cost you any extra. If those supporting your fundraising efforts are UK taxpayers then ask them to make a simple Gift Aid declaration (on the sponsorship form that you can download or the online fundraising page) and we will do the rest.

*giftaid it*

## WAYS TO RAISE MONEY

Even in lockdown there are loads of fun things you can do to raise money! We've suggested a few for you to get you started, but let your imagination run wild. Just make sure to stay safe and follow government social distancing measures.



### Virtual Bake Off Coffee Morning

Everyone donates to participate and bakes something to bring along and show off over webcam. Vote for a winner and then each enjoy the fruits of your labour.



### Virtual Pub Quiz

Get colleagues, friends or family to donate to take part in a battle of the brains quiz over a video chat platform. Winners take the bragging rights!



### Virtual Open Mic Night

Gather a group of musical, poetic, or comedically inclined friends and put on an open mic night over a video chat platform. Donate to participate or watch!



### Craft for Sale!

Use your creative talents to make craft items (jewellery, pottery, carvings, cards etc) or artwork that can be sold and safely posted to friends, family and work colleagues.



### Mountain High...

Choose a mountain and work out how many times you need to climb the stairs in your house in order to reach the summit! Ask people to sponsor your efforts, and make sure to get a victory photo when you reach the 'peak'!



### Online Game Tournament

Gather a group of friends on an online gaming platform and each donate for the chance to compete to be the glorious victor! From football to racing games, make it work for you.



## GET SOCIAL

Let your friends and family know about your fundraising via social media such as Twitter, Facebook, LinkedIn and WhatsApp. The more people that know about your activities, the more people can support you! Make sure to connect with us on social media too!

If you need some help with the text to put on your social media and fundraising pages there is some example text for you in the Resources section of this brochure!



@TheSBCFoundation



@TheSBCFoundation



@SBCFoundation



thesbcfoundation.org

# SPREAD THE WORD

## Crowdfunding

You can also use crowdfunding to raise money and encourage others to engage in your activities as a Bobby's Champion.

Go to [crowdfunder.co.uk](https://crowdfunder.co.uk) to start your own crowdfunding.

## Write a press release!

Why not ask your local newspaper to support you? Local newspapers are always keen to run stories about community fundraisers.

Newspaper coverage can help raise the profile of the charity as well as raising more money for the cause!

- Top tips:**
- ✓ Include a great photo
  - ✓ Make sure to include the address of your fundraising page



## GET IN TOUCH

If you have any questions please do not hesitate to get in touch with us:

**CALL** +44 (0)1565 759 829

**EMAIL** [info@thesbcfoundation.org](mailto:info@thesbcfoundation.org)

**VISIT** [www.thesbcfoundation.org](http://www.thesbcfoundation.org)



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## HELPFUL RESOURCES

[CLICK HERE TO DOWNLOAD SPONSORSHIP FORM](#)

### Text for your social media page:

Need some help explaining what The Sir Bobby Charlton Foundation does on social media? Here's some text for you to use!

The Sir Bobby Charlton Foundation is a development charity which helps the victims of conflicts past and present. It believes that everyone has the right to live, work and play freely, fairly and safely no matter where they are in the world. It focuses its support on communities in developing countries such as Syria, Iraq and Cambodia where current conflicts or the legacy of war continues to fuel suffering, disadvantage and discrimination. It works to rebuild war torn communities through economic, social and environmental interventions. By taking this approach it makes communities safer and empowers local people to take back control of their lives and shape their own futures.

The charity was founded in 2011 by football legend Sir Bobby Charlton following a visit to Cambodia where he witnessed first-hand the devastating impact that landmines and the explosive legacy of war was still having on innocent civilian communities more than 20 years after the conflict had ended. On returning to the UK Sir Bobby was determined to do something practical to help the people he had met and thousands more like them around the world. As a result The Sir Bobby Charlton Foundation was established and today it is a well respected member of the international development sector making a crucial contribution to the safety and well being of conflict affected people.

### Its three main areas of work are:

- 1. Humanitarian & Development Assistance** - including providing physical therapy & prosthetics for those injured as a result of conflict, trauma counselling and self-help income generation groups.
- 2. Education and Training** - including vocational & small business start-up training and landmine risk education.
- 3. Research and Innovation** - including groundbreaking medical & new landmine clearance technology.

One of the key mechanisms for delivering support are a network of conflict recovery centres that we are developing in countries affected by war. The first Foundation centre was opened in 2017 in the Jordanian capital of Amman in support of refugees who have fled the conflict in Syria. The support on offer covers several rehabilitation fields including physical therapy, child trauma counselling and vocational training.

With your help, we can realise Sir Bobby's dream of safer, fairer world.