

ACTIVELY CHANGING LIVES

Premier Foundation is a charity that provides vital support to disadvantaged young people, opening doors to new opportunities and giving these children a brighter future.

We recognise how powerful sport and physical activity can be, and that the positive outcomes extend far beyond just physical health. They have the power to change people. Being active is not just an enjoyable way to improve health and wellbeing, but can also increase skill, personal development and community cohesion – all the more important for those living in deprivation.

Now, it's your turn. To continue our work with the young people that need it, we need your help in raising donations.

Why should fundraising and giving donations be an integral part of your business's Corporate Social Responsibility strategy?

Corporate Social Responsibility (CSR) has become increasingly important in today's businesses. More and more companies are taking account of the financial, environmental and social impacts within their operations, and giving back to their community.

Businesses are beginning to see how economic growth is linked to social and environmental wellbeing, and how investing in this can not only help a business's long term sustainability, but make a positive impact on society.





So, what will this do for your business?



Better employee engagement rates...

A 2013 study conducted by Forbes revealed a link between **happier employees** and organisations that engage in CSR activities. When asked, 89% of companies indicated this was the case, while a further 79% believed their **employees were better engaged** with the company itself. Fundraising strategies help with **recruitment** as well: around 60% of companies found that fundraising and volunteering are critical for recruiting young and qualified employees, with 58% indicating they would take a 15% pay cut just to work in an organisation with values that match their own.

...Now that's impressive!



Raising money for a good cause is tangible...

We, like all other charities, need donations to continue making a positive impact on society and furthering the great work we do. And we'll be honest – charities like us find raising funds increasingly difficult in this tough economic climate.

While volunteering as a charitable activity is becoming increasingly popular with companies, donations are the lifeblood that enable us to continue our core work.

And ultimately, a company with a CSR strategy will be more successful in helping others than one that chooses not to fundraise at all.



Promote your company in a positive light...

Setting up a company fundraising page to help Premier Foundation can increase the amount of exposure your company receives.

On average, each company's fundraising page features 41 fundraisers. It's these people that will act as your ambassadors, spreading the message about the great work you're doing with Premier Foundation from their own social media platforms. And with the average Facebook user having 335 friends, you could reach more than 13,000 people instantly. That's thousands of people learning about your company's CSR endeavours in just seconds.

...We say that's the best marketing you can have!

Challenge yourself

Our fundraising events are great fun and easy to enter. You can take part in:



Cycle rides



Runs



Skydives



Walks and treks



Obstacle races



There are thousands of events you can take part in up and down the country and all over the world. Secure your own place with the event organisers then simply get in touch to let us know you will be fundraising for Premier Foundation.

We will provide you with a vest or t-shirt and lots of support. All we ask is that you raise as much money as you can!

When fundraising for any challenge such as a marathon, cycle or trek, many people ask for donations as well as holding fundraising events to help boost their sponsorship.

Please read on for great ideas to help you raise as much as you can.

Get active

Set yourself a physical challenge. Do you have an ambition to skydive, or would you love to organise a zumbathon and get as many people involved as you can? Whatever your goal, get your friends together and make a real difference.



Zumbathon



Swimathon



Netball
tournament



Sky dive



Spinathon

Online fundraising

This is now the most popular way to raise money. Friends and family can donate and pay straight away which cuts out a lot of time and trouble chasing pledged cash. Visit either:



moneygiving

Top tips for setting up an online donation page:

1. Approach the person/people you think will sponsor you the most first. This should help to set a precedent and hopefully others will follow suit.
2. Don't be afraid to stretch your targets. When you notice that you are getting close you can consider increasing it to push yourself even further.
3. Use our list on page 8 to show your sponsors the difference their money is making.

To set up your page please visit wonderful.org or virginmoneygiving.com



Why raise money for the Premier Foundation?

Premier Foundation is a charity that provides vital support to disadvantaged young people, opening doors to new opportunities and giving these children a brighter future.

By raising money for the Premier Foundation you will be making a real difference to the lives of children and young people living in poverty and help Premier Foundation to achieve its mission of actively changing lives.

You can see how far your donation can go to improve the lives of the people we work with; whether this is a one-off corporate donation, a regular amount or becoming a partner and helping us to raise a great life-changing sum of money!



£250

can help improve 5 young people's mental health with a sport and mental health-awareness session that will help them better cope with life's hardships.



£1000

can help 10 young people living in poverty enhance their employability skills and gain the confidence they need to support themselves..



£2500

can help 40 children living in poverty take part in a 12 week course of sport and physical activity sessions and keep them off the streets..



£5000

can help instil healthy lifestyles within the next generation in 5 different areas of poverty

10 ways you can get involved and show your support for Premier Foundation...



You are one step away from changing the next generations lives for the better.



Option 1:
One-off donation



Option 2:
Monthly donation



Option 3:
Annual donation



Option 4:
Give a gift to your staff and donate to the Premier Foundation and an individual certificate will be produced in their name.



Option 5:
Payroll Giving. Select this flexible scheme which allows anyone who pays UK income tax to give regularly and on a tax free basis direct from their pay.



Option 6:
Have Premier Foundation as your "Charity of the Year" and become our partner and work closely with us all year to make a difference.



Option 7:
Fundraise for the Premier Foundation to raise donations.



Option 8:
Volunteer for the Premier Foundation and provide your support through the gift of time.



Option 9:
Test your limits with a challenge event to raise donations as well as team building with your fellow colleagues.



Option 10:
Leave a legacy to us. Are you inspired about what we do? Leave a legacy in your will to continue to make a difference and help to make the world a better place.



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premierfoundation.org.uk