



Fund Race 2023

 **Help us make a difference this school sports day!**

Fund Race is a new integrated fundraising and awareness campaign launching in February 2023 for both primary and secondary schools to include into their existing sports day activities. It was developed after hearing Guide Dogs staff share their experiences of growing up with a vision impairment, and how their schools successfully adapted sports day. Our aim is to sign up around 1,700 schools or youth groups via our website from February to the end of May. Each school will receive a free downloadable or postal pack with an assembly plan, learning resources and fundraising ideas. Addnoddau Cymraeg ar gael - Welsh resources are available too.

Key messages to the public

- **Fund Race** is a sports day challenge that everyone can enjoy.
- Make **Fund Race** part of your school's sports day and raise vital funds for Guide Dogs, while also learning more about life for children with sight loss.
- **Fund Race** is a track race for students, parents, and teachers - with a twist! Everyone in the race is blindfolded and uses a rope as their guide.
- In the UK today, there are around 28,000 children who have a vision impairment. We've created this challenge to start important conversations about sight loss and being more inclusive and accessible.
- We're best known for our incredible guide dogs. But we also support thousands of children and young people across the UK.
- Every pound raised by **Fund Race** will make a difference. Just £48 could buy a child a custom-made, large print book so they can read a paper book just like their friends.
- Find out more at guidedogs.org.uk/FundRace.
- **Ready, set...Fund Race!**





No sweat required to get involved

All schools will be emailed in February and paid marketing starts in March, but you can signpost any group to sign up via [guidedogs.org.uk/FundRace](https://www.guidedogs.org.uk/FundRace) to receive our free downloadable or postal resource pack, specific to their age range:

- Guidance about organising the event and fundraising ideas.
- An assembly plan including learning about accessibility and inclusion, with a PowerPoint and YouTube videos of children and young people with sight loss sharing their own stories.
- Information on how to invite a Guide Dogs speaker.
- Lesson resources including the all-important blindfold to cut out and decorate with an inclusivity pledge. The pledge can also be written on a take-home postcard to show parents/guardians which includes a reminder about regular eye tests for children.
- Editable posters, stickers, certificates - and more!



Top tips for schools to *run* up funds

Asking race participants to pay to enter.

Running a refreshment stall for all those thirsty racegoers (and spectators)!



Asking for donations at the event or via a **JustGiving** page which can be set up at [justgiving.com/campaign/FundRace](https://www.justgiving.com/campaign/FundRace).

Setting up blindfolded mini-games or obstacle courses, with a small fee to join in the inclusive fun.

Schools and groups that pay in their fundraising total will receive a **Guide Dogs Champion for Active Inclusion** accreditation to display.



We want you on our team!

There is so much you can do to help support your local fundraising colleagues with our **Fund Race** campaign.



A quick sprint

Hit 'like' on our **Fund Race** social media posts or share content on pages you are linked to. This free action takes seconds but can help increase our engagement and reach even more potential supporters.



A steady jog

Are you a parent/guardian or connected to a local school or youth group? Maybe you already have school contacts through your Guide Dogs role? Tell them directly about this exciting opportunity with one of our **flyers** or use our **template emails** in the Fund Race All Staff Teams channel. Signpost them to guidedogs.org.uk/FundRace so they can register for a free resource pack.



A marathon effort

- Take the first hop, skip, and jump in making a difference by volunteering to be part of the fundraising team at your local school or youth group if they sign up to **Fund Race**. Showcase your gold medal work on social media using **#GuideDogs**, your local team's social media, or via the All Staff Teams channel.
- Share regional fundraising stories on your social media channels and support any local press coverage with our help.
- Going to any events? Take our **English and Welsh flyers** with you to pop up on noticeboards or leave on reception desks.

Question?

Email the project team:
FundRace@guidedogs.org.uk

Thank you for giving back this sports day.

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