



# FUNDRAISING FOR AHEAD OF THE GAME



SUPPORTING THOSE DIAGNOSED WITH CANCER



TELL YOUR STORY



SET A TARGET



CAPTURE



MAKE A CHANGE



# AHEAD OF THE GAME

FOUNDATION



# AHEAD OF THE GAME FOUNDATION

AHEAD OF THE GAME FOUNDATION LAUNCHED IN 2021, BY FOUNDER DAVE BOLTON (FORMER WORLD KICKBOXING CHAMPION & GBM IV BRAIN TUMOUR SURVIVOR) AND DOMINIC MATTEO (FORMER PROFESSIONAL FOOTBALLER & BRAIN TUMOUR SURVIVOR), FOLLOWING THEIR OWN DIAGNOSIS. THE FOUNDATION'S AIM IS TO RELIEVE THE NEEDS OF THOSE DIAGNOSED WITH CANCER AND/OR A LONG TERM HEALTH CONDITION CAUSED BY CANCER, TREATMENT OR SURGERY. THIS IS ACHIEVED BY PROVIDING A FULLY FUNDED HEALTH & WELLBEING CANCER PRE/REHABILITATION PROGRAMME DELIVERED BY FULLY QUALIFIED SPECIALIST COACHES; EDUCATIONAL WORKSHOPS ON RELATED TOPICS AND EFFECTS OF CANCER; SIGNPOSTING INDIVIDUALS TO OTHER ORGANISATIONS WHEN APPROPRIATE SUCH AS MENTAL HEALTH COUNSELLING, AND/OR SPECIALIST NUTRITIONIST ADVICE.

AHEAD OF THE GAME FOUNDATION AIMS TO HELP RAISE BRAIN TUMOUR AWARENESS, WHILST ALSO WORKING ALONGSIDE BRAIN TUMOUR RESEARCH AND THE BRAIN TUMOUR CHARITY TO FUND VITAL RESEARCH WITHIN THIS MASSIVELY UNDERFUNDED FIELD. SHOCKINGLY BRAIN TUMOURS RECEIVE LESS THAN 1% OF THE NATIONAL FUNDING ALLOCATED TO ALL CANCERS. YET BRAIN TUMOURS ARE THE LEADING CAUSE OF DEATHS IN ADULTS AND CHILDREN UNDER THE AGE OF 40, WHICH IS MORE THAN ANY OTHER CANCER. ONLY 12% OF THOSE DIAGNOSED WITH A BRAIN TUMOUR WILL SURVIVE BEYOND FIVE YEARS.

THE AIM OF THE FOUNDATION IS TO BRIDGE THE GAP IN THE NHS BY PROVIDING FREE REHABILITATION TO THOSE DIAGNOSED WITH ALL TYPES OF CANCER, THROUGH OUR HEALTH & WELLBEING CANCER REHABILITATION PROGRAMME.

## THE PROGRAMME INCLUDES:

- Initial Consultation up to 2 hours
- Functional movement screening and testing session
- A bespoke pre/rehabilitation exercise programme. The programme will be safe, structured and phased which will be coached weekly. The weekly coached sessions can be delivered by a live online platform, in person at one of our facilities or when cleared by the cancer specialist coach to participate in a monthly group exercise session with other programme enrollees
- Nutritional guidance and support
- Mental health counselling
- Family support counselling
- Financial support / guidance
- Yoga (optional)
- Pilates (optional)
- Guided walks (optional)
- 8 week mindfulness course (optional)



VISIT OUR WEBSITE: [WWW.AHEADOFTHEGAMEFOUNDATION.COM](http://WWW.AHEADOFTHEGAMEFOUNDATION.COM)



# AHEAD OF THE GAME

FOUNDATION

## DAVE BOLTON'S STORY

**CURRENTLY IN TOP 2% OF WORLD  
SURVIVORS FOR A STAGE 4  
GLIOBLASTOMA**



DAVE SUFFERED A 15 MINUTE NOCTURNAL SEIZURE AT HOME IN 2014, HE STOPPED BREATHING, DISLOCATED HIS RIGHT SHOULDER AND BIT THROUGH HIS TONGUE. IT WAS CONFIRMED THAT DAVE HAD A TENNIS BALL SEIZED TUMOUR LOCATED IN HIS FRONTAL LOBE OF HIS BRAIN. HE WAS DIAGNOSED WITH A BRAIN TUMOR (ASTROCYTOMA DIFFUSE II ) WITH A LIFE PROGNOSIS OF 5 YEARS. DAVE CARRIED OUT HIS STRENGTH AND CONDITIONING QUALIFICATIONS AND WAS WORKING WITH PROFESSIONAL SPORTS TEAMS, ATHLETES AND THE GENERAL PUBLIC. IN 2015 AT A ROUTINE SCAN, ANOTHER BRAIN TUMOUR WAS FOUND, LOCATED IN THE CENTRAL HEMISPHERE OF THE BRAIN. THE TUMOUR WAS A GLIOBLASTOMA MULTIFORME IV, THE BIGGEST KILLER OF THE UNDER 40'S IN THE WORLD AND HIS LIFE PROGNOSIS WAS 3 MONTHS. DAVE REFUSED TO LET CANCER TAKE CONTROL OF HIS LIFE AND STARTED HIS OWN HEALTH & WELLBEING REHABILITATION. DAVE REQUALIFIED AS A CANCER PRE/REHABILITATION SPECIALIST COACH. ALONGSIDE EXTENSIVE RESEARCH INTO ADDITIONAL THERAPIES, EXERCISE, NUTRITION, SUPPLEMENTS, HE HAS BEEN ABLE TO LAUNCH A FOUNDATION TO HELP WITH THE REHABILITATION OF THOSE WHO ARE STRUGGLING WITH ANY CANCER DIAGNOSIS.

### CLIENT TESTIMONIAL

"Whilst the Surgeon and Oncologist saved my life, I truly believe that Dave saved my mental and physical well being. When I was first introduced to Dave via a mutual friend I was broken and desperate. A diagnosis of breast cancer had sent me into an emotional free-fall. Through Dave's weekly sessions I not only became stronger mentally with his ongoing mantra of positivity and optimism. He also rehabilitated me post two significant surgeries and steadily increased my exercise regime making me ironically fitter than I've ever been, despite being in chemotherapy for the full training plan. My family and I are eternally grateful for his support and he has enabled me to face into one of the most scariest moments of my life." - *Dr Helen Newby-Ricci*

**SCAN OUR QR CODE TO SET UP A  
MONTHLY DONATION**



**VISIT OUR WEBSITE: [WWW.AHEADOFTHEGAMEFOUNDATION.COM](http://WWW.AHEADOFTHEGAMEFOUNDATION.COM)**

# FOLLOW THESE SIMPLE STEPS AND YOU'LL BE AHEAD OF THE GAME

## **Tell your story**

We all love stories, so explain why you're fundraising for Ahead Of The Game, how we help, and what it means to you.

## **Set a target**

Pages that have a fundraising target raise 46% more money so be ambitious but be realistic.

## **Update your fundraising pages**

Regular updates bring in more money, so proudly share your training and fundraising progress.

## **Make it a team effort**

Get your friends and family to join you on your fundraiser and you'll be raising even more to support people diagnosed with cancer.

## **Snap and share**

Everyone loves a photo, and pages with pictures raise 14% more money, so show the world your efforts!

## **Give to yourself**

Fundraisers who donate to their own page raise 54% more money, and will encourage others to follow suit.

## **Go live**

Videos and live streams really help bring your story to life and JustGiving make it easy to link your page to streaming platforms like YouTube.

## **Make payday count**

Most people give towards the end of the month, near payday, so it's the perfect time for a challenge update or gentle donation poke.

## **Keep going past the finish line**

Around 20% of donations come in after the event so be sure to update everyone with your success story!

# AHEAD OF THE GAME

## FOUNDATION

**WANT TO RAISE MONEY TO SUPPORT AHEAD OF THE GAME FOUNDATION, BUT DON'T KNOW WHERE TO START?**

**WHETHER YOU'RE A FIRST TIMER OR A REGULAR FUNDRAISER, EVERYBODY NEEDS A LITTLE INSPIRATION SOMETIMES. HAVE A LOOK AT OUR FUNDRAISING EVENT IDEAS TO FOLLOW!**



**HIKE/WALK**



**MARATHON**



**HEAD  
SHAVE**



**SWIM**



**STEPS  
CHALLENGE**



**CAR  
WASH**



**EXERCISE  
CLASS**



**NO SUGAR  
BAKE SALE**



**GIVE IT  
UP!**



**SKYDIVE**



# WALK/HIKE

A charity walk or hike is a fundraising event where participants walk or hike a certain distance to raise money for a charitable cause. Here are some steps to help you organise a successful charity walk or hike:

- 1. Find a location:** Look for a location to host your event. You can choose a public place or a private location such as a park or a hiking trail.
- 2. Set a distance and course:** Decide on a distance for the walk or hike and create a course map. Make sure the course is safe and suitable for walkers and hikers of all levels.
- 3. Recruit participants:** Reach out to friends, family, and members of your community to recruit participants who are willing to walk or hike for charity. You can also advertise for participants on social media or community bulletin boards.
- 4. Set a fundraising goal:** Decide on a fundraising goal for your event. Make sure it is achievable but challenging enough to encourage participants to raise more money.
- 5. Promote your event:** Spread the word about your charity walk or hike through social media, flyers, and community bulletin boards. Encourage people to participate and support the cause.
- 6. Host the event:** On the day of the event, make sure everything is set up and ready to go. Welcome your participants and thank them for supporting your cause. Remind them of the charity you are supporting and the impact their participation will have.
- 7. Collect donations:** Set up a donation box or a way for people to make a donation online. Let participants and attendees know that their contributions are going towards a good cause.

Remember to thank your participants, volunteers, and any sponsors for their support. Keep track of your donations and expenses to ensure that you can make a significant contribution to your chosen charity. Good luck with your charity walk or hike!

## WALK/HIKE



### AHEAD OF THE GAME FOUNDATION WALK/ HIKE FUNDRAISING PACK INCLUDES:

- 1x Ahead Of The Game Cap
- 1x Sticker Sheet
- Ahead Of The Game Leaflets
- Sponsorship Form

From everyone here at Ahead of the game foundation, we would just like to say a massive thank you for supporting us and helping us bridge the gap in cancer rehabilitation.



AHEADOFTHEGAMEFOUNDATION

# MARATHON

A charity marathon is a fundraising event where participants run a certain distance, usually 26.2 miles, to raise money for a charitable cause. Here are some steps to help you organise a successful charity marathon:

- 1. Find a location:** Look for a location to host your event. You can choose a public place or a private location such as a park or a stadium.
- 2. Set a distance and course:** Decide on a distance for the marathon and create a course map. Make sure the course is safe and suitable for runners of all levels.
- 3. Recruit participants:** Reach out to friends, family, and members of your community to recruit participants who are willing to run the marathon for charity. You can also advertise for participants on social media or community bulletin boards.
- 4. Set a fundraising goal:** Decide on a fundraising goal for your event. Make sure it is achievable but challenging enough to encourage participants to raise more money.
- 5. Promote your event:** Spread the word about your charity marathon through social media, flyers, and community bulletin boards. Encourage people to participate and support the cause.
- 6. Host the event:** On the day of the event, make sure everything is set up and ready to go. Welcome your participants and thank them for supporting your cause. Remind them of the charity you are supporting and the impact their participation will have.
- 7. Collect donations:** Set up a donation box or a way for people to make a donation online. Let participants and attendees know that their contributions are going towards a good cause.

Remember to thank your participants, volunteers, and any sponsors for their support. Keep track of your donations and expenses to ensure that you can make a significant contribution to your chosen charity. Good luck with your charity marathon!

## MARATHON



### AHEAD OF THE GAME FOUNDATION MARATHON FUNDRAISING PACK INCLUDES:

- 1x Ahead Of The Game Marathon top
- Sponsorship Form

From everyone here at Ahead of the game foundation, we would just like to say a massive thank you for supporting us and helping us bridge the gap in cancer rehabilitatio.



AHEADOFTHEGAMEFOUNDATION



# HEAD SHAVE

A charity head shave is a fundraising event where people shave their heads to raise money for a charitable cause. Here are some steps to help you organise a successful charity head shave:

- 1. Find a venue:** Look for a location to host your event. You can choose a public place or a private location such as a salon or barber shop.
- 2. Recruit participants:** Reach out to friends, family, and members of your community to recruit participants who are willing to shave their heads for charity. You can also advertise for participants on social media or community bulletin boards.
- 3. Set a fundraising goal:** Decide on a fundraising goal for your event. Make sure it is achievable but challenging enough to encourage participants to raise more money.
- 4. Promote your event:** Spread the word about your charity head shave through social media, flyers, and community bulletin boards. Encourage people to participate and support the cause.
- 5. Host the event:** On the day of the event, make sure everything is set up and ready to go. Welcome your participants and thank them for supporting your cause. Remind them of the charity you are supporting and the impact their participation will have.
- 6. Collect donations:** Set up a donation box or a way for people to make a donation online. Let participants and attendees know that their contributions are going towards a good cause.
- 7. Shave heads:** Have a trained professional shave the heads of the participants who are willing to participate in the head shave.

Remember to thank your participants, volunteers, and any sponsors for their support. Keep track of your donations and expenses to ensure that you can make a significant contribution to your chosen charity. Good luck with your charity head shave!

## HEAD SHAVE



### AHEAD OF THE GAME FOUNDATION HEAD SHAVE FUNDRAISING PACK INCLUDES:

- 1x Ahead Of The Game Cap
- Ahead Of The Game Leaflets
- Sponsorship Form

From everyone here at Ahead of the game foundation, we would just like to say a massive thank you for supporting us and helping us bridge the gap in cancer rehabilitation.



AHEADOFTHEGAMEFOUNDATION





# SWIM

A charity swim is a fundraising event where participants swim a certain distance in a pool, lake, or ocean to raise money for a charitable cause. Here are some steps to help you organise a successful charity swim:

1. **Decide on the swim location:** Choose a swimming pool, lake, or ocean that is safe and suitable for your event. Make sure you have permission to use the location and that you comply with any rules or regulations.
2. **Determine the swim distance:** Decide on the swim distance for participants. It can be anything from a short swim to a longer one, depending on the location and the swimming abilities of the participants.
3. **Set up registration:** Create a registration process for participants to sign up for the event. Set a registration fee that will go towards the charity. You can also encourage participants to fundraise additional donations from friends and family.
4. **Promote your event:** Spread the word about your charity swim through social media, flyers, and community bulletin boards. Encourage people to sign up and support the cause.
5. **Host the event:** On the day of the event, make sure everything is set up and ready to go. Welcome your participants and thank them for supporting your cause. Remind them of the charity you are supporting and the impact their participation will have.
6. **Collect donations:** Set up a donation box or a way for people to make a donation online. Let participants know that their contributions are going towards a good cause.

Remember to thank your volunteers, participants, and any sponsors for their support. Keep track of your donations and expenses to ensure that you can make a significant contribution to your chosen charity. Good luck with your charity swim!

## SWIM



### AHEAD OF THE GAME FOUNDATION SWIM FUNDRAISING PACK INCLUDES:

- 1x Ahead Of The Game T-shirt
- 1x Ahead Of The Game Water Bottle
- Sponsorship Form

From everyone here at Ahead of the game foundation, we would just like to say a massive thank you for supporting us and helping us bridge the gap in cancer rehabilitation.



AHEADOFTHEGAMEFOUNDATION

# CAR WASH

A charity car wash is a fundraising event where volunteers wash cars for a fee, with the proceeds going to a charitable cause. Here are some steps to help you organise a successful charity car wash:

1. **Find a location:** Look for a location to host your event. Choose a spot with high traffic where people can easily see and access the car wash.
2. **Gather supplies:** Collect supplies such as soap, sponges, buckets, and towels. Make sure you have enough supplies for the number of volunteers you expect to have.
3. **Recruit volunteers:** Reach out to friends, family, and members of your community to recruit volunteers to help with the car wash. You can also advertise for volunteers on social media or community bulletin boards.
4. **Set your prices:** Decide on a fee for the car wash. Make sure it is reasonable and competitive with other car washes in the area.
5. **Promote your event:** Spread the word about your charity car wash through social media, flyers, and community bulletin boards. Encourage people to bring their cars and support the cause.
6. **Host the event:** On the day of the event, make sure everything is set up and ready to go. Welcome your customers and thank them for supporting your cause. Remind them of the charity you are supporting and the impact their participation will have.
7. **Collect donations:** Set up a donation box or a way for people to make a donation online. Let customers know that their contributions are going towards a good cause.

Remember to thank your volunteers and customers for their support. Keep track of your donations and expenses to ensure that you can make a significant contribution to your chosen charity. Good luck with your charity car wash!

## CAR WASH



### AHEAD OF THE GAME FOUNDATION CAR WASH FUNDRAISING PACK INCLUDES:

- 1x Ahead Of The Game T-shirt
- 1x Ahead Of The Game Mug
- 1x Sticker Sheet
- Sponsorship Form

From everyone here at Ahead of the game foundation, we would just like to say a massive thank you for supporting us and helping us bridge the gap in cancer rehabilitation.



AHEADOFTHEGAMEFOUNDATION

# STEPS CHALLENGE

A charity steps challenge is a fundraising event that encourages participants to take a certain number of steps in support of a charitable cause. Participants typically track their steps using a pedometer or a smartphone app, and the challenge can be done individually or as part of a team. Here are some steps to help you organise a successful charity exercise class:

- 1. Determine your charity and fundraising goal:** The first step is to decide which charity you want to support and set a fundraising goal. This will guide the rest of your planning process.
- 2. Choose a steps challenge format:** There are many different types of steps challenges, such as a virtual race, a workplace challenge, or a team-based challenge. Choose a format that aligns with your goals and audience.
- 3. Select a platform:** Choose a platform to host the challenge and track participants' progress. There are many apps and websites available that allow participants to log their steps and share their progress.
- 4. Create a fundraising page:** Set up a fundraising page to collect donations and encourage participants to share the page with their friends and family. Make sure to include information about the charity and the steps challenge.
- 5. Promote the challenge:** Develop a marketing plan to promote the challenge and encourage people to participate. This may include creating social media posts, email campaigns, and press releases.
- 6. Set a timeline:** Determine the start and end dates of the challenge and set milestones for participants to reach. This will help keep participants motivated and engaged.
- 7. Provide incentives:** Offer incentives to participants who reach certain milestones or raise a certain amount of money. This could include prizes, recognition, or exclusive merchandise.

Remember to thank anyone who donated for their support. Keep track of your steps and ensure that you update your any followers on a weekly basis. Good luck with your steps challenge and enjoy the benefits from the additional exercise.

## STEPS CHALLENGE



### AHEAD OF THE GAME FOUNDATION EXERCISE CLASS FUNDRAISING PACK INCLUDES:

- 1x Ahead Of The Game T-shirt
- 1x Ahead Of The Game Water bottle
- Sponsorship Form

From everyone here at Ahead of the game foundation, we would just like to say a massive thank you for supporting us and helping us bridge the gap in cancer rehabilitation.



AHEADOFTHEGAMEFOUNDATION

# NO SUGAR BAKE SALE

A charity no sugar bake sale is a fundraising event where individuals donate baked goods that are made without any added sugar. The purpose of the event is to raise money for a charitable cause while also promoting healthy eating habits.

To organise a charity no sugar bake sale, you can follow these steps:

1. **Set a date and location:** Pick a date and location for the bake sale. Choose a venue that has plenty of foot traffic to attract potential buyers.
2. **Invite bakers:** Reach out to local bakers, pastry chefs, and home cooks to ask for donations of no-sugar baked goods. You can also post on social media and community bulletin boards to ask for volunteers.
3. **Plan your menu:** Create a menu of all the items that will be available for sale. Make sure to include a variety of baked goods, such as muffins, cookies, and cakes.
4. **Promote your event:** Spread the word about your charity no sugar bake sale through social media, local newspapers, and flyers. Encourage people to attend the event and support the cause.
5. **Host the bake sale:** Set up your tables, display your baked goods, and start selling! Make sure to have plenty of volunteers to help with sales and clean up.

Remember to track your donations and expenses to ensure that you are able to make a significant contribution to your chosen charity. Good luck with your bake sale!

## NO SUGAR BAKE SALE



### AHEAD OF THE GAME FOUNDATION BAKE SALE FUNDRAISING PACK INCLUDES:

- 1x Ahead Of The Game T-shirt
- 2x Sticker sheets
- Ahead Of The Game Mug
- Sponsorship Form

From everyone here at Ahead of the game foundation, we would just like to say a massive thank you for supporting us and helping us bridge the gap in cancer rehabilitation.



AHEADOFTHEGAMEFOUNDATION



# EXERCISE CLASS

A charity exercise class is a fitness event organised to raise money for a charitable cause. It's a fun way to get fit, support a worthy cause, and build community. Here are some steps to help you organise a successful charity exercise class:

- 1. Pick a type of exercise:** Decide on the type of exercise class you want to offer. It can be anything from a yoga class to a Zumba class. Choose an exercise that is popular and will attract participants.
- 2. Find a venue:** Look for a location to host your event. You can choose a gym, park, or community center. Make sure the venue is large enough to accommodate your participants and has the necessary equipment.
- 3. Recruit instructors:** Reach out to fitness instructors or trainers in your community and ask them to volunteer their time to teach the class. Alternatively, you can hire professional instructors, but this may impact your fundraising.
- 4. Promote your event:** Spread the word about your charity exercise class through social media, flyers, and community bulletin boards. Encourage people to sign up and support the cause.
- 5. Host the event:** On the day of the event, make sure everything is set up and ready to go. Welcome your participants and thank them for supporting your cause. Remind them of the charity you are supporting and the impact their participation will have.
- 6. Collect donations:** Set up a donation box or a way for people to make a donation online. Let participants know that their contributions are going towards a good cause.

Remember to thank your instructors, volunteers, and participants for their support. Keep track of your donations and expenses to ensure that you can make a significant contribution to your chosen charity. Good luck with your charity exercise class!

## EXERCISE CLASS



### AHEAD OF THE GAME FOUNDATION EXERCISE CLASS FUNDRAISING PACK INCLUDES:

- 1x Ahead Of The Game T-shirt
- 1x Ahead Of The Game Water bottle
- Ahead Of The Game Leaflets
- Sponsorship Form

From everyone here at Ahead of the game foundation, we would just like to say a massive thank you for supporting us and helping us bridge the gap in cancer rehabilitation.



AHEADOFTHEGAMEFOUNDATION



# SKY DIVE

A charity skydive is an exciting fundraising event where participants jump out of a plane and free fall before parachuting back to the ground. Here are some steps to help you organise a successful charity skydive:

1. **Find a reputable skydiving company:** Look for a skydiving company that has a good safety record and experience in organising charity skydives. Make sure the company is licensed and insured.
2. **Set a fundraising goal:** Decide on a fundraising goal for your event. Make sure it is achievable but challenging enough to encourage participants to raise more money.
3. **Recruit participants:** Reach out to friends, family, and members of your community to recruit participants who are willing to take on the challenge. You can also advertise for participants on social media or community bulletin boards.
4. **Promote your event:** Spread the word about your charity skydive through social media, flyers, and community bulletin boards. Encourage people to participate and support the cause.
5. **Collect donations:** Set up a donation page or a way for people to make a donation online. Let participants and attendees know that their contributions are going towards a good cause.
6. **Host the event:** On the day of the event, make sure everything is set up and ready to go. Welcome your participants and thank them for supporting your cause. Remind them of the charity you are supporting and the impact their participation will have.
7. **Celebrate the achievements:** After the jump, celebrate the achievements of your participants and thank them for their commitment to the cause. Collect the donations and present them to the charity you are supporting.

Remember to thank your participants, volunteers, and any sponsors for their support. Keep track of your donations and expenses to ensure that you can make a significant contribution to your chosen charity. Good luck with your charity skydive!

## SKY DIVE



### AHEAD OF THE GAME FOUNDATION SKYDIVE FUNDRAISING PACK INCLUDES:

- 1x Ahead Of The Game T-shirt
- 1x Ahead Of The Game Mug
- Sponsorship Form

From everyone here at Ahead of the game foundation, we would just like to say a massive thank you for supporting us and helping us bridge the gap in cancer rehabilitation.





# GIVE IT UP!

A charity give-up event is a fundraising initiative where participants pledge to give up something they enjoy or rely on for a period of time, such as food, drink, social media, or technology. Here are some steps to help you organise a successful charity give-up event:

1. **Decide on a give-up challenge:** Determine what participants will give up and for how long. Some common examples include giving up alcohol for a month, going without social media for a week, or giving up snacks for a month.
2. **Set a fundraising goal:** Decide on a fundraising goal for your event. Make sure it is achievable but challenging enough to encourage participants to raise more money.
3. **Recruit participants:** Reach out to friends, family, and members of your community to recruit participants who are willing to take on the give-up challenge. You can also advertise for participants on social media or community bulletin boards.
4. **Promote your event:** Spread the word about your charity give-up event through social media, flyers, and community bulletin boards. Encourage people to participate and support the cause.
5. **Collect donations:** Set up a donation page or a way for people to make a donation online. Let participants and attendees know that their contributions are going towards a good cause.
6. **Host the event:** On the day the challenge starts, welcome your participants and thank them for supporting your cause. Provide resources and support to help participants stick to their pledge.
7. **Celebrate the end of the challenge:** When the challenge period is over, celebrate the achievements of your participants and thank them for their commitment to the cause. Collect the donations and present them to the charity you are supporting.

Remember to thank your participants, volunteers, and any sponsors for their support. Keep track of your donations and expenses to ensure that you can make a significant contribution to your chosen charity. Good luck with your charity give-up event!

## GIVE IT UP!



### AHEAD OF THE GAME FOUNDATION GIVE IT UP FUNDRAISING PACK INCLUDES:

- 1x Ahead Of The Game T-shirt
- Sponsorship Form

From everyone here at Ahead of the game foundation, we would just like to say a massive thank you for supporting us and helping us bridge the gap in cancer rehabilitation.



AHEADOFTHEGAMEFOUNDATION

# MERCHANDISE

## FUNDRAISING ITEMS

AOTG HOPE T-SHIRT



AOTG BRIGHT T-SHIRT



AOTG FIGHTER T-SHIRT



AOTG POLO



AOTG MARATHON VEST



AOTG CAP



AOTG WATER BOTTLE



AOTG MUG



AOTG STICKERS





# SOCIAL MEDIA

Social media can help with fundraising events by providing a platform to reach a larger audience quickly and easily. By promoting the event on social media, sharing updates, and encouraging people to share the event with their networks, you can increase awareness and generate more donations.

## BENEFITS OF FACEBOOK

Fundraising on Facebook can offer several benefits such as its wide reach. Facebook has over 2.8 billion monthly active users, which means that your fundraising campaign can reach a large audience quickly and easily. Facebook's fundraising tools are simple to use, and you don't need any technical expertise to get started. You can create a fundraiser in just a few clicks and start collecting donations. When people see that others are donating to your cause, they may be more likely to contribute themselves.



## BENEFITS OF INSTAGRAM

Fundraising on Facebook can offer several benefits such as its wide reach. Facebook has over 2.8 billion monthly active users, which means that your fundraising campaign can reach a large audience quickly and easily. Facebook's fundraising tools are simple to use, and you don't need any technical expertise to get started. You can create a fundraiser in just a few clicks and start collecting donations. When people see that others are donating to your cause, they may be more likely to contribute themselves.



## BENEFITS OF TIKTOK

TikTok is known for its ability to make content go viral quickly, which means that your fundraising campaign has the potential to reach a wide audience and gain momentum rapidly. TikTok is popular among younger generations, which can be an advantage if your cause appeals to a younger demographic. You can leverage TikTok's user base to raise awareness and funds for your cause among this demographic. TikTok is a highly creative platform, and its users are known for creating innovative content.



## BENEFITS OF TWITTER

Twitter is a real-time platform that allows you to engage with your supporters in real-time. By responding to comments, retweeting and sharing content, and providing updates, you can create a sense of community around your cause and inspire loyalty among your donors. Twitter has over 330 million monthly active users and Twitter's retweet / share features make it easy for your followers to spread the word about your cause and encourage their networks to donate.



# ONLINE FUNDRAISING PLATFORMS

Using online fundraising platforms can help with fundraising events by providing a centralised platform to manage and track donations, as well as allowing for easy sharing on social media and other channels. By leveraging the tools and resources offered by these platforms, you can streamline your fundraising efforts, reach a wider audience, and raise more money for your cause.



Online fundraising platforms allow fundraisers to reach a wider audience beyond their immediate community, thereby increasing the potential for donations.

Online fundraising platforms allow donors to contribute to a cause from anywhere, at any time, making it easier and more convenient for them to support the cause.

Online fundraising platforms offer a wide range of fundraising options, including one-time donations, recurring donations, making it easy for fundraisers to tailor their campaigns to their specific needs.

Online fundraising platforms provide real-time updates on donations and fundraising progress, increasing transparency and accountability for both fundraisers and donors.

Online fundraising platforms typically charge lower fees than traditional fundraising methods, such as direct mail or events, which can help fundraisers maximize their donations.

Online fundraising platforms offer various engagement tools, such as social media sharing and personalised thank-you messages, to help fundraisers connect with donors.