

A wide-angle photograph of a winding mountain road, likely the Furka Pass in Switzerland, with a blue sports car in the foreground.

# CANARYBALL RALLY

Wednesday 9th October - Sunday 13th October 2019

[www.communitysportsfoundation.org.uk](http://www.communitysportsfoundation.org.uk)



# INTRODUCTION



On behalf of Credo Asset Finance, I would like to say a huge thank you for expressing an interest in our Canaryball Rally event.

The Challenge will see up to twenty teams of drivers journeying from Norwich to Milan and back, taking in eight countries and the Alps along the way. Expect some spectacular scenery, historic cities and a great sense of camaraderie and team spirit from your fellow drivers.

The money raised from the Challenge will go towards the Community Sports Foundation and their #BuildTheNest campaign; indeed, the rally starts from the very site that the money raised will help to transform.

The pack will give you a small flavour of what to expect, but please do not hesitate to contact me, or Fran Brown from Credo Asset Finance, if you have any questions.

**Simon Gray**  
Director, Credo Asset Finance

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“

We're delighted that Credo have chosen us as the beneficiaries of this hugely exciting challenge. **The money will help transform lives.**

”

**Emma Fletcher**  
Senior Fundraising and Events Manager



# THE CHALLENGE



# KEY INFORMATION

**Each person taking part in the Canaryball Rally must raise a minimum of £5,000, but of course, if you can raise more then that's fantastic!**

## Induction evening

We will be holding a final briefing evening in September at The Nest, the date of which will be communicated separately. The evening is a chance for you to meet the teams, talk through the itinerary, and have any final questions answered.

## Travel insurance/breakdown cover

You will be required to obtain your own travel and breakdown insurance for the duration of this challenge. Evidence of this will need to be provided before travel.

## Passport

A Passport is essential and must be valid for the duration of your stay. There are no visa requirements for UK citizens or EU members, but you must have a minimum of six months remaining on your passport.

Routine UK vaccinations (e.g tetanus) should be up-to-date.



## Cost & deposit

The cost to participate is £500 per person. This covers four nights' accommodation, charity t-shirt, Eurotunnel charges and a celebration party.

Please note, you will be responsible for fuel, toll charges and food costs for the duration of the challenge.

A £250 deposit is required to secure your team's place:

- payment by cheque made payable to 'Norwich City Community Sports Foundation'
- call 01603 761122 and pay by debit/credit card
- book online

The remaining money will need to be received no later than Friday 31st May 2019.

Proof that the minimum £5,000 has been raised must be given by **Friday 28th September 2019** (this can be via online donations or a copy of your offline sponsor form).



# SPONSORSHIP

## Online sponsorship

We are listed on Virgin Money Giving and it is a fantastic site for you to set up your online sponsorship page and have the funds transferred to us with ease. An online sponsorship page is a simple way for you to monitor your fundraising target and is a great way to spread the word about your fundraising and why you are doing it for Norwich City Community Sports Foundation. Virgin Money Giving has some useful guides on how to set up a team page, registering as a fundraiser and setting up a single page online.

Here is a simple step-by-step guide for how to set up a fundraising page:

### Step 1:

**Click the ‘set up a fundraising page’ button on our homepage to start**

Search for ‘Canaryball Rally 2019’.

### Step 2: Your charity

Select Norwich City Community Sports Foundation as the charity you would like your sponsorship to go to.

### Step 3: Register & customise

Register or sign in with your contact details. Select a web address for your Virgin Money Giving Page. It's now set up and you are free to customise your page.

**In addition to online please feel free to use one of our sponsor forms included in this pack. Encourage people to use gift aid where possible.**



## Sell advertising space on your car!

Signs Express Norwich have agreed to sign all the cars with official Canaryball Rally numbers, and are also offering a special discount rate for additional printing.

Selling advertising space on your car to local businesses or organisations is a speedy way to smash your fundraising goal. Magnetic logos are cheap to produce, and can be attached to your car for the duration of the challenge. Great publicity for them, and your car will look the part too!

Organisations will often support their employees by matching the money they raise, or by contributing a certain amount, so the first company you ask could be your own.

To find out more contact  
[joe.harvey@canaries.co.uk](mailto:joe.harvey@canaries.co.uk)



WHOM CSF HELP

“

The Foundation has **helped me change my life** for the better by getting fitter, having a better routine, and **building my confidence**. They are a fantastic charity and have been a **great support**.

Brian Cook  
Street Life Soccer participant

”



# TOP TIPS FOR FUNDRAISING...

## START EARLY

The sooner you start, the more money you will raise.



## SET A TARGET

Your goal should be reachable, but also if you are getting close to your goal, stretch it again!



## CONTACT EVERYONE!

Check your personal and work address book and, let your contacts know. You may be surprised at who will support your cause.



## CUSTOMISE YOUR EMAILS



Why not personalise your personal or work email signature to include a link to your fundraising page? Recipients of your emails may be inspired to help support your walk.

## COMMUNICATION SCHEDULE



Plan dates in advance for when you will contact people. Don't bombard your friend list with emails, but make sure you keep up a regular stream of communication.

## IF YOU DON'T ASK YOU DON'T GET!



People can only donate if they know about it, so make sure you tell them! Don't be shy and don't be scared to remind them.

## CUSTOMISE YOUR FUNDRAISING PAGE

Try to add photos, videos, a story and even a blog - let people feel what you are going through and why.



## SOCIAL MEDIA

Update your status on Facebook, Twitter, LinkedIn, or Instagram. Keep directing them to your fundraising page!



## BE CREATIVE AND FUN

Cake sales, pub quizzes and car-washes are some of the most common fundraising events but don't be afraid to think 'outside of the box'.



## FUNDRAISE WITH OTHERS



Join forces and raise money with another fundraiser - two heads are often better than one! Having a shared target can motivate both of you to reach your goal.

## STAY FOCUSED

If you need reminding of why you are completing the walk, visit the charity's website, watch our videos, read our case-studies and get re-inspired!



## SAY THANK YOU!

Make sure you say thank you to your donors. You might need them again next time!



# POST-EVENT

When it is time to transfer the money raised to Norwich City Community Sports Foundation, you can use one of the three methods below:

- **Using Virgin Money Giving** any monies donated against the fundraising page you have set up, are automatically sent through to our bank account on a weekly basis.
- **Via bank transfer** – Pay to the account of: Norwich City Community Sports Foundation.

**Bank:** Barclays

**Sort Code:** 20-62-61

**Account Number:** 83299104

Please reference: CR followed by your name

- **By cheque or Charities Aid Foundation (CAF)** made payable to Norwich City Community Sports Foundation.

We appreciate at times actually collecting in the money after an event can cause delays; where at all possible we encourage you to try and collect the money as people pledge. However we have also found that quite often people will donate post-event, especially when they hear first-hand your experiences on the day. Don't be afraid to leave your online page open for up to four weeks after the event.

We do ask however that any offline money is collected and returned to us as soon as possible, or at the latest **Friday 15th November 2019**.



“

The happy, **welcoming environment** at the sessions gives Tommy not only an opportunity to exercise, but to be **part of a team**, build **friendships** and have **fun**.

”

**Caron**

Parent of Tommy, Down's Syndrome participant



# CONTACT DETAILS

## CSF Senior Fundraising & Events Manager **Emma Fletcher**

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## CSF Head of Marketing & Communications **Daniel Wynne**

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## CSF Charity office

Norwich City Community Sports Foundation  
Norwich City Football Club  
Carrow Road  
Norwich  
Norfolk  
NR1 1JE  
**T:** 01603 761122  
**E:** csf.fundraising@canaries.co.uk

**Charity No.:** 1088239

**Website:** [www.communitysportsfoundation.org.uk](http://www.communitysportsfoundation.org.uk)  
**Twitter:** @NorwichCityCSF / @CSFfundraising  
**Facebook:** [facebook/communitysportsfoundation](https://facebook/communitysportsfoundation)  
**Instagram:** NorwichCityCSF

## Credo Marketing Manager **Fran Brown**

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**Twitter:** @CredoFinance  
**Facebook:** [facebook/credoassetfinance](https://facebook/credoassetfinance)  
**Instagram:** credoassetfinance



“

Annabel is such a quiet and shy girl - the skills and **confidence** she is **developing** through dance are great not only for her physical fitness but also her **social interaction** with others...

**Sarah,**  
Parent of Annabel, disability Dance participant

”



Please sponsor me as I take part in the Canaryball Rally 2019. I am fundraising for the Norwich City Community Sports Foundation who use sport to improve the quality of life for those who need it most in Norfolk, and every penny will make a difference!



**Name of participant:** .....

**Address:** .....

..... **Postcode:** .....

**Gift Aid**

We, who have given our names and addresses below, and who have ticked the box entitled 'Gift Aid', want the above charity to reclaim tax on the donation detailed below, given on the date shown. We understand that each of us must pay Income Tax or Capital Gains Tax equal to the tax reclaimed by the charity on the donation.

PLEASE FILL THE SPONSORSHIP FORM IN **BLOCK CAPITALS**

Full name	Home address	Postcode	Amount	Gift Aid?	Date collected
					DD/MM/YY



# COMMUNITY SPORTS FOUNDATION

# SPONSOR FORM

CSF Office use only

Amount Raised:

### Money Received:

**Format Received:**

**Gift Aid collected:**

# CANARYBALL RALLY 2019

## OUR TARGET

# £



Raising funds for



Follow us on: [@NorwichCityCSF](#) [communitysportsfoundation](#) [norwichcitycsf](#)

Norwich City Community Sports Foundation Norwich City FC, Carrow Road, Norwich, NR1 1JE  
[www.communitysportsfoundation.org.uk](http://www.communitysportsfoundation.org.uk) / 01603 761122 / Registered charity number: 1088239

# CANARYBALL RALLY 2019

MY TARGET

£



Raising funds for



Follow us on: [Twitter](#) @NorwichCityCSF [Facebook](#) communitysportsfoundation [Instagram](#) norwichcitycsf

Norwich City Community Sports Foundation Norwich City FC, Carrow Road, Norwich, NR1 1JE  
[www.communitysportsfoundation.org.uk](http://www.communitysportsfoundation.org.uk) / 01603 761122 / Registered charity number: 1088239