Fundraising ideas to help you support students and mental health initiatives at York

FUNDRAISING TOOLKIT 2020
STUDENTS LIKE RHIANNON ARE EXCEPTIONAL.

They are bright, enquiring and ambitious. In some cases, students like Rhiannon go on to change the world, or improve our understanding of it.

But students like Rhiannon have also had to face some unbelievable challenges to get to York, and will have to face more pressures as they complete their studies.

Through our flagship funds, your fundraising will recognise the odds that students like Rhiannon have overcome to get to York, and level the playing field for them.

Your fundraising will help to give students like Rhiannon equal access to opportunities to realise their potential.

At the moment, we help hundreds of students. But your fundraising means we’ll be able to help many hundreds more.

We would love to be able to help every student that comes to us in need of help, but at the moment, we can only help 1 student for every 10 that need our support.

Your fundraising will narrow that gap. Your efforts will be vital in helping more students like Rhiannon realise their potential.

Take a look at our three flagship funds, and choose the one that you’re most passionate about supporting.

- Mentally Fit York
- York Opportunity Scholarship
- York Futures Scholarship

Or if you’re interested in fundraising for another area of York’s work, email yustart@york.ac.uk

Click here to find out more

THANK YOU
Whether your planning your own event, or taking part in someone else's, there are so many things that you can do to reach your target and make a difference to the lives of students at York. Here are a few ideas to give you some inspiration...

**PLAY YOUR PART IN 2020**

**Challenge Events Calendar 2020**

- **THE GREAT YORK WALK**
  - Creating a mentally fit York
  - Sunday May 31

- **LEEDS 1/2 MARATHON**
  - Sunday May 10

- **THE GREAT YORK WALK**
  - Sunday May 31

- **LEEDS 10km**
  - Sunday July 5

- **YORK 10km**
  - Sunday August 2

- **YORKSHIRE 10mile**
  - Sunday October 18

- **YORKSHIRE MARATHON**
  - Sunday October 18

Registrations now open 👉
BAKE SALE
It’s an office favourite - bake some treats (or buy, if you’re playing it safe!) and get your colleagues to bring in some of their own. Pitch in a quid for every cake you take and see your donations rise!

TAKE ON A CHALLENGE!
Cycle, swim, jump out of a plane... whatever pushes you further than you’ve been before, take it on and raise funds for students while you’re at it!

UNIVERSITY CHALLENGE
University is the name of the game, so get some colleagues or friends together and get quizzical for students at York!

MATCHED GIVING
Why not ask your employer if they’ll support your fundraising by matching anything you or colleagues raise - it could be an easy way to double your donation!

GIVE IT UP!
Chocolate, wine, Twitter... whatever you can’t live without, try going without it for a week or a month, and use people’s donations to motivate you!

MIX IT UP!
Set yourself a fundraising target and do a mixture of these ideas until you hit it!

EXERCISE-ATHON!
Need to put that exercise bike to good use? How about getting together with your friends and take turns to bike, row or run for a continuous period of time? You’ll get fit and get plenty of donations from gym passers-by while you’re at it!

Click here to get started
At York, a dedicated team will be on hand to help you fundraise from the word go – and here are some top tips from us to get you started!

1. **SET UP YOUR YUSTART PAGE**
   YuStart is York’s own version of Just Giving, and allows us to give you tailored advice and support through your fundraising. It’s easy to use and gives you something to share with friends, family and colleagues to help them give online – much easier than handling sponsorship forms (but we’ve got them too, if you need them!)

2. **MAKE VIDEOS, TAKE PICTURES!**
   We find that people connect much more with photos and videos than a big paragraph of text, so try to take as many pictures and videos as possible – and make sure you’re asking for donations in them!

3. **SHARE YOUR PAGE**
   Make sure that your page is widely visible on all your social media outlets and email signatures – anything to get the word out about your fundraising and why people should support you.
...AND KEEP SHARING!
Whenever you get a big donation, reach a milestone or do a fundraising activity, shout about it again! Generally, people are more likely to give when they see that you’re being really active in your fundraising.

GET YOUR SUPPORTERS GIVING GIFT AID!
If your supporters are UK taxpayers they can claim Gift Aid, making every £1 they give worth an extra 25p at no extra cost to them! This is a great way to maximise their donations and make all your hard work worth it!

And if you needed anymore motivation, remember what your support means for students...

£250
means a student nurse could afford to travel to a work placement without having to find another part time job
MOLLY, MENTAL HEALTH NURSING GRADUATE

£1,000
means I can afford access to conferences, show my potential and reach my goal of becoming a researcher
MEGAN, YORK FUTURES SCHOLAR

£3,000
means I don’t have to worry about food banks to provide for me and my son for a year
STEPHEN, YORK OPPORTUNITY SCHOLAR
Chris has raised over £75,000 to help support lung cancer research at York in memory of his wife, Georgie.

**WHAT YOU COULD ACHIEVE**

When Chris’s wife, Georgina, died from lung cancer at the age of 37, Chris decided to do something incredible. He chose to raise enough money to fund someone to do a PhD in lung cancer research at York.

Georgie wanted to help others who had been given the same devastating news that they’d been diagnosed with lung cancer. Unfortunately, the aggressive nature of her illness prevented her from beginning her fundraising, “So I decided to jog, run or walk at least 2 miles a day, every day, for a year.”

Chris has raised over £75,000 to fund the Georgina Gatenby Scholarship into lung cancer research at the University.

“When I set out with the idea of running daily, never did I fully comprehend the true power and resonance of Georgie’s love, humility, compassion, bravery and steely will. Because of the many and fantastic co-fundraisers and all the donors, the Georgina Gatenby Scholarship is now a reality.”

Because of Chris’ fundraising, we are one step closer to preventing lung cancer.

Join Chris today, and fundraise to support students who can go on to change the world. 🙌