London Marathon Fundraising Pack
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Registered Charity 1065029
Thank you for choosing to run and raise money for VICTA, we are incredibly grateful for your interest and support.

It is estimated that there are over 25,000 blind and partially sighted children in the UK. Our mission here at VICTA is to do our best to enable visually impaired children and young people to take action to make the most of their lives.

VICTA has supported visually impaired children and their families since 1987. During that time the charity has grown into the organisation that it is today. We now have around 400 runners taking part in the London Marathon for us every year and many people raising money for us in other ways.

VICTA has grown and developed since 1987 and nowhere is this more obvious than in our grants scheme. We now give grants to an ever increasing number of people and organisations. We give grants towards:

- Gap Years
- Medical Research
- Life skills and activity days and weeks
- Equipment like Laptops and Braille

On behalf of everyone associated with VICTA, I would like to thank you for supporting our cause and wish you the best of luck in your training and fundraising. I hope that you will enjoy the London Marathon experience, and in turn help us to make a difference to visually impaired children and their families in the long run!
£1 or £100, every penny counts and will go a long way for VICTA:

**£10.00 Large print keyboard stickers** – enables partially sighted children to see the keys on the keyboard

**£15.00 Tactile speaking watch** – a watch that talks back and also has tactile numbers so the children are able to tell the time

**£20.00 Cane** – to increase mobility for children with low vision and also to make surrounding individuals aware that they are partially sighted or blind

**£100.00 Video magnifier** (plugs into TV) – enlarges images on the TV screen so children with low vision are able to view the screen/images

**£320.00 Vacation scheme** – funds a child to attend a week’s vacation scheme organised by Action for Blind Children. The week away allows partially sighted and blind children to meet, socialise with each other and gain independence. For some, this is their first trip away from home without their parents.

**£580.00 Laptop** – enables blind and partially sighted children to keep up with their studies at home. Magnification software is regularly funded with the laptop.

**£800.00 Magnification software** (Jaws, Supernova etc.) – this will magnify a laptop or computer screen so children/young adults with low vision are able to view the images on their screen enabling them to access the internet or carry out their studies on their laptop or computer at home.

**£2,000.00** - enables us to hold an activity and living skills weekend for 12 blind 18-25 year olds

**£30,000.00** – enables us to hold a family weekend for 70 families, a chance for blind and visually impaired children to socialise and for parents to share their experiences raising a blind child.
VICTA and the London Marathon

The London Marathon
One of the world’s most exciting and high profile Marathons. The 26.2 mile course allows participants to take in a number of London’s most famous landmarks. This, coupled with the extensive media coverage, makes it an event that is frequently in great demand and applications far exceed the number of places we have available. Every year over 35,000 people take part in this experience of a lifetime and we are pleased to have you on the VICTA team this year!

Ballot places
Ballot places are like gold dust, if you applied for one in April then fingers crossed you are one of the lucky ones. In October the ballot places will be released, at this time you will find out whether or not you have been allocated a ballot place. If you are successful please let us know immediately so we can allocate your place to another runner. As a ballot place runner we would still love to have you on the team, you do not have to raise a minimum amount of sponsorship but anything you do raise will be a bonus for us!

Golden Bond Place
If you did not apply for a ballot place or were not successful in the ballot then you will be allocated a Golden Bond place and will need to raise the minimum sponsorship amount of £1,200.00. To officially register for your Golden Bond place you will need to:

1. Complete an online form sent to you via email in October
2. Send VICTA a £100.00 registration fee by 31st October (this is included in the £1,200.00 sponsorship)
3. Sign and return a legal agreement pledging to raise the minimum sponsorship of £1,200.00

These three processes need to be completed by the 31st October, if they are not all completed then your place will be allocated to another runner so please make sure you complete each process.
Important Dates

These dates and deadlines give you a rough idea of what is to come! You will be reminded and sent more information about these events/deadlines closer to the time.

October 2011

Ballot places are allocated and runners who have applied are informed whether or not they have been successful in obtaining a place or not.

By 31st October

The online registration form sent to you via email needs to be completed. IF YOU DO NOT DO THIS, YOU WILL LOSE YOUR PLACE.

£100.00 registration fee needs to sent in via cheque or online through Virgin Money Giving (please refer to pages 11 & 12 of how to make this payment). IF YOU DO NOT DO THIS, YOU WILL LOSE YOUR PLACE.

Legal agreement form needs to signed and returned. This form can be downloaded from our website. IF YOU DO NOT DO THIS, YOU WILL LOSE YOUR PLACE.

January 2012

Meet the Experts - this is an event organised by the Virgin London Marathon. It is an opportunity for runners to get tips and advice from running experts and for the London Marathon organisers to talk you through what you should be expecting on London Marathon day. VICTA will have a break out room at the event so you can come and meet the team.

February 2012

Details of how to obtain post race reception tickets and supporter packs for your friends and family will be sent to you.

VICTA running vests, supporter packs and post race reception tickets will be sent to you.

March 2012

The Virgin London Marathon will send you your running number and details of how to register your running number.

April 2012

18th-21st April Race Registration
You will need to pick up your Running number from the race registration at the Excel London (more information will be sent to you closer to the time. IF YOU DO NOT DO THIS YOU WILL LOSE YOUR PLACE.

22nd April - London Marathon, the big day has arrived. Good Luck to you all!

June 2011

30th June — All sponsorship monies need to be in by this date and a certificate will be sent to you so you can show off to your friends and family that you completed the challenge of a lifetime!
As a Golden Bond Place runner you will need to raise £1,200.00. This figure can seem very daunting so here are some ideas to start you off—the opportunities are endless.

**Start early, stay keen and remain determined!**

**Set up your online Virgin Money Giving page!**
This should be your first step to begin fundraising, as when you start promoting what you are doing you can direct potential donors to your fundraising page straight away. To set up your online page see page 9.

**Get out there!!**
Tell everyone what you are doing and that you are doing it for a fantastic cause that needs their support! Start a facebook group or tweet it! Put up posters around your workplace, neighbourhood, gym, local shop, running club, university etc. Carry sponsorship forms on you and leave some in safe places e.g. at reception in your workplace where people can fill them in as they please. Let those who are interested come to you!

**TIP** - start each sheet with a high sponsor (even if it’s your spouse or relative) as this sets a trend for others.

**TIP** - try to get the offline money as soon as the donor has pledged it. As you will find when it comes to asking them for the money after the marathon some of these people may no longer be where they were or their situation may have changed which prevents them from giving you the promised amount. So get the money as soon as it is pledged, this will make it easier for you in the end, and avoids you running around chasing up these people plus you won’t be at risk of being short of the minimum total.

**Business cards**
Why not visit [www.moonpig.com](http://www.moonpig.com) and create your own personal business card. Have a picture of you on one side and your internet fundraising site address on the other. Then anyone new you bump into each day, give them your card so they can make a donation when they get a chance to.

**Collection buckets**
Contact us for collection buckets. These can be left at your local pub or corner shop (providing you obtain permission from the owner). All you have to do is leave it there, then when it fills up, empty the contents and start again. Remember pennies equal ££££!!!
Fundraising

Mufti day
Mufti day will probably take you back to your school days however you are never too old to have some fun! Suggest having a mufti or fancy dress day in your workplace. Everyone who participates has to pay a pound or more. Tie it up with a cake bake for cash and you will raise even more and it will turn into a fun day in the office while raising money for VICTA!

Your junk is someone else’s Treasure!
The village jumble sale may be a bit retro, but there is still money to be made for VICTA. You could either organise one yourself or find out when and where your local car boot sale will be taking place, and grab some friends and family to join you and get rid of all their junk too! Or if there is no car boot sale near you why not sell online through Ebay. Register on www.ebay.com and bid all your items away!

Get famous!
Why not use this amazing life experience to get famous! Share your story with the media and get your name as well as VICTA’s in the paper. Media is a very powerful fundraising tool which can help you reach a wide potential sponsor base. Your local newspaper would be a great place to start, with many devoting pages to local fundraising.

Be a running advert!
You are running one of the world’s most prestigious marathons and you will be seen by thousands. Everyone will see your vest and think VICTA. A company or organisation would love this sort of publicity. If you offer them some advertisement space on your running vest in exchange for sponsorship money then you can be a running advert for a day and have gained some sponsor money for it too!

Match Match Match!
Did you know that some companies organise a matched giving scheme! This is when an employee who is raising money for a charity proves how much they have raised and their employer matches this amount (depending on what their terms and conditions are). This is a great and easy way of doubling your sponsorship total so find out if you can match today!

Duo prepare to pound city streets

Ipswich: A father and daughter duo are preparing to pound the streets of London in support of a children’s charity.
Donald and Emma Brightmore, of Ipswich will take part in the London Marathon on April 17. Aged just 52, Donald, and Emma, aged 32, are both taking part in the marathon in aid of VICTA.

They are running in aid of VICTA, a charity that supports blind and partially sighted children. They have been busy training and are regularly taking to the streets of Ipswich in preparation for the marathon.

Emma said, “This is the second time I’ve run the London marathon, I’ve raised over £3,000 for VICTA in past years so I’m hoping to get that total to over £4,000”.

Denai added, “It has been an ambition of mine to run the London Marathon for some time now, and while I am fulfilling this ambition, I will do so in the knowledge that I am helping to give hands for a very worthwhile charity.”

To support the cause, visit virginmoneygiving.com and search for Team Brightmore.
Setting up a Virgin Money Giving Page

The easy way to raise more money online

We've teamed up with virginmoneygiving.com

It's a fantastic website where you can set up your own fundraising page. Virgin Money Giving sends your donations straight to us and reclaim Gift Aid® automatically on your behalf. £12.46 will reach us for every £10 you donate.** Follow these really simple steps to create your own fundraising page in just ten minutes.

1. Go to virginmoneygiving.com and click ‘start fundraising’.
2. Select the type of fundraising activity you’re doing.
3. Either search for an event you’re taking part in, or enter the details of your fundraising activity.
4. Pick us as your charity and set your fundraising target.
5. Create your account and choose the address for your page.
6. Personalise your page with your story, photos and more.

*Where donors indicate that they are eligible
**Based on a Visa Debit Card donation, with Gift Aid reclaimed.
Online Resources

Fundraising materials online
We have recently uploaded a number of files to our website (www.victa.org.uk) so that you can now download sponsor forms, posters and collection box request forms to assist you with your fund raising. Please feel free to download as many copies as you need, remember to state your name on all forms/posters you use. If you would prefer us to send any of these forms to you via post we will be happy to do so however it reduces our costs so please download as much as you can.

Unfortunately you cannot 'download' collection boxes, cheering sticks or T-shirts but we will be happy to send some to you, please let us know.

Follow VICTA online
If you would like more information about what VICTA do and how your fundraising helps us to continue our crucial work then please regularly visit our website and get your supporters to visit as well at www.victa.org.uk.

Follow VICTA on Facebook
Join the VICTA team on www.facebook.com and search the group 'Team VICTA' and click 'LIKE' Here you can chat to fellow VICTA runners, exchange training tips and support each other up to marathon day.

Follow VICTA on Twitter
Follow the VICTA team on www.twitter.com/victachildren. We tweet news and events online to keep you updated on any important London Marathon news or deadlines!
Paying in your money

By bank
Just quote the following bank details at your branch:

Bank Name: CAF Bank
Account number: 00004884
Sort Code: 40 - 52 - 40

Please leave your initial, surname and your VICTA reference number (your V number) so we are able to track this payment on our statements. Once you have done this, please let us know by email the date you paid the funds in and the amount.

By cheque
All cheques or charity vouchers (CAF cheques) should be made payable to VICTA. Please state your name and VICTA reference number on the back of the cheque along with a note confirming cheque amounts, so we are able to add these funds to your total. Then send the cheques to:

VICTA Marathon Office, PO Box 5791, Milton Keynes, MK10 1BE

Don’t forget to include sponsorship forms. These need to be filled in neatly with the donor’s full name and home address, each donor must tick the box to confirm they are a tax payer. This allows us to claim back tax - 28% without any extra cost to them.

We will send you an email to acknowledge we have received your donation for your records.

Important notes about cheques:
Please ensure all your cheques are correctly dated and signed.

Please note cheques over 5 months old cannot be accepted.

We would prefer not to receive cash! If you have received donations in cash, we recommend that you bank these, write us a cheque for the amount and complete a sponsor form.
What is Gift Aid?
Gift Aid is fantastic! It is free money for the charity so please tell all your tax paying sponsors to tick the gift aid box!

The Gift Aid sponsor form is a legal document for which we can claim Gift Aid, adding 28p for every pound donated to the charity from UK taxpayers. In order to claim Gift Aid from the sponsor form, we require the sponsor’s full name, full address, postcode, date pledged and a tick in the box which authorises Gift Aid. If your sponsors use our Virgin Money Giving site, Gift Aid is automatically calculated and sent to us. It is very efficient way of donating funds to us!

What happens if I need to withdraw from the marathon?
If for any reason you need to withdraw from the marathon please contact us immediately to let us know.

If I do withdraw what happens to the sponsor money that I have raised so far?
If you are unable to participate in the marathon for any reason, all donated monies collected in support of VICTA must be forwarded to the charity or returned to the individual sponsors.

Am I able to print material on behalf of the charity e.g using the logo to make raffle tickets or do I need to inform the VICTA Marathon Team first?
Yes you are able to print off materials to help you fundraise including letters, tickets, posters etc. However you must state on these materials “VICTA Children Ltd and the Registered Charity Number: 1065029”

Are there any regulations about collecting money in public places?
This depends. Different areas will have different collection laws covering them. For example, if you are collecting for charity in a public place, you will need a Street Collection License from your local council, while collecting on private property will require the written permission of the relevant owner or manager.

If you are in any doubts over fundraising etiquette or regulations, please do not hesitate to contact us.
Good luck fundraising and training for VICTA!

If there is anything you need please do not hesitate to contact Julie Ring on

Email: jring@victa.org.uk
Telephone: 01908 672163
Fax: 01908 691338

www.victa.org.uk