



Tesco Triathlon 2007 Fundraising Guide

Thank you for taking part in this years' Tesco Charity Triathlon. Whether you are taking part in a team or completing one of the individual events we wish you the best of luck and hope that you enjoy the day as much as possible!

Fundraising is an important part of the Tesco Charity Triathlon, which will raise money for The British Red Cross, Whizz kidz and the Consortium for Street Children.



The British Red Cross - Tesco Charity of the Year 2007

Hundreds of thousands of people are hit by a crisis every year in the UK from an accident or illness to a flood or fire. For those people, it can be devastating, leaving them feeling alone, vulnerable and with no one to turn to for help. The British Red Cross Tesco Charity of the Year partnership aims to raise £2 million to help support both individuals and local communities affected by crisis. In the immediate aftermath of a crisis, the British Red Cross is there to support people, often at their lowest point and when they may have no one else to turn to.

For more information go to www.redcross.org.uk



Whizz kidz

Whizz-Kidz is a national children's charity that changes disabled children's lives by providing them with the necessary customised mobility equipment, training and advice. Yet, what we actually give them is something much more important; the opportunity to enjoy an independent childhood and fulfilling future. Without our equipment, many children are unable to do countless everyday things that most of us take for granted. Without the opportunity to develop independence, disabled children can become withdrawn and learn to be reliant on others which can continue into adulthood. With your support, we can give them the independence, childhood and future that every child should enjoy.

For more information go to www.whizz-kidz.org.uk



The Consortium for Street Children

Today more than 100 Million children are living and working in the streets of the world's cities. These children are extremely vulnerable and don't receive the very basic welfare and support that most of us would take for granted. Because of their circumstances they are exposed to sexual exploitation, forced labour and in many cases physical harm. The Consortium for Street Children (CSC) was founded in 1993 to act as an umbrella organisation dedicated to help the many small charities that support these children in the many cities around the world. The Consortium is made up of 37 UK based non-governmental organisations Dedicated to the welfare and human rights of street children, working with them to ensure that they have a chance to shape their own lives in the manner of their choosing.

For more information go to www.streetchildren.org.uk



Fundraising Hints and Tips

We've put together a few ideas which will inspire you to raise as much as you can!

1

Make a list of everyone you know – family, friends, work colleagues, neighbours, clients, local groups and associations and always carry your sponsorship form with you. Download extra sponsor forms from www.tesco.com/triathlon2007

2

Make sure you get someone who you think will pledge lots of money at the top of your sponsor form – it sets a good example to everyone else!

3

Make sure everyone knows you are taking part in the Triathlon – put posters in your gym or around work, give sponsorship forms to friends or relatives to collect on your behalf and contact your local papers or radio stations for publicity. Is this your first Triathlon? Have you done other fundraising during the year? Any interesting angle will provide a good story.

4

Hold a 'Guess My Time' competition – charge £2 per entry to guess your finishing time and the closest guess wins half the money, the other half going towards your sponsorship total.

5

Make sure your sponsors tick the Gift Aid box. If they do we can claim an extra 28p for every £1 so make sure they put their name and home address on your sponsorship form.

6

Set yourself a fundraising target and make your sponsors aware of how far you have to go.

7

When asking people to sponsor you, make sure they know something about the charities and how their donation will be spent.

8

Keep your sponsors up to date with your training and fundraising progress. You could even invite them along to a training session so they can appreciate your efforts!

9

Smarties – did you know a tube of Smarties holds over 30 pound coins? Set yourself a challenge to fill a tube a day for a week for example.

10

Start fundraising as soon as you can! The earlier you start the more you will raise!

ONE TEAM
TESCO TRIATHLON 2007



TESCO

Fundraising Hints and Tips

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Gift Aid

Gift Aid enables charities to reclaim the tax made on donations by UK taxpayers. Using Gift Aid means that for every £1 you raise, we can get an extra 28p from the Inland Revenue, or for every £100, an extra £28! It doesn't cost you or your sponsors anything. To qualify for Gift Aid, what you pay in income or capital gains must at least equal the amount we will claim in the tax year. So please make sure your sponsors tick the Gift Aid box if they are UK taxpayers and fill in their **name** and **home address** and **postcode**. It's that simple!