

ACTION TUTORING



Let's put the the **fun**
in fundraising!



Fundraising pack

Pupils from low income backgrounds are **less likely to achieve academically**. They have as much **will, want** and **determination** as their more affluent peers, but often lack access to the tools and resources that would help them achieve.

The attainment gap between pupils on free school meals and their more affluent peers is at its **widest** in a decade. Disadvantaged pupils living in persistent poverty are now, on average, **over 22 months behind their classmates** by the end of secondary school.

We're working to level the academic playing field and enable pupils to **unlock their academic potential**.

Will you join us?



Welcome



Thank you so much for your interest in fundraising for Action Tutoring.

By supporting us, you are helping to **tackle educational inequality** across England by ensuring young people are given the opportunity to succeed regardless of their background or circumstances.

School closures during the pandemic and the cost of living crisis have exacerbated the problem we're working to solve. Thousands more pupils facing socio-economic disadvantage are now **at risk of leaving school without basic maths and English qualifications**. Thanks to your incredible efforts, we will be able to help more pupils across the country to **meet their academic potential** and unlock doors to future education, training or employment opportunities.

Good luck with your challenges and thank you again for your generous support - we really **couldn't do what we do without you**.



Susannah Hardyman
CEO and Founder



Hannah O'Neill
Head of Philanthropy



S. Hardyman

Get moving!

Novice or pro', sports is a fantastic way to **challenge yourself**, **improve fitness** and **boost your mental and emotional wellbeing**. All whilst raising money for a good cause!

Sprint for the finish!

Every year Action Tutoring purchases charity spaces for a number of runs including the popular Hackney Half and the lively ASICs 10km! Keen? Request a copy of our running flyer & [check out this blog](#) by 'The WestCoast Runners', who raised over £5k for us!



Go the extra mile

Swap your office suits for walking boots in one of the UK's stunning hikes such as the Pennine Way, the Three peaks challenge or the Cotswold Way. Or, grab your bike and enjoy the Sea to Sea or the West Country Way cycling routes! Read how a corporate partner, Chancerygate, raised £30k for us on their 3 Peaks challenge [here!](#)

Other ideas

Triathlon / sponsored swim / 30 days of yoga / virtual relay

Thinking further afield?

Hungry for adventure, craving culture or just longing for sunnier climes? Then why not take your fundraising challenge abroad? Test your stamina across the stunning, rugged coastline of northern Spain on the Camino de Santiago, put your resilience to the test in the gruelling but breathtaking GR-10 route across the French Pyrenees or cross the pond to sample French delights in the London to Paris bike ride challenge! The world's your oyster!



Get creative!

Is sport not your thing? Don't worry, there's a whole range of social events you could organise to raise money without getting out of breath!

Ticketed events

Ticketed events are a fantastic way to raise vital funds for charity, showcase talent, bring people together and most importantly, put the FUN in fundraising! Check out if your local community hall, pub, place of worship or work place will let you host your event for free.

Ideas include: **Open mic-night, pub quiz, poetry slam, karaoke, themed party, murder mystery, talent show, bake sale, treasure hunt, cinema evening, games night, talent show, auction, comedy nights.**

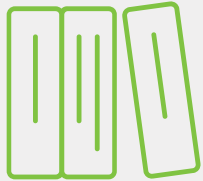


Calling all students!

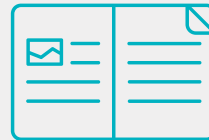
Part of a student society or know somebody who is? Why not reach out to their committee and see if they'll hold a fundraiser for us? Student Union venues will often let you host your event for free and organising a fundraiser builds great experience for your CV. [Check out this blog](#) about one of our student fundraisers, Rebecca, who held an 'Evening of Creative Writing' through her student union society!

Ideas include: **Language exchange party, monologue evening, musical theatre showcase, sports tournament (participants / audience pay).**

The difference a donation makes



£5.99 provides a high-quality tutoring workbook for a pupil



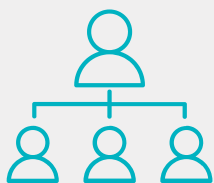
£100 pays for 10 volunteer tutors' enhanced DBS checks



£25 covers the cost of a pair of noise-cancelling headphones



£62 could provide training for 20 volunteer tutors



£400 provides a pupil with one year of face to face tutoring support



Effortless ways to give

[Follow this link](#) to support Action Tutoring through *EasyFundraising* when you shop through retailers such as M&S, Apple and Asda or when buying car, phone and travel insurance! You can even download a reminder which will tell you when you can get a donation while shopping online.



Support us through
easyfundraising



Give as you Live®

[Follow this link](#) to shop through *Give as you Live*. You'll have access to over 4,100 stores, which will all donate to Action Tutoring whenever you make a purchase with them – just select us as your charity to support.

If you want to leave a lasting legacy on education in support of young people from disadvantaged backgrounds, you can leave us a gift in your will via Free Wills. Their service is 100% free and offers advice and support. Create one here [via this link](#).



**CHARITABLE
TRAVEL**

for charity, not for profit

Going somewhere nice? Well now you can book yourself a holiday *and* give to a good cause with Charitable Travel! [Follow this link](#) to select Action Tutoring as your chosen charity and we'll get a donation every time you book a holiday through their website!





FAQs

How do I raise money?

The easiest way is to [set up a JustGiving page](#). We can help you set it up and provide top fundraising tips along the way! If you prefer to collect donations in a different way, no problem, just get in touch with us!

What if I can no longer attend the event?

We understand that sometimes things don't go to plan. If you will no longer be able to take part in your event, please get in touch with us as soon as possible. If you were due to take part in one of our runs, we may be able to give your charity space to another fundraiser.

For more [advice, support or queries](#), please reach out to our Fundraising Manager, Hannah at: hannahoneill@actiontutoring.org.uk

Can you give me some tips on raising money?

1. **Spread the word!**
 - Share your challenge and a link to donate on social media, whatsapp or email with friends and family or ask if any local cafés, community venues or bars will let you leave flyers to promote your event.
2. **Share photos & updates on your progress.**
 - People are more likely to support you if they see the effort you're putting in and know what you're raising money for. Make them part of the journey!
3. **Celebrate landmarks and give thanks.**
 - Tell your supporters when you've reached 50%, 70% & 90% of your target to inspire more donors to help you reach your end goal and don't forget to thank those who've already donated!

For more top tips, [check out this link!](#)

Will Action Tutoring cover costs?

Unfortunately, we're unable to cover costs for fundraising events. When we purchase charity spaces on an event, we ask for a £25 donation towards the cost of your space and an [Action Tutoring t-shirt](#).



Thank you and good luck!

For each challenge, event, donation and offer of support, we're truly grateful. From treks in Nepal and 31-hour relay races, to the Three Peaks Challenge, our supporters go above and beyond to support us!

Your incredible fundraising will **support more young people facing disadvantage** to get the grades they need to **succeed in life**.

You are making a difference.



We'd love to hear from you! Whether you're interested in a sports event, a comedy night or something else, get in touch with our Fundraising Coordinator, Molly, (molly.cottrill@actiontutoring.org.uk) to chat your ideas through!