

BLUE AND WHITE DAY

FRIDAY 29 MARCH



FUNDRAISING GUIDE FOR ORGANISATIONS

Donate to wear blue and white and help fund community projects that improve the health, wellbeing and education of people living in Sussex.



**Albion in the
Community**

THANK YOU FOR JOINING IN BLUE AND WHITE DAY!

Albion in the Community is the official charity of Brighton & Hove Albion Football Club and on 29 March we want to turn Sussex blue and white to help raise funds for our important work to improve the health, wellbeing and education of local people.

Getting involved is really simple – **just donate to wear blue and white on 29 March** – and you will be helping to change lives locally.

IT REALLY IS THAT BLUE AND WHITE!



BLUE AND WHITE DAY 2019

Last year hundreds of people in offices across Sussex got involved in Blue and White Day and raised vital funds for Albion in the Community's work.

From dressing up in blue and white to sharing blue and white themed cakes with your colleagues, Blue and White Day in your office can be a lot of fun.



#blueandwhiteday19

HOW TO GET INVOLVED

Taking part in Blue and White Day is really easy and simple. To help make your fundraising a success we've pulled together some top tips and inspiration in this pack.

GOING BLUE AND WHITE IS REALLY EASY...

- 1 Select something blue and white to wear.**
- 2 Get everyone together and have fun.**
- 3 Donate and raise money.**



WEAR BLUE AND WHITE

Here are some ideas to help you stand out on Blue and White Day...

WEAR YOUR BRIGHTON & HOVE ALBION FOOTBALL SHIRT, HAT OR SCARF TO WORK



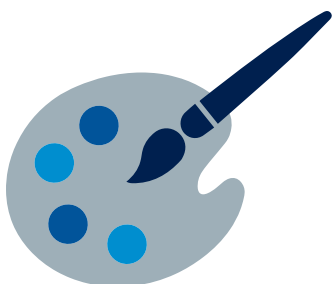
Not got a shirt? No problem, dress in blue and white clothes or accessories such as...



A BLUE AND WHITE JUMPER OR T-SHIRT



A BLUE AND WHITE WIG



BLUE AND WHITE FACE PAINT



BLUE AND WHITE SOCKS



DECORATE YOUR OFFICE IN BLUE AND WHITE



BLUE AND WHITE NAIL VARNISH

SEND US YOUR PHOTOS!

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Email your best
Blue and White Day photos to
fundraising@albioninthecommunity.org.uk



Albion in the Community



@AlbionintheComm

#blueandwhiteday19

WEAR BLUE AND WHITE TO CHANGE LIVES

Albion in the Community uses the power of football to help improve the health and wellbeing of local people - from football sessions encouraging children to get active and health projects supporting people living beyond cancer, to football sessions helping children and adults with a disability participate in sport. By wearing blue and white you're helping to change the lives of local people across Sussex.

SUPPORTING CHILDREN WITH A DISABILITY

Chase is nine years old and has always dreamt of being a footballer. But Chase has cerebral palsy, a condition which affects muscle control and movement and impacts one in every 400 children.

He attends our football session for people who have cerebral palsy or use a frame. It gives children who are often excluded from playing the opportunity to get active.

Being part of these sessions provides important exercise and fitness which helps stretch Chase's muscles and support his movement.



"I train, day in and day out, every single day, non-stop. I'm not letting myself be ill, I'm just going for it."

WEAR BLUE AND WHITE TO CHANGE LIVES

PEOPLE RECOVERING FROM CANCER



Ken has been following Brighton & Hove Albion home and away for 50 years. Ken, however, has also become a regular at our free health programme which supports people during and after cancer treatment.

The benefits of staying active during cancer treatment include reducing fatigue and a decreased risk of disease progression and recurrence. For Ken, the support provided by the group setting has been just as important.

“Everyone encourages each other. It has helped my mood and I’m more active. The coaches are fantastic and I look forward to it every single week.”

YOUNG PEOPLE ACHIEVING THEIR POTENTIAL



We work with 148 schools – using football-themed lessons to help hundreds of young people improve their learning and academic achievement.

Cadogan is a fantastic example of why that work is so important.

His dad explained:

“He only had a certain amount of friends at school and he would only do certain things. Now I can’t express enough what a different child he is. When he is happy he communicates and he interacts with everybody and that’s all down to the school and down to working with AITC – it’s fantastic. It has changed his life.”

Find out more about Albion in the Community’s work at: www.albioninthecommunity.org.uk

HOW YOUR BLUE AND WHITE MAKES A DIFFERENCE

£25

could help pay for personal development workshops for young people, tackling issues such as drugs, alcohol or homophobia.



£55

could help buy specialist footballs for children who are blind or visually impaired.



£120

could help pay for a qualified football coach to support children with a disability to participate in our sessions and get active.



£300

could help a child attend our sessions through the year to build their confidence and learn new skills.



HOW WILL YOU GO BLUE AND WHITE?

There are so many things that you can do on Blue and White Day to help raise funds for our important local community projects.



WEAR BLUE AND WHITE to work for a £1 donation.



Organise a **BAKE SALE** in the office in return for donations.



Hold a **PENALTY SHOOT OUT** or **KEEPY-UP CHALLENGE** against your colleagues in return for donations.



GET CREATIVE – get each team to come up with their own ideas and see who can raise the most!



Organise a **CHARITY FOOTBALL MATCH** against another business or organisation.



Make a **COMPANY DONATION.**



MAKE IT COUNT

Don't forget to send us the money you worked hard to raise so that we can put it to work. Paying in the money you've raised couldn't be easier.

Choose from any of the options below:

ONLINE

Create your own JustGiving page at www.justgiving.com selecting Albion in the Community as the cause you want to support and the money will come to the charity directly.

BY PHONE

To donate the money you raise by debit or credit card, simply call 01273 668585. Please remember to ask for a receipt if you require one.

AT THE BANK

You can pay your donation into Barclays Bank,
Account Number: 33006565
Sort Code: 20-12-98.

Please provide your name and reference 'Blue and White Day'.

BY POST

Cheques can be made payable to 'Albion in the Community' together with your completed paying in form to:

Fundraising department, Albion in the Community,
American Express Community Stadium, Village Way,
Brighton, East Sussex, BN1 9BL.

Please do not send cash in the post.

#blueandwhiteday19



PAYING IN YOUR MONEY

PAYING IN FORM

Please complete, sign and post the below paying in form to: Fundraising, Albion in the Community, American Express Community Stadium, Village Way, Brighton, East Sussex BN1 9BL.

Event: Blue and White Day 2019	
Organisation name:	
First name:	Surname:
Email address:	
Address:	
	Postcode:
Telephone number:	Mobile:

Amount: £	
Payment method: (please tick) <input type="checkbox"/> Online <input type="checkbox"/> At the bank <input type="checkbox"/> By phone <input type="checkbox"/> By phone	
Signed:	
Print name:	Date:

Albion in the Community would like to keep you updated with the latest news, campaigns and information about the work we do.

Please indicate if you would like to keep in touch via: ☐ Email ☐ Telephone ☐ Post ☐ Text

By providing us with any personal data you agree to the terms and conditions of our Privacy Statement available at: www.albioninthecommunity.org.uk/privacy.

www.albioninthecommunity.org.uk

Albion in the Community, American Express Community Stadium, Village Way, Brighton BN1 9BL.
Tel: 01273 878265. Company limited by guarantee in England and Wales (No. 5122343).
Registered charity in England and Wales (No. 1110978).



**Albion in the
Community**

THANK YOU



TOGETHER WE CAN CHANGE LIVES

Don't forget to share the Blue and White fun on Friday 29 March

#blueandwhiteday19



Albion in the Community



@AlbionintheComm

For more information email: fundraising@albioninthecommunity.org.uk
call: 01273 668585, or visit: www.albioninthecommunity.org.uk



Registered with



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REGULATOR

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