



KICK START YOUR FUNDRAISING FOR

# THE PROFESSIONAL CRICKETERS' TRUST



Upcoming charity cycle challenge:  
**OCTOBER 14 - 17 2021**  
**PARIS TO LONDON**



# What we do



**The Professional Cricketers' Trust provides life-changing - and often live-saving - assistance to professional cricketers and their immediate families.**

Support from the Trust can range from emotional counselling right through to the provision of specialist medical equipment and more.

Since 2017, the Trust has supported 283 cases in the area of mental health alone.

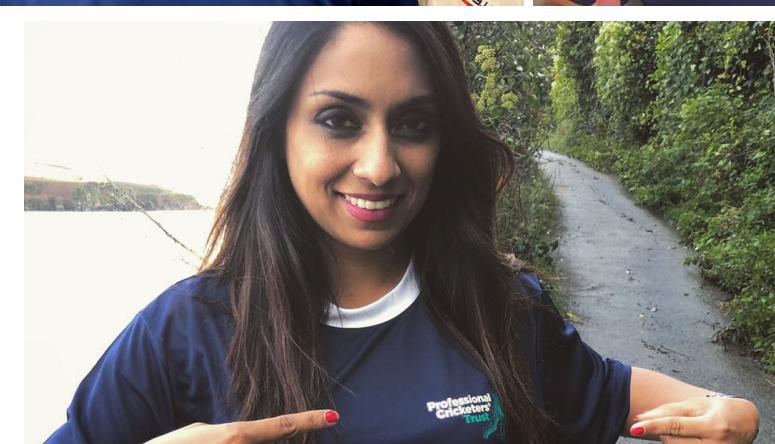
Marcus Trescothick "The Professional Cricketers' Trust is a small charity that has saved and supported countless lives and due to the current climate is faced with a huge funding shortfall."







LIKE MOST  
CHARITIES COVID-19  
HAS HAD A HUGE  
IMPACT ON THE  
TRUST



WITH A FUNDRAISING  
SHORTFALL OF OVER  
£200,000, THE TRUST  
RELIES ON  
DONATIONS TO  
CONTINUE ITS WORK.





# GET INVOLVED

Fundraising isn't all about running marathons. Whether you're a sporting champion or an adrenaline junkie, a car boot king or a tea party professional, there is a perfect fundraising event out there for everyone.

We'll help you every step of the way - and you can start by taking a look at some of our events:



## Festival of Cricket

Join us at Wormsley for a celebration of cricket. The day will combine a warm up game, nets session for children, on-field entertainment, food and drinks concessions, culminating in a showcase cricket match.

July 2021



## Golf Day

Spend the day playing 18-holes at the famous Woburn Golf Club with sporting greats. The day includes breakfast on arrival, golf gift bag, on course refreshments & a three-course Dinner with unlimited wine.

September 16th 2021



## Paris to London

Join the cricketing community and England legends, including Tres, Swanny and Denly, on this bucket list bike ride between two of the most iconic capital cities in the world.

October 14th -17th 2021

<https://www.thepca.co.uk/trust/get-involved/>



# FUNDRAISING IDEAS TO HELP YOU RAISE MONEY

If you are taking part in our Paris to London bike ride or would like to run your own fundraising event to help raise money, there are a number of things you can do.

Run an event:

- Host a tea party/cake sale
- BBQ in the garden
- Car boot sale

Do something different:

- Fancy dress for the day
- Sponsored shave/silence
- Run a raffle

Whatever it is we are here to help! Just get in touch with our fundraising team and they can help share tips and tricks on how to get the most out of your fundraising - contact details are at the end of the pack.





# A HELPFUL GUIDE TO RAISING MONEY ONLINE

You'll find it much easier to encourage your friends, family and colleagues to donate if you set up a web page. Make it easy to share what you're doing and keep track of your progress & don't forget to post on social!



## JUSTGIVING PAGE

Setting up a JustGiving page is a quick and easy way to raise money. Simply share your page with the click of a button and watch the money roll in. Customise your page with photos and information.

## SHARE YOUR STORY

Everyone has a different reason for fundraising. Encourage people to donate by telling them what you are doing and how the money raised will help the charity. Don't forget to add your JustGiving link into your email footer to encourage your colleagues to donate.



## SOCIAL MEDIA

Facebook, Twitter and Instagram are great places for you to share your pictures and link to your fundraising page. Keep your friends updated on your progress and thank them for their generous donations.

We would love you to share your fundraising with us too - remember to follow and like all our pages!



# HINTS TO HELP YOU ON YOUR WAY

## SET YOURSELF A TARGET

Fundraisers often find it helpful if they set themselves a target. It's a great way to keep yourself motivated.

## GIFT AID

Make sure all UK taxpayers tick the Gift Aid box. For every £1 they donate, HMRC will give us an extra 25p - at no extra cost to the donor.

## STAY SAFE AND KEEP IT LEGAL

Take precautions for health and safety for your event. Raffles and prize draws are all governed by legislation, so make sure to check before going ahead.

## THANK YOU AND GOOD LUCK!

All that's left for us to say is a huge thank you for your support and good luck with your fundraising for the Professional Cricketers' Trust.

Without your support, we would not be able to continue the work that we do, your contribution really does make all the difference.

For more information:

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<https://www.thepca.co.uk/trust/>



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