

OUR #BH15FOR15 FUNDRAISING CHALLENGE FOR 2020:

Ultimate guide!

15
YEARS
OF



*Making a
Difference*



OUR #BH15FOR15 FUNDRAISING CHALLENGE FOR 2020: Everything you need to know

This year marks the 15th anniversary of the Bright Horizons Foundation for Children here in the UK. To celebrate, we would like your help to raise £60,000 to brighten the lives of even more children all over the UK. Read on to find out how your team can be part of something amazing this year.

Are you ready to make a difference? We hope so, because we're depending on you to encourage your colleagues and teams to be part of our biggest fundraising challenge yet.

As the Foundation turns 15, we want the Bright Horizons community to come together and raise £60,000 to both create more Bright Spaces in our communities, and sustain the Bright Spaces that are already part of the Bright Horizons family.

Changing lives

We're really proud of what we've achieved with Bright Spaces since 2005. There are now 85 of them in the UK, located in places like homeless shelters, domestic violence refuges, police stations and prisons, supporting more than 12,500 vulnerable children. They provide a safe place for children to learn, have fun, build positive relationships and heal from trauma. They bring light into dark situations, and really do change lives.

We know that you and your teams lead busy lives. But we're asking everyone to embrace this challenge and get involved in any way they can.



OUR FLAGSHIP FUNDRAISING EVENTS

At the heart of the challenge are 15 Ultra Challenges and Kiltwalks from April to September. We would like as many of you as possible to choose one to take part in, to help raise as much as we can.

Each event is 25 km long, and you can walk, jog or run. It's open to anyone, and there's time to prepare and train beforehand, as well as gather your sponsorship money.



Where and when?

You can choose from the following events:

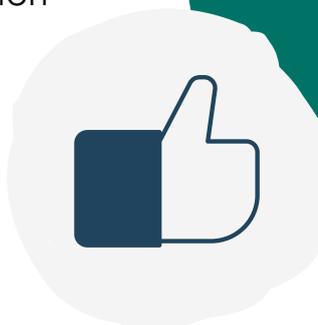
The date	The event	The location
11/04/2020	Ultra Challenge Easter	Windsor
26/04/2020	Kiltwalk Big Stroll	Glasgow
02/05/2020	Ultra Challenge	Isle of Wight
16/05/2020	Ultra Challenge	Jurassic Coast
23/05/2020	Ultra Challenge	London to Brighton
07/06/2020	Kiltwalk Big Stroll	Aberdeen
13/06/2020	Ultra Challenge	Lake District
27/06/2020	Ultra Challenge	Cotswold Way
04/07/2020	Ultra Challenge	Peak District
25/07/2020	Ultra Challenge	South West Coast to Coast
29/08/2020	Ultra Challenge	South Coast
12/09/2020	Ultra Challenge	Thames Path
12/09/2020	Ultra Challenge	Thames Bridges
13/09/2020	Kiltwalk Big Stroll	Edinburgh
26/09/2020	Ultra Challenge	Chiltern Challenge

SIGNING UP: Your step-by-step guide

ULTRA CHALLENGE

To register for an Ultra Challenge, you should follow these steps:

1. Click on our unique link – ultrachallenge.com/bright-horizons
2. Choose your challenge, register and pay 50% of the cost (£31).
3. Look out for a registration confirmation email from Action Challenge.
4. If you raise at least £200, the Foundation will fund the remaining 50% of the fee.
5. You can set up an individual or a team JustGiving page linked to the Foundation's #BH15for15 page.
6. You'll receive regular messages and information ahead of the event, as well as details of a meeting point.
7. If you don't achieve the £200 fundraising target, you can still take part if you pay the fee yourself. If you don't want to do that, you can cancel your place without the Foundation incurring any cost.





SHORT ON TIME, OR CHALLENGES NOT YOUR THING?

YOU CAN STILL GET INVOLVED!

We know the flagship challenges are a big ask on time and fitness, so may not be for everyone. But there are lots of other ways to get involved. If you and your team are looking for a little inspiration, why not try one of these bright ideas?

- **Cake Sale:** Make and sell your tasty bakes to colleagues, friends and family. You could even introduce some competition and host a Bake Off!
- **Raffle:** A classic fundraiser. Ask your community, local businesses, suppliers, and anyone else you know to donate prizes.
- **Dress-up or Dress-down Days:** Fancy dress days are great fundraisers. Just pick a theme – like superheroes, characters from books, or even something simple like wearing bright colours. Alternatively, people could spend the day dressed-down, or even in their pyjamas, with everyone paying a small fee to take part.
- **Pick a Square:** Create a grid of 50, 100 or 200 numbers, sell squares for £1 and award 25% of the proceeds to the winning number! Nice and easy!



Visit the Fundraising A-Z on the Foundation's website for more inspiring fundraising ideas and to download your fundraising plan template.



WHAT WE'LL NEED FROM YOU

We're relying on you to help encourage everyone to get involved, and help us make our 15th anniversary year a massive success. Remember, every penny we raise will help disadvantaged children.

You can make a difference, so please:

- Tell your colleagues and teams about the campaign and prompt them to sign up for our Ultra Challenges or organise their own fundraising events.
- Talk about the important cause we're supporting, tell your colleagues and teams about the children their time and effort will help – and get everyone excited and inspired.
- Keep up the momentum by sharing updates, spreading the word about the ways your team's raising money, and keeping the campaign at the front of everyone's minds as much as you can.
- Share the benefits – fundraising is a great way to learn new skills, and build self-confidence. Plus, knowing you're changing children's lives is a great way to feel good.

A few key points to remember:

- Our main events – Ultra Challenge and Kiltwalks – are running up and down the UK between April and September. We want as many people as possible to take part and raise as much money as they can.
- You can organise other fundraising events too.
- We're aiming to raise £60,000, equivalent to 10 new Bright Spaces, for vulnerable children.
- Make sure your team doesn't miss out on being part of something amazing in this, our 15th anniversary year.