

# Olympic Sports Day Fundraiser

This is a guide which tells you how to set up and run a CAFOD Olympic Sports Day Fundraiser - how to plan it, how to raise money to help people in poverty, how to involve friends, family and your local media – and above all, how to make it fun! Some people love sport, some people hate it. But a sports fundraiser for CAFOD is about more than trying to win a race. Most of us will never run 100 metres in 10 seconds – but by bringing hope to poor communities around the world, we can each be truly amazing.



## Options:

This fundraiser is essentially a sports day, but this could be done in so many different ways. We also know that your circumstances and particular context will mean some ideas will work, and some won't. Here are a few options that might help you to think about what might work best in your context

- Have various sports events and raise money through an entry fee. This will work if people want to be involved, are competitive and just want to win, or are competing for a prize
- Put the focus on the leaders as the competitors, have them compete in silly sports activities, maybe in fancy dress, but only if enough people donate. Why not have a bit of sponge throwing to add to the fun! You can charge for each soggy sponge.
- Have a series of challenging races or games and take donations for people to watch. This could be a water carrying challenge or a world globe keepy uppy, or something else entirely! This option will need there to be lots of people who want to watch the events.
- If there are lots of people who will come, or you're piggy backing on a sports day that already exists (so don't want to charge anyone), maybe focus on collecting donations and selling snacks. Have a look at the recipes on the next page of this guide, or sell fairtrade snacks and donate the profits to CAFOD.

## Logistics:

Here are some things to think about when you are planning your fundraiser:

- Get your friends involved. The more people you have to help, the easier it will be! Decide who will take responsibility for what and get organising.
- It is important to think about what you'll need on the day. Do you need a PA system? What sports equipment will you need? What will the prizes be, and who's going to hand them out? Ask local businesses to sponsor the day. They could provide equipment or prizes, or even donate money to help you reach your fundraising target.
- Think about what sports you might include. Why not research sports from around the world which people might have never played before and include some of these. Or why not include sports from the Paralympic games!



- Whatever events you choose, it's important to work out how you're going to raise money. You can make the events "pay to play" where each entrant pays a fee, and you could have a registration desk where people collect the entry fees. You can charge spectators a fee to attend too, and you can ask friends and spectators to sponsor you to take part.

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## Why sport matters:

Sport promotes peace, helps people challenge discrimination, and teaches the values of teamwork, fair play, friendship and self-discipline. In fact, one of the goals of the Olympics is to contribute to building a peaceful and better world by educating young people through sport!

The fact that sport is so fantastic at this is why we're supporting inspirational sports projects all over the world. In Brazil we're supporting projects to keep vulnerable young people away from violence in favelas; in Peru sport is being used to tackle stereotypes of girls and boys and in Kenya we're using sport to give children who live in poverty a brighter future!

## More ideas:

### The opening ceremony

Why not write a song or devise a dance to be performed at the start of your events? This would be a great opportunity to explain a little about the link between sport and CAFOD's work!

### World snacks

Set up a stall serving snacks from around the world to be sold on the day to raise money for CAFOD. You could try our [recipes for Brazilian party snacks](#) from our Brazilian Party resources to bring a South American flavour to the day. Find a [recipe video](#) for making Brazilian sweet biscuits to get you started.

### Decorations

Make some CAFOD themed bunting showing the work that our partners do around the world as one way to include those who aren't so keen on sport. Or alternatively, create bunting on the day and charge people to design a triangle.



### Quiz

Why not hold a quiz as part of your day – about sport or general knowledge? You could do this in teams and mix it in with races or other activities to

give those who aren't great sprinters a chance to make a contribution.

### Awards ceremony

Make certificates and take lots of pictures to celebrate the champions, and thank everyone who has taken part, and everyone who helped you to organise your fundraiser.

### We can help!

Tell your local [CAFOD Volunteer Centre](#) what you're doing and they can help drum up support and publicity. We can also send you posters, balloons, stickers, collecting boxes and lots of other stuff. We're with you all the way!

### Social media

Tweet photos of your day to @cafod and tag us in your Instagram photos (@cafod) to let us know about your event and what you have been up to! The internet is a great way to get publicity. You could write a blog about the run-up to your event, or promote it on Facebook, Instagram or twitter. Social media is a great way to tell people what you are up to.



### Hear all about it!

Why not give a talk in your school or church about why you are running a fundraiser? Or write an article for your parish or local newspaper? Give local TV and radio stations a call and tell them what you're up to. Remember that local media like local stories and will want as much information as possible. It's also a great idea to put up posters as early as you can.

### Just giving

One easy way of collecting money is to go to [justgiving.com/cafod](http://justgiving.com/cafod) and click on "Fundraise For Us". Add a photo and message, then email the link around and watch the money flow in!