Fundraising Starter Kit

Inspire. Empower. Transform Lives.

Thank you for fundraising for SeakAid

SeakAid uses sport to support disadvantaged and neurodivergent children and young people in the UK and the Caribbean. Every pound you raise helps us get kit, inclusive sessions and opportunities to young people who might otherwise miss out. This kit gives you ideas, a simple plan and everything you need to know about working with us.

What your fundraising achieves

Give Every Kid a Shot. Funding boots, balls and full kits so cost is never a barrier to taking part in sport.

Support Neurodiverse Superstars. Inclusive sessions that help build confidence, communication and emotional regulation.

Bring Learning to Life. Using sport to teach discipline, teamwork and resilience.

Where your money goes. The money you raise helps cover the logistics, shipping and other practical costs of getting kit to the young people who need it, in the UK and the Caribbean.

Ideas to get you started

- **Sports day** at a school, club or workplace
- **Quiz night or talent show** for friends, family or colleagues
- **Crowdfunding campaign**: set up an online page and share it with friends, family and your community
- **A personal challenge**: a walk, run, cycle or swim
- **Spread the word** on social media and encourage others to join in

Your simple fundraising plan

1. Plan it

Choose your idea, date and place. Set a target that feels exciting but achievable, and decide who will help.

2. Tell us before the event

Complete the Fundraiser Application Form and email it to info@seakaid.com **before your event**. This lets us support you through our social media and blog posts.

3. Promote it

Tell friends, family, colleagues and your community. Use the SeakAid name and logo as agreed with us, and share photos and updates as you go.

4. Collect the money

You can collect donations through our JustGiving page, or another way we agree with you. Keep a simple record of what you raise.

5. Say thank you

Thank everyone who gave and tell us how it went. We will say thank you on our social media and website too.

What you will receive from us

- This Fundraising Starter Kit
- Our logo files and branding advice
- One-to-one support from our team
- A thank-you on our social media and website

Using the SeakAid name and logo

Please only use the SeakAid name and logo in connection with your fundraising once we have agreed it with you, and do not change the logo. Where you can, say that you are fundraising *for* SeakAid. The logo versions are shown below. Email info@seakaid.com to check anything you are unsure about.

Keeping everyone safe

Please make sure your event is safe and legal, with appropriate permission from the venue or school, and that children are properly supervised. Take care with photos of children: get consent first, and let us know if you would like us to share them.

Logo and branding

Use the SeakAid logo so supporters recognise your fundraising as part of our work. Choose the version that shows up best on your background. You can download the logo files from the Fundraise page on www.seakaid.com, or email info@seakaid.com.



Full colour: on white or light backgrounds



White: on dark backgrounds



Black: when only one colour is available

Please do

- Leave clear space around the logo
- Keep the logo's proportions when you make it bigger or smaller
- Make sure it is easy to read against the background

Please do not

- Stretch, squash, rotate or recolour the logo
- Put it on a busy picture where it is hard to see
- Use it to suggest SeakAid has approved something we have not agreed with you

Get in touch

Questions or ideas? Email **info@seakaid.com** or visit **www.seakaid.com**. SeakAid is a registered charity in England and Wales (1200381).