

stv
children's
appeal

VIRTUAL CHALLENGE EVENTS

Create a challenge,
raise some funds, and
be a #LocalHero

Help the 1 in every 4 young
people in Scotland who
are living in poverty



The STV Children's Appeal

Thank you for supporting the STV Children's Appeal. It doesn't matter if you have already decided on your challenge or are looking for some inspiration, we are so grateful you have chosen to support the children in Scotland affected by poverty.

Whether you plan to run, walk or cycle, we hope you enjoy the experience and have lots of fun on the journey from planning it to when you cross that virtual finish line and celebrate your achievement in style!

In addition to the personal achievement of completing a physical challenge, you can also be proud of the fact that every single penny you raise will make a huge difference where help is needed most.

There are around 220,000 children and young people living below the breadline in cities, towns and villages across all of Scotland's 32 local authorities – that is roughly 1 in every 4 youngsters.

The issue is so acute that some families have to make the heartbreaking decision each day as to whether it is more important to heat their house or sit down to eat.

STV Children's Appeal is here to help make a real difference to those who need it most, by providing practical help like food and warm clothes; creating opportunities for training and employability; and enabling social and emotional support. We can only do that because of the support and generosity from heroes like you.



**You're helping
to ensure kids
receive nutritious
meals and other
essentials**

Scotland faced massive challenges at the wake of the coronavirus pandemic and there was an immediate need to help vulnerable families across the country with the most basic of needs, including food supplies.

Because of your incredible support and fundraising, grants were given to enable frontline charities and community groups to distribute good quality surplus food to communities across the country where this support was needed most.

 Lanarkshire Community Food
@lcfhp



Today we and our volunteers from Airdrie Community Trust provided 40 food boxes worth £50 each to our friends at Airdrie Action Partnership to distribute to vulnerable families in Airdrie during Covid-19 with funding from @STVAppeal



Simon Pitts, Chief Executive of STV and Trustee of the STV Children's Appeal, said: "When the STV Children's Appeal was set up the trustees wanted to ensure that it had the flexibility to respond to any situation to help those most in need. As a charity, we work hard to help the most vulnerable in society and it is those people who will be hit hardest by the coronavirus. We're strongest when we pull together and respond quickly, and we wanted to offer immediate support to Scotland's charitable sector to help those that need it most."

How to plan your virtual challenge

1

Decide on what you want to do

Whether you want to run, walk, cycle or do something else a little bit different, pick an activity that will not only be a challenge and ensure people want to donate, but also something you are interested in or that you will find fun or thrilling. We have lots of ideas and examples to help inspire you over the following pages.

Set achievable targets – do you want to complete your challenge in one go, or spread across days or weeks? Break it down so you know what you're doing day by day, mile by mile.

Are you doing it alone or as part of a team? Doing it with others can help keep you motivated and means you can tick off a bigger challenge – e.g. a virtual walk of the West Highland Way done as a relay would mean you and three friends walking 24 miles each to achieve the full distance of 96 miles.

Stay safe! Make sure what you plan to do is achievable and there's minimal risk of injury to you or others. Ensure you train well - there are many resources online to help with that.



2

Spread the word

REMINDER:
Tell everyone!

Tell everyone what you're doing and why. Your friends, family and colleagues will love to hear about your challenge, and your progress as you work through it so post regularly on social media, share pictures and how you're feeling

If your idea is unique your local paper might be interested. Get in touch with them and let them know what you plan to do.

Don't forget to attach your online fundraising link and the reason you're doing it for STV Children's Appeal.

Tag STV Appeal on social media when sharing your videos and photos so we can see how you are getting on and share too.

3

Set up your fundraising page

We recommend JustGiving – it's fast, simple and secure and we have popped some handy hints to make your page as awesome as possible, further on in this pack.



If you are using a Fitbit or step counter, many can be linked to your Justgiving page so everyone can see your progress!

We have also attached a sponsor form and details on how to pay in cash.



Run

Whether you are new to running and would find a 5k a challenge to start with, or if you are missing your marathon training, set up a virtual running challenge. You can take to the streets or parks, do it on your treadmill or complete many laps of your garden – get creative and have fun.

Three friends, Emilie, Hannah and Sian had the idea of running 2.6miles a day for 26 days and as a team raised an absolutely unbelievable £1,654 – 4 times their original target!

Here's some inspiration and tried and tested ideas.

- Run a 5k every day for a month
- Run a marathon in a week – just over 3.5mile a day will see you complete a full marathon in 7 days!
- Have some fun with your furry friend and take on a daily dog jog



Walk

Fresh air and nice scenery can be the best inspiration. Pick a large target, do it alone or with friends and get fit as you make a huge difference to children in Scotland.

- Virtually Walk the West Highland Way! If you walked with your partner or a friend, you would each walk around 7 miles a day for a week to collectively smash the 96 miles adventure. Doing it alone could be achieved comfortably over a month, that's around 3.2 miles a day for 30. Why not share daily updates with pictures of the scenery you 'would have witnessed' e.g. "Day 1 Milngavie to Drymen - 12 miles – Done!" with a picture of the iconic Dumgoyne hill taken from the internet.
- Kids love a welly waddle, go for a mile-long toddle in the countryside, learn about nature and jump in some puddles!

Cycle

Get on your bike (or exercise bike) and pedal for victory!

- Create a relay with your friends and cycle the equivalent distance from John O'Groats to Lands End. The traditional distance is 874 miles and takes most cyclists 10 to 14 days so why not do it as a family and take it turns – a team of four cycling just over 30 miles a day each would complete this epic challenge in a week!
- When sharing daily updates online, you could share a picture of a landmark you would have seen that particular day if doing it for real.



Liz Norris who is in her 70's went on a 315 miles cycle down memory lane by working out a route that she cycled over half a century ago with her mother and brother and decided to recreate it at home on an exercise bike. Liz's virtual route averaged 35 miles a day 'beginning' in Tollcross, Glasgow, and each day she visualised finishing at each target location; Inverbeg, Inveraray, Cruachan, Glencoe, Ben Nevis, Kingussie, Tomintoul and Ballater respectfully, before finishing in Aberdeen.

Little Max wanted to raise money for STV Children's Appeal so took on the brave challenge of 10 laps of the local BMX course – without stabilisers!

His bravery ensured he raised over £200 for children in Scotland affected by poverty.



Other great challenges

Walking, running or cycling isn't everyone's cup of tea, so why not create your own virtual fundraising challenge. We've heard of legends climbing their stairs hundreds of times to the equivalent of reaching the peak of Kilimanjaro, we've seen yoga challenges and even danceathons – get creative and think up your own unique adventure.



90 year old Jan Collins launched a '1,000 holes in 28 days' golf challenge in his back garden with the aim of raising £5,000. In the end Jan raised over £10,000 and reached his goal in just over two weeks!



Lawrie challenged his friends to a 'keepy uppy' challenge where they had to film their best attempt at reaching 100 keepy ups, share it online tagging 10 friends to do the same, and donate £5 to STV Children's Appeal.



Four year old Josh took part in a 26 minute nonstop danceathon live online! Over 70 family members and friends watched and helped him to raise an incredible £250!



Top tips for online fundraising

We recommend **Justgiving.com** for your online fundraising as it is fast, simple and secure. Here's some top tips to help you raise as much as you can and make the most of your experience.



- 1** Fundraisers who add a profile picture tend to raise 15% more than those without! Make sure it's a picture of you and your face isn't hidden. Get creative and have some fun!
- 2** You can raise over 70% more if you share your personal story instead of just the template text. Provide further details on what you will be doing, why are you doing it and why your activity or challenge is so tough or important to you. Follow that with a brief but powerful description of how donations to STV Children's Appeal via your page will make such a huge and positive impact to children in Scotland affected by poverty, and people will be more motivated to give.

You can find some examples of how fundraising has made a difference to children and families on our website **www.stv.tv/appeal** and some example costs are below, as people like to hear about the potential impact of their donation:

£5

could provide internet access to a young person feeling cut off from others

£10

could provide essential food and household items like nappies to a family struggling to make ends meet

£20

could provide a couple of days of gas and electricity to heat a family home

More top tips on the next page!

- 3 If you make the first donation to your fundraising page, you can often raise up to 120% more than those who don't.
- 4 Sharing your page as soon as it is created, regular posts in the lead up to the event and sharing across the event itself, will help keep it in people's minds and the promotion will ensure you smash your target. Social media is the best way to share your challenge and the link to your page, so post regularly to Facebook, Instagram, Twitter and LinkedIn, but don't forget other channels too, e.g. include a link in your email signature, pop a poster up in the office or include in your staff/ group newsletter. Why not get in touch with your local paper?
- 5 How are you getting on with your training, organising or practising for your activity? Add regular updates to your fundraising page and share to social media as you can raise up to 46% more than those who don't post updates. Include how you are feeling as the big day approaches, as well as pictures, videos or links to your step counter/ route tracker.
- 6 Don't forget to say "THANK YOU" when people take the time to donate to your page. You can say this by text, email or on social media. Other people may be more inclined to give when they see you saying a public thanks. Sometimes a simple 'thanks' can also lead to that person giving a second donation after you complete your challenge!



How to pay in money

Pay by cheque

Please complete and return this pay in form with your cheque to:
STV Children's Appeal, Pacific Quay, Glasgow, G51 1PQ.

Name

Address

Postcode

Email

Telephone

I enclose a cheque made payable to STV Children's Appeal for £

Pay in at any branch of Royal Bank of Scotland or via online banking

Please use the details below to pay in your money at any branch of RBS.

Account details:	Royal Bank of Scotland
Account name:	STV Children's Appeal
Account No:	11956729
Sort Code:	83-06-08
Please use reference:	Name of your business, school, group or organiser's name

If you are returning a cheque by post, please remember to send your sponsorship form to the address above so that we can claim Gift Aid.

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SPONSOR ME!

Help the 1 in every 4 young people
in Scotland living in poverty

Your total

£

Your name

Your email

Name

Home address

Postcode

Total (£)

Gift Aid

JOE BLOGGS

1 HOUSE, EXAMPLE STREET

ABC 123

£5



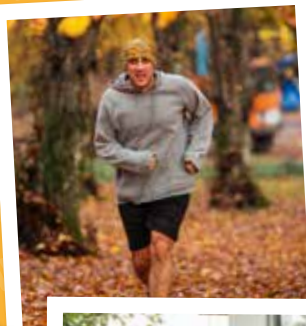
If you pay UK tax, tick Gift Aid and
the government will give us 25%
on top of your donation!

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By ticking above, you are confirming that you are a UK taxpayer and understand
that if you pay less Income Tax and/or Capital Gains Tax in the current tax
year than the amount of Gift Aid claimed on all your donations it is your
responsibility to pay any difference.

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