SIR BOBBY CHARLTON FOUNDATION

For Victims of Conflict

RACE FOR UKRAINE:

FUNDRAISING PACK

Supporting The Sir Bobby Charlton Foundation

WELCOME

Thank you for choosing to Race for Ukraine and support children affected by the ongoing war.

Whether you're running, swimming, cycling or walking, your challenge will help fund football-based programmes that offer hope, connection and joy to young people in Ukraine.

Sir Bobby believed that every child should have the chance to play safely. The Foundation shares that belief by delivering practical support, from football training sessions to mental health care, in communities affected by war.

This pack includes everything you need to get started with your fundraising.

“Football distracts me from the war, it helps me forget about it.”

Quote from a Ukrainian child participating in our United Together programme.

ABOUT THE CAUSE

The Sir Bobby Charlton Foundation works with trusted partners in Ukraine to deliver football sessions, mental health support and community activities for children impacted by conflict.

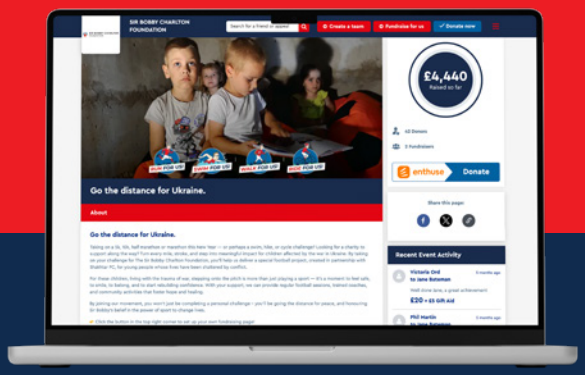
With your help, we can:

- ☑ Provide regular football sessions in safe, supportive environments
- ☑ Train local coaches and mentors
- ☑ Offer psychosocial support to help children cope with trauma

Every pound you raise makes a real difference.

SET UP YOUR FUNDRAISING PAGE

We recommend using our Enthuse campaign page



TIPS TO SET UP:

- Use a clear profile photo
- Write a short message about why you're taking part
- Set a fundraising goal to aim for
- Share updates and photos along the way

FUNDRAISING TIPS

Start early

Give yourself plenty of time to hit your target

Make it personal

Share why this cause matters to you

Show your support

Wear your SBCF cap while you train to let people know who you're supporting

Use social media

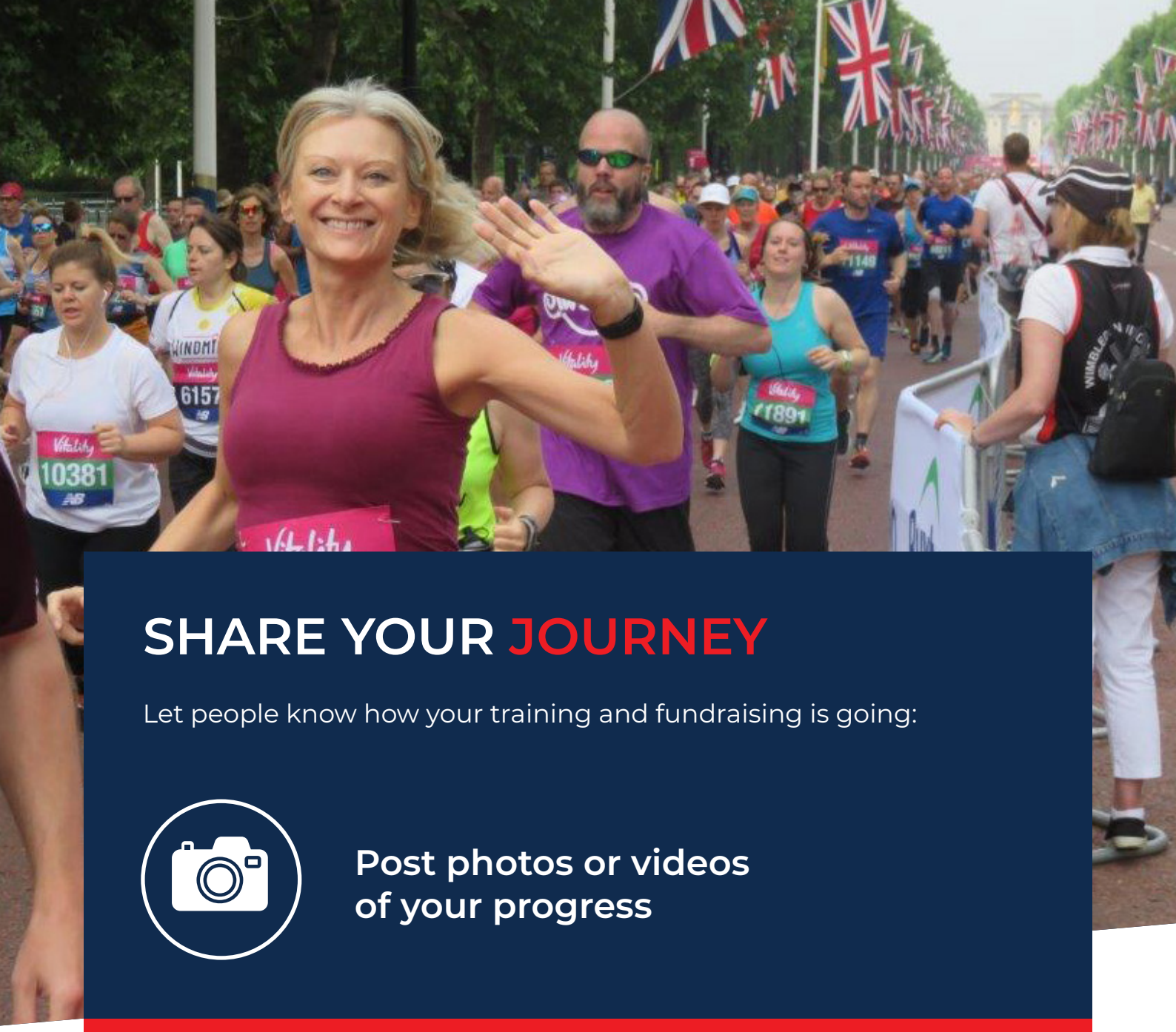
Post updates, tag our pages and use #RaceForUkraine so that we can share

Ask again. Reminders work!

People often donate after a second or third ask

Thank your supporters

A quick thank you goes a long way



SHARE YOUR JOURNEY

Let people know how your training and fundraising is going:

Post photos or videos of your progress

Share milestones (e.g. longest run, first swim)

Tag us on social media so we can cheer you on

#RaceForUkraine

“During training, I feel like nothing is happening around me.”

Quote from a Ukrainian child participating in our United Together programme.

NEED SUPPORT?

We’re here to help – whether it’s setting up your page or wanting to learn more about how the money you raise will be used. Simply get in touch!

info@thesbcfoundation.org.uk

thesbcfoundation.org.uk

THANK YOU

Your challenge helps us to give children in Ukraine a chance to play football safely for a few hours a week and to be part of a supportive community during unbelievably difficult times.

Thank you for being part of Sir Bobby's legacy.

SIR BOBBY CHARLTON FOUNDATION

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