



UNIVERSITY
of York



FUNDRAISING FOR STUDENTS AT YORK

.....
Your fundraising toolkit
.....

Causes for you to support,
fundraising ideas and next steps to take

Students like Rhiannon are exceptional.

They are bright, enquiring and ambitious. In some cases, students like Rhiannon go on to change the world, or improve our understanding of it.

But students like Rhiannon have also had to face some unbelievable challenges to get to York, and will have to face more pressures as they complete their studies.

Through our flagship scholarships, your fundraising will recognise the odds that students like Rhiannon have overcome to get to York, and level the playing field for them.

Your fundraising will help to give students like Rhiannon equal access to opportunities to realise their potential.

"My physical disability and scoliosis have imposed challenges on my everyday life... Your fundraising has changed my life."

Rhiannon, York Opportunity Award Recipient



We would love to be able to help every student that comes to us in need of help, but at the moment, we can only help 1 student for every 10 that need our support.

Your fundraising will narrow that gap. Your efforts will be vital in helping more students like Rhiannon realise their potential. Thank you.

Take a look at our three flagship scholarships, and choose the one that you're most passionate about supporting.

- *York Opportunity Award* 🖱️
- *York Futures Scholarship* 🖱️
- *Equal Access Scholarship* 🖱️

Or if you're interested in fundraising for another area of York's work, email giving@york.ac.uk.

Thank you!

Click here to find out more 🖱️



At the moment, we help hundreds of students. But your fundraising means we'll be able to help many hundreds more.

Play Your Part

Whether you're planning your own event, or taking part in someone else's, there are so many things that you can do to reach your target and make a difference to the lives of students at York. Here are a few ideas to give you some inspiration...

TAKE ON A CHALLENGE!

Run, walk, jump out of a plane...whatever pushes you further than you've been before, take it on and raise funds for students while you're at it!

JUMBLE SALE

If you're looking to move house or de-clutter, a jumble sale is perfect for you. Head to a local car boot sale, sell your wares and donate the proceeds to deserving students at York.

BAKE SALE

It's an office favourite - bake some treats (or buy, if you're playing it safe!) and get your colleagues to bring in some of their own. Pitch in a quid for every cake you take and see your donations rise!

SAVE YOUR CHANGE

Every time you buy lunch or pop by a shop, put your change into a piggy bank, save it up for a month and donate the proceeds to help students at York!



GET CREATIVE

If you're arty, why not sell some of your pieces, host a performance of a play or a poetry reading in aid of students at York?

MATCHED GIVING

Why not ask your employer if they'll support your fundraising by matching anything you or colleagues raise - it could be an easy way to double your donation!

UNIVERSITY CHALLENGE

University is the name of the game, so get some colleagues or friends together and get quizzical for students at York!

Start fundraising today at yustart.hubbub.net 

Running is something you can do on your own terms, but can be a cheap and effective way to raise thousands for York students!



GIVE IT UP!

Chocolate, wine, Twitter... whatever you can't live without, try going without it for a week or a month, and use people's donations to motivate you!

HOST A DINNER

If you're a culinary whizz and love to entertain, invite some friends and family around for some great food and plenty of fundraising party games!

BAG PACKING

An absolute favourite - regardless of how many bags people are buying now, they will always appreciate having them packed!

EXERCISE-ATHON!

Need to put that exercise bike to good use? How about getting together with your friends and take turns to bike, row or run for a continuous period of time? You'll get fit and get plenty of donations from gym passers-by while you're at it!

MIX IT UP!

Set yourself a fundraising target and do a mixture of these ideas until you hit it!

Get started now
yustart.hubbub.net 

Taking part in a sponsored bike ride can raise £250 for students at York who need it most.



NEXT



Steps

At York, a dedicated team will be on hand to help you fundraise from the word go – and here are some top tips from us to get you started!

1

SET UP YOUR YUSTART PAGE

YuStart is York's own version of Just Giving, and allows us to give you tailored advice and support through your fundraising. It's easy to use and gives you something to share with friends, family and colleagues to help them give online – much easier than handling sponsorship forms (but we've got them too, if you need them!)

2

MAKE VIDEOS, TAKE PICTURES!

We find that people connect much more with photos and videos than a big paragraph of text, so try to take as many pictures and videos as possible – and make sure you're asking for donations in them!



3

SHARE YOUR PAGE

Make sure that your page is widely visible on all your social media outlets and email signatures – anything to get the word out about your fundraising and why people should support you.



4

...AND KEEP SHARING!

Whenever you get a big donation, reach a milestone or do a fundraising activity, shout about it again! Generally, people are more likely to give when they see that you're being really active in your fundraising.

5

GET YOUR SUPPORTERS GIVING GIFT AID!

If your supporters are UK taxpayers they can claim Gift Aid, making every £1 they give worth an extra 25p at no extra cost to them! This is a great way to maximise their donations and make all your hard work worth it!

And if you needed anymore motivation, remember what your support means for students...

£350 means I can afford to travel to conferences, show my potential and reach my goal of becoming a researcher – Megan, York Futures Scholar



£1,100 means I don't have to worry about food banks to provide for me and my son for a year – Stephen, York Opportunity Award Scholar



£10,000 means I get the life-changing opportunity to continue my education and pursue my dreams – Maryam, Equal Access Scholar



...and any amount that you raise will help contribute to our mission to give all students equal access to a high quality education and educational opportunity.

Thank you!



Chris has raised over £50,000 to help support lung cancer research at York in memory of his wife, Georgie.

What you could achieve

When Chris's wife, Georgina, died from lung cancer at the age of 37, Chris decided to do something incredible. He chose to raise enough money to fund someone to do a PhD in lung cancer research at York.

"Georgie wanted to help others who had been given the same devastating news that they'd been diagnosed with lung cancer. Unfortunately, the aggressive nature of her illness prevented her from beginning her fundraising,"

"So I decided to jog, run or walk at least 2 miles a day, every day, for a year."

Chris has raised over £50,000 to fund the Georgina Gatenby Scholarship into lung cancer research at the University.

"When I set out with the idea of running daily, never did I fully comprehend the true power and resonance of Georgie's love, humility, compassion, bravery and steely will. Because of the many and fantastic co-fundraisers and all the donors, the Georgina Gatenby Scholarship is now a reality."

Because of Chris' fundraising, we are one step closer to preventing lung cancer.

Join Chris today, and fundraise to support students who can go on to change the world.

Click here to get started
yustart.hubbub.net 



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