



Wolves
Foundation

Fundraising Pack

Creating Opportunities. Changing Lives.



@wwfcfoundation

#ONEPACK



Supported by

**Premier
League**





THANK YOU FOR CHOOSING TO FUNDRAISE FOR WOLVES FOUNDATION!

About Wolves Foundation

Wolverhampton Wanderers Foundation is the official charity of Wolves. We are a charity which educates and inspires the local people within the community.

Wolverhampton has a population of 263,537 and is amongst the 20 most deprived areas in the UK. The city falls 13th in ratings for education deprivation, eighth for income deprivation, fifth for youth violence in the West Midlands and sixth for employment deprivation. But there is a shared vision within the city to work together to make substantial improvements

With over 45+ different educational and community outreach programmes, the Wolves Foundation hopes to continue to positively impact the lives of thousands of people, specifically focusing on improving employment opportunities, reducing food poverty and supporting mental health and wellbeing across all ages.

HOW WILL YOU MAKE A DIFFERENCE?

All funds raised from your event will support Wolves Foundation to create opportunities and change lives across three key areas:

Healthier, more active people

-  Mental Health
-  Physical Activity
-  Early Years
-  Healthy Aging

Safer, stronger communities

-  Disability
-  Youth Engagement
-  Community Action
-  Mentoring

Lifelong learning and skills

-  Primary Schools
-  Secondary Schools
-  Further Education
-  Employability



FUNDRAISING IDEAS

You can be as creative as you like when it comes to fundraising. Here are some of our favourite ideas to get you started!

Organise a

COFFEE & CAKE MORNING

At your local café or workplace



Hold a
FOOTBALL THEMED QUIZ

at your local pub or restaurant

ORGANISE A BIG NIGHT IN
and donate the amount you would have spent on a night out



ORGANISE A FLASHMOB
in your local City Centre



ENTER A MARATHON



ORGANISE A GOLF TOURNAMENT

HOLD A
CHARITY FOOTBALL MATCH

TAKE PART IN
FUNDRAISING EVENTS



If you are feeling daring you could arrange a sponsored...

5 MINUTE
ICE BATH

SKYDIVE



WAX



PROMOTING YOUR EVENT



Word Of Mouth

Spread the word to family, friends, colleagues and ask them to spread the word to their friends and colleagues. Put up posters and flyers in local shops, restaurants, community centres and even around Molineux.

Send an all-staff email to let all company employees know about your fundraising, don't forget to include your JustGiving link within the email.



Media

Contact your local newspaper, magazine and radio station and ask if they will feature your fundraising story.

Special Occasions

Use special occasions like your birthday to ask for donations from family and friends instead of gifts.



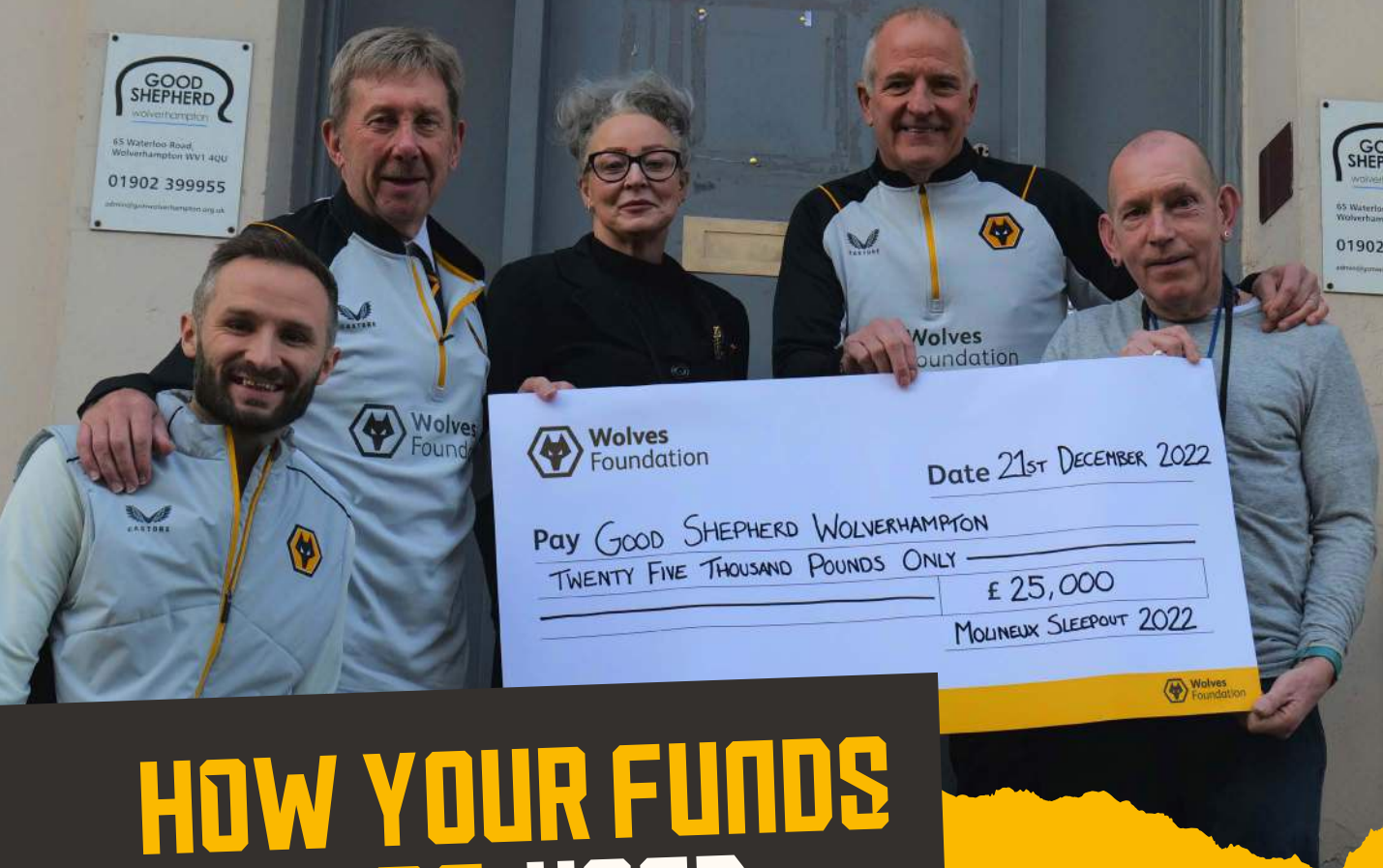
Social Media

   @wwfcfoundation

Use all your social media platforms to announce your fundraising story and event, this will let your followers know what you are doing and why you are raising funds for the Wolves Foundation.

- Post regular updates on how your fundraising is going, this will keep your fundraising event current.
- Upload photos and videos to grab your follower's attention. We can help provide images and case studies that you can share.
- Don't forget to thank your donors on your social media to show your appreciation for all their support.





HOW YOUR FUNDS WILL BE USED

£50

provides an enrichment activity aimed at improving mental wellbeing.

£100

provides a facility and staff for a disability sport activity

£200

provides a whole day of sporting activity and workshops for 30 children.

£400

provides a mental health workshop for adults.

£500

provides a pallet of food, consisting of over 1,000 meals.

£600

provides a workshop on weapon awareness for 50 Kicks participants.

CREATING YOUR JustGiving™ PAGE



Sign Up

Visit www.justgiving.com/wolverhamptonwanderersfoundation and click the blue “start fundraising for us” icon and sign up to create your JustGiving page

Design Your Page

Write a short story with all the details on why you are fundraising and why the Wolves Foundation is your chosen charity. Add photos, including the Wolves Foundation Logo.



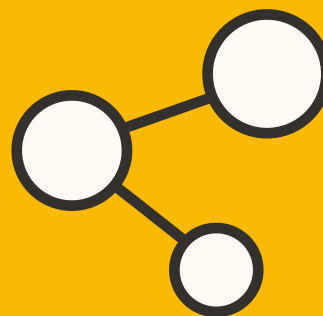
Set Your Fundraising Target

By setting a target it will give you a goal to reach and allow momentum to gather around your fundraising efforts.



Share Your Page

Share your JustGiving page across your social media platforms. Ask your family, friends, and colleagues to share your story on their social media. Don't forget to tag us (@wwfcfoundation) on social media this will allow us to interact with your fundraising story.



CASE STUDY: HOW WE CAN MAKE A DIFFERENCE CHRIS' STORY



Chris is just one example of Wolves Foundation's projects making a difference to people across our communities.

He had been dealing with two tragedies in his life, and felt it was something he would never be able to share with others or open up about.

"I just kept it all hidden," he admits.

But now, with thanks to Wolves Foundation's and our Head 4 Health project, he has found the courage and the strength to speak.

Having already undergone one tragedy 30 years ago, Chris's daughter took her own life in 2021.

Chris admits the loss of his daughter finally pushed him into doing something about his mental health.

"It was 30 years ago when a first tragedy happened in my life, and I bottled it up inside for all that time and was just going about things in the wrong way," he reveals.

"Then there was the tragedy with my daughter, who had been really suffering and took her own life in 2021.

"Later on, I was at West Park Hospital and someone told me about Wolves Foundation and I just knew I needed to do something."

Wolves Foundation run a number of projects to encourage healthier and more active people in Wolverhampton and beyond. This includes Head 4 Health, which aims to improve the mental wellbeing of adults through informal and educational workshops and physical activity.

"Going to Head 4 Health has helped me so much," says Chris. "I wouldn't talk before, it felt like I couldn't, or I didn't want to. But this has made me open up more to other people who are suffering like I am, and we are helping each other – it has created a bond like we are a big family.

"I've still got these little tears going around inside me but mentally I am lot better than I was. I think sometimes us men think it is a weakness to open up and that we are macho and can handle everything – but we can't."

Wolves Foundation initially set up our Head 4 Health project to tackle to stigma around men's mental health. Statistics show three times as many men die by suicide as women, with many reluctant to speak out or seek support.

Your fundraising could help to provide workshops, activities or counselling to help adults like Chris with their mental health, or one of 40+ other projects delivered by the club's official charity to directly benefit our communities.

"There are other people out there that I know are suffering just like me and I have told them about the Wolves Foundation because it's the best thing I have ever done.

"It is the first time I have actually been able to talk about what happened because I always kept it inside and while people may have thought I was a happy-go-lucky person, it was actually very different.

"You know you are not on your own, everyone shares each other's problems and it has helped me tremendously."





THANK YOU

Thank you for fundraising for the Wolves Foundation.

With funds generously raised by supporters like yourself, we will be able to continue to deliver our wide range of projects, and you will be helping us to help others within the city who need it most.

Please do get in touch and let us know how your fundraising goes!

If you have any questions, please contact the fundraising team at foundation@wolves.co.uk.

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Registered Charity | Company Registration 06625967

