



**RFU INJURED  
PLAYERS  
FOUNDATION**

# THANK YOU!

By downloading your fundraising pack you've taken the first step in your fundraising journey, and we're here on hand to support you every step of the way!

100% of the money you fundraise will go directly to supporting rugby players who sustain a catastrophic spinal cord or traumatic brain injury and help prevent future injuries through research and education.




We hope you find everything you need in this fundraising pack including fantastic ideas from our past fundraisers, and tips on how to make the most of your event or challenge.

If you need any further support or resources, including tees and balloons, our friendly fundraising team are on hand to help. To get in touch please email: [ipf@rfu.com](mailto:ipf@rfu.com)

As England Rugby's primary charity our assistance is available to any catastrophically injured player across England, from grassroots up to professional level, to empower them to lead their lives as fully and independently as they are able to. By fundraising for the IPF you are enabling us to be there for the player, their family, friends and the rugby club immediately after injury and for the rest of their lives.

Whether you choose to do a bake sale, quiz night, running challenge or an epic mountain climb, the money you raise also goes towards funding research to make breakthroughs to understand how we can improve the care of the injured player, and make rugby safer.

If you're posting about your fundraising on social media be sure to tag us:

-  **Twitter** [@therugbycharity](https://twitter.com/therugbycharity)
-  **Facebook** [@RFUInjuredPlayersFoundation](https://www.facebook.com/RFUInjuredPlayersFoundation)
-  **Instagram** [@RFUIPF](https://www.instagram.com/RFUIPF)

We can't wait to see the fantastic things you do!  
Thank you again for choosing to fundraise for the RFU IPF.

Karen Hood  
**Head of the RFU IPF**




Registered with  
**FUNDRAISING  
REGULATOR**

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THE NEXT MORNING THE IPF WERE THERE, BECOMING PART OF THE FAMILY, PUTTING ME IN A HOTEL, PAYING MY EXPENSES, TAKING AWAY ALL THE ADDITIONAL STRESS. I COULDN'T HAVE GOT THROUGH IT WITHOUT THEM, WITHOUT SOMEONE TO TALK TO SO THAT WHEN I SAW MY SON I COULD BE POSITIVE.

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"There wasn't a single day that the IPF and the club weren't there for me. It has made me appreciate rugby even more."

KJ – injured player

## KJ'S STORY

Kudakwashe Mushava, known by his pals as KJ, is a 26-year-old trainee solicitor who was playing for Old Reigatians against London Cornish when half an hour into the game and in the lead, "the ball came out of a ruck. I tackled the opposition player who picked it up. Another player fell on top of me and I felt my neck go, couldn't move. Team mates shouted for the referee and our physio and the opposition physio ran on. They were magnificent, held my head until the ambulance arrived."

KJ was taken to St George's Hospital in London, and a 2am operation followed. "The next morning the IPF were there, becoming part of the family, putting me in a hotel, paying my expenses, taking away all the additional stress. I couldn't have got through it without them, without someone to talk to so that when I saw my son I could be positive" said KJ's mum, Susan.

After his operation KJ was moved to Stanmore for three and a half months. It took six weeks to walk and KJ says "I still get wobbly and have to think about what I am doing. I go to the physio at my rugby club, get regular massages. I play a role, do some coaching, put out cones. There wasn't a single day that the IPF and the club weren't there for me. It has made me appreciate rugby even more." To read more about KJ's story others who have been support by the RFU IPF please visit: [www.rfuipf.org.uk](http://www.rfuipf.org.uk)

# 10 STEPS TO FUNDRAISING SUCCESS

So you want to get fundraising – great! But where do you start? Our step by step guide will support you from start to finish.

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WITH SO MANY WORTHY CAUSES OUT THERE, WE OFTEN RELY ON THE GENEROSITY OF THE SAME PEOPLE TIME AND TIME AGAIN. AND I WANTED TO FEEL LIKE I HAD EARNED THEIR GOOD WILL, SO GO CREATE A CHALLENGE PEOPLE FIND TRULY INTERACTIVE AND ENTERTAINING. GIVING PEOPLE MORE INTERACTIVITY BY SPONSORING MORE MONEY CAN REALLY HELP TO BOOST YOUR FUNDRAISING.

RYAN, IPF FUNDRAISER

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## 1 CHOOSE YOUR EVENT OR CHALLENGE

There's plenty of ways you can get fundraising from bake sales and drinks tasting to sponsored silences and sporting challenges. Take a look at our comprehensive A-Z fundraising ideas on our website for inspiration:

[www.rfuipf.org.uk](http://www.rfuipf.org.uk)

If you're hosting an event we'd also encourage you to have a think about what things the people you'll invite would like to get involved in.



## 2 BE CLEAR ON YOUR 'WHY'

Take some time to think about why you've chosen your particular challenge/event, and why you've chosen to raise money for the RFU IPF. Creating 'your story' by linking your fundraising to your personal experience will enable you to connect with potential sponsors and donors by making it relatable. To help them connect to the cause further you could also include information about the work the RFU IPF does or share some of our clients' stories.

To discover more about the RFU IPF and some of our clients please visit: [www.rfuipf.org.uk](http://www.rfuipf.org.uk).

**'RUNNING FOR THE IPF IS MY OPPORTUNITY TO GIVE BACK TO THE WORLD OF RUGBY. FOR ALL THE FUN AND EXPERIENCES THAT HAVE HAD SUCH A POSITIVE EFFECT ON MY LIFE.'** GREG, IPF FUNDRAISER



## 3 GIVE YOURSELF A FUNDRAISING GOAL

Giving yourself a fundraising goal gives you something to aim for when planning your fundraising. It also gives those supporting you an idea of how much progress you've made, encouraging them to donate to your cause.

You can share this with people through regular updates on social media or your online donation platform, or simply having an old skool style progress thermometer next to your desk in the office.

## 4 GET PLANNING

Planning your approach (even a little) breaks down your target into easily manageable chunks helping you to achieve your goal and saves the last-minute panic! Feel free to use our downloadable planner to help you.

**'MY MAIN TIP WOULD ALWAYS BE TO PLAN EVENTS. I FIND THAT SO MUCH MORE SUCCESSFUL THAN JUST ASKING FOR SPONSORSHIP. AND HAVE A RAFFLE. ALWAYS A RAFFLE. WE MADE ABOUT £500 ON THE RAFFLE ALONE!'**

**JANE, IPF FUNDRAISER**

## 5 FIND YOUR 'FUNDRAISING SQUAD'

You are not alone in your fundraising. Use the network of people around you to share ideas or problems to help you solve any hurdles you come up against, and to help you with your planning or delivery of your fundraising event. Your fundraising squad could be made up of:



**FAMILY & FRIENDS**



**WORK COLLEAGUES**



**OTHER FUNDRAISERS**  
If part of a team  
of challenge event  
participants



**YOUR RUGBY CLUB  
OR TEAM**



**YOUR NETWORK**  
Anyone who can't donate  
money but is able to  
donate a raffle prize or  
volunteer to help

**'IF YOU'RE A MEMBER OF YOUR LOCAL RUGBY CLUB, ASK THEM TO DO A LITTLE ARTICLE ON YOU. I GOT DONATIONS FROM PEOPLE I DIDN'T EVEN KNOW BUT APPRECIATED THE FUNDRAISING FOR THE IPF.'** **ANDREW, IPF FUNDRAISER**

## 6 DECIDE HOW YOU'LL RECEIVE YOUR DONATIONS

The sooner you set up a fundraising page the more likely you are to reach your fundraising target before your challenge. How you collect your donations depends on the event you're planning. You might have one or a mix of the below:

- 1. Online Sponsorship Pages** – these are ideal if you're doing a sporting challenge where you won't be having people attending in person. Funds raised on our Enthuse platform and JustGiving will go straight to us. You can share your page link through email, text and social media easily.  
Go to: [www.enthuse.com](http://www.enthuse.com) to set up your fundraising page.
- 2. Sponsorship Forms** – You can print these off, leave them up in your office, club house or carry it on you when you see people face to face.
- 3. Money Tins** – If you've got a bake sale or are receiving cash sponsorship from donors we have printable money boxes available in our fundraising resources. If you need something more substantial, then we also have banded tins and buckets available.  
Please contact a member of the team: [ipf@rfu.com](mailto:ipf@rfu.com) if you'd like one.





## **7 PROMOTE, PROMOTE, PROMOTE!**

Think about how best to engage your audience of potential sponsors. Will you see them face to face, do you email them regularly, or are they on social media? There's no one fits all approach so you may need to use a variety of techniques. For example, social media is a powerful tool to raise awareness of your fundraising in the beginning, but a direct ask by text, phone or email might help you get those extra pennies in at the end.

If you are using social media then put a link to your online fundraising page in your bio on Instagram or as a pinned tweet on your Twitter wall. Encourage your followers to share your pages too, and make sure you connect with a wider audience by using hashtags. Get creative with your hashtags (but check the hashtag before you post to make sure it's a conversation you want to join). For inspiration, take a look at our social media posts for common hashtags we use such as **#rugbyrunners #rugbyfamily #englandrugby #rugbyunited**

And don't forget to tag us so we can help you too!

 **Twitter @TheRugbyCharity**

 **Facebook @rfuipf**

 **Instagram @rfuipf**

You can also let us know about your fundraising by contacting **IPF@rfu.com**

**'MAKE SURE YOU PERSONALLY THANK THOSE WHO DONATE ON SOCIAL MEDIA. THIS ENCOURAGED OTHER PEOPLE TO DONATE!' ANDREW, IPF FUNDRAISER**



## KEEP YOUR AUDIENCE UPDATED ON YOUR PROGRESS

It takes even the most willing donor '3 asks' before they actually make a donation. To help you raise funds keep your fundraising at the forefront of your audience's mind by regularly sharing updates of your training or event planning. This could include training footage, setbacks as well as successes to show how hard you're working to meet your goal. Make sure to include links to your online fundraising page too.

**'ASK AND KEEP ASKING PEOPLE TO DONATE. DO THIS THROUGH SHARING YOUR PROGRESS (INCLUDING BIG MILESTONES) AND HOPEFULLY IT WILL RESONATE WITH PEOPLE ENOUGH TO MAKE THEM DONATE.'**

**ADELE, IPF FUNDRAISER**

**'DON'T JUST TAKE THEIR MONEY AND RUN; BUILD EXCITEMENT TO THE EVENT, SHARE YOUR LIVE PROGRESS ON SOCIAL, AND LET THEM KNOW HOW MUCH, AS A COLLECTIVE, MONEY YOU'VE RAISED. CREATING FUZZY GOOD FEELINGS ALL ROUND CAN HELP NEXT TIME YOU'RE LOOKING FOR LIFE CHANGING DONATIONS.'**

**RYAN, IPF FUNDRAISER**



## THANK YOU!

As people donate, or once you've finished your challenge or event it's really important to thank those who have donated and supported you. It doesn't have to be much but make sure you include the total amount of money they helped you raise. You could even include information about our work to show further the impact the funds will have.



## PAYING MONIES RAISED TO US

If you've set up an Enthuse or JustGiving page online then the monies should automatically be paid to the IPF. However, if you have cash donations that you'd like to send through please contact the fundraising team at [IPF@rfu.com](mailto:IPF@rfu.com) where they will let you know how best to do this.



**Post** – Cheques only to:

**The IPF Fundraising Team, Rugby House, 200 Whitton Road, Twickenham, TW2 7BA.**

Please ensure you include a note confirming who the cheque is from and how the money was fundraised.



**BACS** – Please contact the team at [IPF@rfu.com](mailto:IPF@rfu.com) for details.



**IPF Website:** Click on 'Donate here' at [www.rfuipf.org.uk](http://www.rfuipf.org.uk)



# TOM'S STORY

**Catastrophically injured playing rugby having just returned as an Army captain from a tour of Afghanistan, Tom Hughes has sailed the world on his accessible catamaran Artemis, having planned the trip for six years.**

A Fellow of the Royal Geographical Society, his exploration on land, coast and beneath the sea, sees him well equipped. Qualifying as a technical diver and diving instructor since his injury, he is also trained to use a rebreather, allowing him to dive for longer and without the bubbles to stop him getting up close to marine creatures.

The boat, purpose built in Millbrook, Cornwall by DazCat Multimarine, was named Artemis after one of the most important Greek deities, the goddess of hunting, and obliquely after Tom's mother Diane, akin to Diana, the same goddess in Roman mythology.

During the pandemic Tom also spent months creating a unique 4 x 4 camper van. Bought on eBay, and designed and kitted out by Tom, it has its own communications system and power. It can pump up its own tyres, lift Tom into bed, stow his Terrain hopper all-terrain wheelchair and power its own kitchen. With souped up suspension, it can go where no ordinary camper van could venture. It too travelled the world, and was shipped out to the destinations on Tom's trip.

A client of the RFU Injured Players Foundation ever since he broke his neck in a rugby match as he built towards selection for the Army v Navy game, Tom says the charity is "absolutely fantastic. I can't speak highly enough of the help they have given to me and all the other clients."

His list includes helping him buy a home, get specialist physio, purchasing his Terrain hopper, his rebreather and funding his PhD. Since his injury, Tom has completed a Defence Fellowship at Oxford, a Masters Degree via Glasgow and a PhD in International Relations at St Andrews.

Now he's continuing to conquer the world taking Artemis through the most daunting oceans and to some of the most beautiful and remote outcrops of land. Everyone involved with the Injured Players Foundation and the game wishes him well on his remarkable expedition and will be watching his progress as he continues to act as an inspiration to us all.



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# FUNDRAISING FAVOURITES

## 1. BAKE SALE

Everyone loves a baked good so set up a stall at your club on a match day and encourage all to make a donation in exchange for a cake with their coffee.



## 2. SWEEPSTAKE

From the Club Captain's dinner speech to how long it'll take you to complete a challenge. Ask people to sponsor a time and with the winner splitting the monies raised with the charity.



## 3. QUIZ NIGHT

Make it themed or general knowledge. Gather your rugby club together for a quizzical evening!



## BAKE SALE



Fundraisers Adele and Andrew raised over £300 by hosting a bake sale at their office.

Asking colleagues to bake or donate cakes, the pair then sold the cakes by taking donation in cash and via PayPal.

## SPONSORED FUNCTIONAL FITNESS CHALLENGE



IPF Fundraiser Ryan raised over £3,000 by taking part in a 12 hour cross fit marathon at his gym.

By creating a 'menu' of exercises with associated costs, Ryan invited people to be as 'brutal' as their generous pockets would allow them.

Ryan took donations through his online giving page, and regularly posted on social media to help drive awareness and let those who had donated know where their hard earned cash was going. One of Ryan's friends thought he would enjoy the workout far too much and instead sponsored him £50 to eat a kebab. If Ryan was to do this again, he says he would make burpees more expensive.

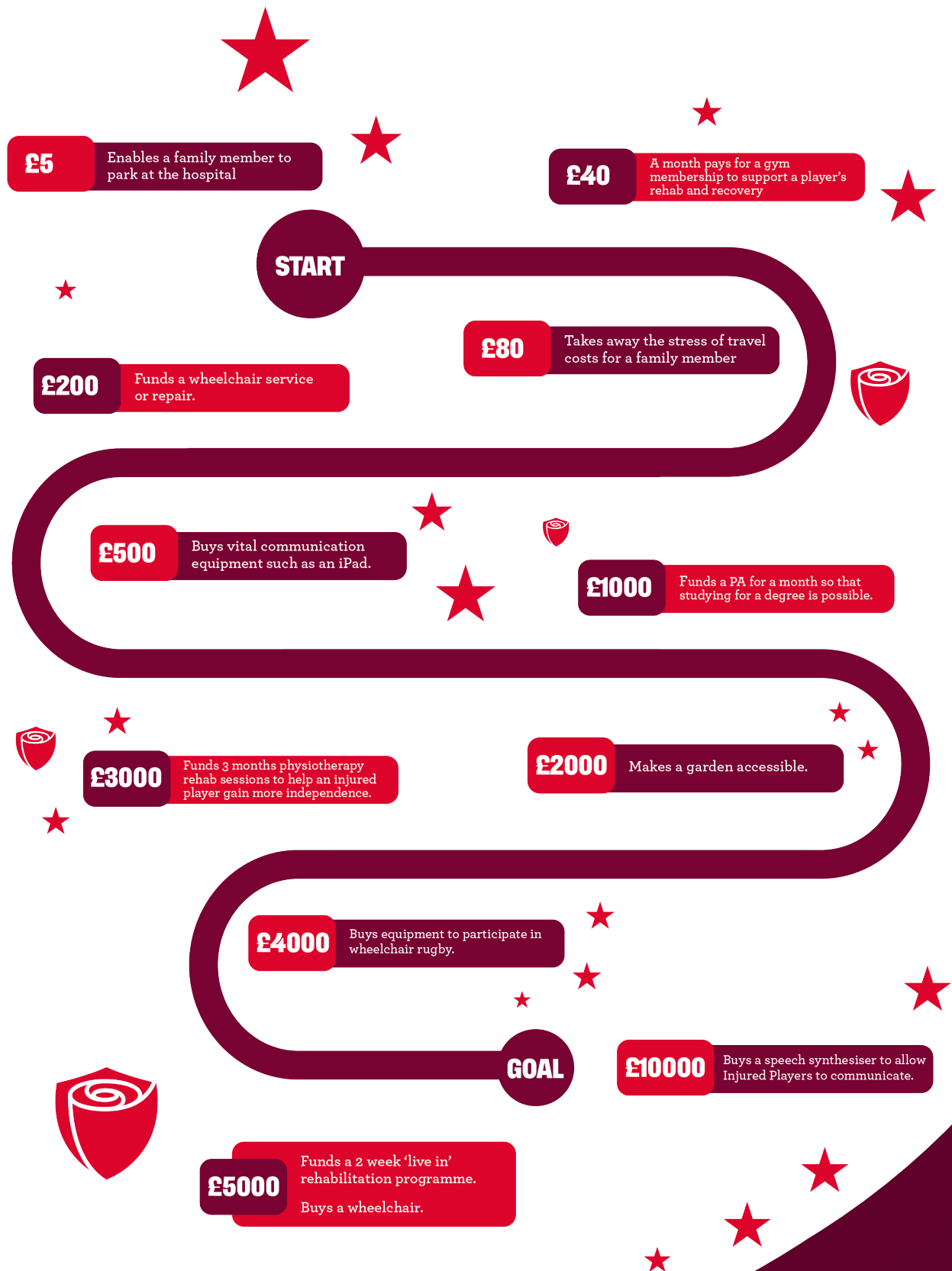
## GOLF DAY

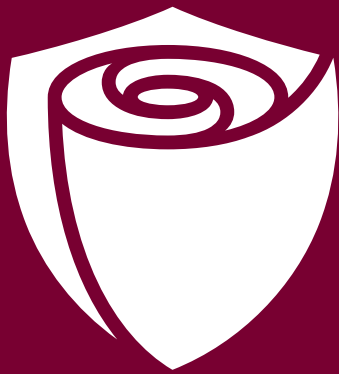


Jane and Jemma raised £1870 for the IPF by organising a golf day at their local golf course.

Jane says "there can be times when there are a lot of people asking for donations at the same time. In these cases, I have always found events a huge success. We run a 'Texas Scramble' golf event at our local club every year. We include an auction and a raffle and have always raised between £1-2k. Ask your wider community for raffle and auction prize donations. Get in touch with your local premiership club, and local businesses. The raffle and auction often raise as much as the event itself."

# HOW YOUR FUNDRAISING CAN SUPPORT INJURED PLAYERS





**RFU INJURED  
PLAYERS  
FOUNDATION**

Charity No. 1122139



**@RFUIPF**



**@THERUGBYCHARITY**