



City Year UK One28 Challenge Fundraising Pack

one.CityYear
28 challenge

#one28challenge



Welcome to the #One28Challenge

City Year UK is a youth and education charity which empowers diverse 18 to 25-year-olds to tackle educational inequality through a year of full-time volunteering in schools.

Our City Year Mentors are at the heart of what we do. They each give 128 hours per month in school to support the pupils who need help most. It's time we invest back in their own development.

Here's how to get your challenge off the ground and help us support the personal and professional development of our young leaders:



Choose the format of your challenge

Take on the #One28Challenge your way - whether that is walking 128 miles split evenly throughout June (~4.2 miles per day / around 9,000-10,000 steps), organising a one-off 12.8 mile walk in June, or committing to learning a new skill for 128 minutes per week throughout the month, you can tailor your approach however you want. The choice is yours, but together we can make a difference to our young people who volunteer to tackle educational inequality.



Spread the word

Use your social channels (and beyond) to let everyone know about your challenge and encourage them to join in too.





Make a plan and track your progress

Think about how you'll cover the 128 miles or learn the new skill across June. Whether that's exploring new walking routes in your community, planning some long nature walks, walking on the treadmill or carving out some time in the evenings or mornings to learn your chosen new skill (e.g. a new language, a musical instrument, dancing, painting, calligraphy etc). Show your supporters how you're getting on with your challenge by sharing your progress on your giving page to encourage donations.



Team up

Walking (or learning) together is more fun, so why not get some friends, family or colleagues involved. You could split the miles between yourselves or add them up to the final target for the extra challenge factor!



Get fundraising

Set up your [GiveStar](#) online giving page and use the tips and tools in your pack to start collecting donations. We're determined to support every child and young person to achieve their full potential and this can only happen thanks to fantastic supporters like you.



You've signed up for the #One28Challenge and are ready to get started. What next?

Firstly, can we say how pleased we are that you're joining our One City Year family! We're here to help you get inspired and kickstart your challenge.

Here are some handy fundraising tips and ideas to consider for your challenge:



Set a target

Give focus to your challenge and keep yourself motivated by setting a fundraising goal. Research also shows that setting a target on your giving page can significantly increase the amount of donations received.

We suggest considering a minimum target of £128 - feel free to double, triple or choose your own amount as you see fit. The total amount that you manage to raise will be matched 1:1 by one of our donors. This means, including Gift Aid, for every £128 you raise, City Year will gain £320!



Make the first donation to your GiveStar page

Show potential supporters that you're committed to the challenge and make the first contribution to your own giving page.



Tell your story

When setting up your online giving page, tell supporters what motivated you to join the #One28Challenge and why investing in City Year Mentors is important to you, especially if you witnessed the positive impact of our work or have a personal connection to someone who benefitted from our programme.

Share regular updates, photos and / or videos and don't forget to thank your supporters for their contributions.



Get a team together

Our City Year Mentors face challenges together, as a team of five, supported and coached by their 'go to' City Year UK staff member. Why not encourage your friends and family to join the challenge too and make fundraising a real team effort? You could split the miles between yourselves or add them up and increase your fundraising target.



Promote yourself on- and offline

Share your online giving page and regular updates including the challenge-related badges across your social media channels, but also mention it while catching up with friends and family to boost word of mouth!



Share with your employer, work colleagues or university / schoolmates

Share your page with your work or school networks and see if they will make individual donations or if your employer may be able to also match the funds you raise.



Find creative ways of getting your miles in & raising money

Why not run errands for your family or friends (e.g. do the school run / walk their dog / collect their food shopping) in return for a donation to your online giving page.



Get inspired

Read some of our inspirational volunteer stories to see WHY we're committed to investing in our community of diverse young adults who give a year to tackling educational inequality through full-time volunteering in schools.



Mushtaq
City Year Mentor
London, 2022-23



It has been a stimulating responsibility to serve as a City Year mentor in London. It has taught me a lot and pushed me outside of bounds I never knew I had. Throughout my journey, I have consistently recognised my role and the significance of acting as a mentor. Consistency is important, and many of my mentees depend on my presence at school, I've seen. It has shown me the value of being present for both developmental and interpersonal reasons."

"Being a City Year mentor also means having a voice that matters. By allowing students to understand teachers' requirements and vice versa, you assist in closing the communication gap between them. Additionally, you serve as a mentor for your coworkers by offering them advice and being honest with them."

"The numerous opportunities I have been given have made my experience as a City Year Mentor so far enlightening. My Red Talk was one of the opportunities. It gave me the chance to talk about a subject I'm passionate about and encourage my fellow mentors to pursue writing. This gave me a new opportunity to continue giving speeches in front of groups, and that opportunity was the City Year Town Hall.

"I was able to write a poem in honour of International Women's Day. This forced me to have more self-confidence in myself and my abilities because it was in front of the entire City Year UK. I find that speaking in front of an audience improves my capacity to express myself while also improving my ability to communicate effectively."

See more stories at cityyear.org.uk/one28challenge

“

When I signed up to City Year I never ever thought I'd be the one telling my story. I cried a river at the ceremony when we were given our red jackets simply because the opportunity to serve has been one of my biggest achievements to date."

"City Year has given me the opportunity to bridge the gap between education inequality by supporting the most vulnerable young individuals. The individuals who 'just get by', often being labelled, the individuals who have the opportunity to turn it all around but just need some support. It's all about changing lives, making a difference and equipping young people with the skills they need for their future. Being a part of City Year has been incredibly fulfilling and I am proud and honoured to go into school everyday and see the young people smiling."

"It's the little interactions, just like tying a pupil's shoelaces that have the most impact and it's a privilege to be able to give a year. I believe schools are the hub of the community and City Year is the heart of the schools."



Kanesha
City Year Mentor
West Midlands, 2021-22

“

I saw that young people struggle to articulate their feelings and express emotions with ease. It's become particularly striking in the context of the pandemic and lockdowns. Students at my school found themselves in serious trouble for not reacting to staff in the best way, whether it was verbally or even physically, leading to repeated sanctions. What I gathered, was that young people have difficulty communicating their emotions, to the point where they either bottle it all up and allow it to damage their mental health or act out every time."

"Bearing this in mind, I came up with the idea of creating a rap club that many of my mentees had a shared interest in; a safe space for students to tell their own stories and express themselves in a creative manner, away from school pressures."

"I wish to take this club to new heights and to create my own educational programme in the future that can function both as a career path in the music industry, as well as a safe space to mentor the youth that wish to take part and to help them achieve their full potential."



Neil
City Year Mentor
London, 2021-22



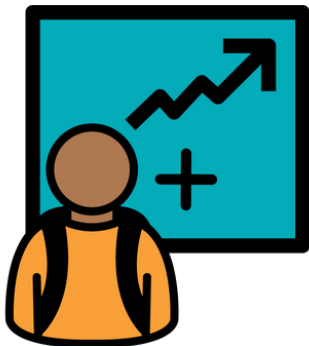
“

City Year offered me the chance to grow, both personally and professionally, and it was clear from my first interview that they were willing to invest in my development as a leader. This was exactly what I wanted: to develop more well-rounded skills, and build my confidence and initiative.”

See more stories at cityyear.org.uk/one28challenge

Hope

**City Year Mentor & School
Service Leader
Greater Manchester, 2022-23**



“This is probably the best progress evening MW has ever had. All the teachers have said that he is doing so much better and his behaviour has massively improved. He absolutely worships his City Year Mentor and is always singing your praises.”

– **Parent comment**



Thanks for taking part!



Without the generosity of supporters like you, there would be no young people giving vital help to pupils in school, and no skills and careers development for our inspirational volunteers.

Since 2009, City Year UK has trained and supported over 1,500 young adults* to coach and mentor over 15,000 pupils furthest from opportunity and contributed to a positive school culture for over 100,000 children.

**Over 90% of our volunteers move into higher education, employment or training within three months of completing their City Year.*

But there are still too many children who need what our volunteers have to give. Our ability to place more City Year Mentors in more schools and contribute to the development of more young people relies on every little donation.



Every donation we receive, and each amount you raise, will be matched 1:1 by one of our donors. This means, including Gift Aid, for every £128 you raise, City Year will gain £320!



Thanks for taking part!



The difference your support makes:

£12.80

could contribute towards the daily travel expenses of a City Year Mentor, making sure they can be in school for the pupils who rely on their support

£64

could fund a day of leadership development training for one of our mentors

£128

could enable a volunteer to run a set of four 1:1 coaching sessions with a pupil in need of individual support, focused on boosting their self-belief and academic attainment

£256

could contribute to organising after-school clubs led by our City Year mentors, including wellbeing and STEAM (science, tech, engineering, art, maths) activities to equip pupils with the skills they need for school and beyond

£512

could contribute towards the weekly living expenses and training of a team of volunteers, enabling them and pupils to benefit from the City Year programme and achieve their full potential.

Five benefits of taking part in the #One28Challenge



Alongside raising money to invest in the development of our City Year Mentors and the work we do in schools, there are many other great benefits to taking on this challenge!

Walking 128 miles this June would:

1. Improve your physical health and fitness levels, helping you maintain a healthy weight
2. Increase your energy levels and, according to [recent research](#), even help you tame your sweet tooth
3. Have a positive impact on your mental health and wellbeing - walking is a great stress reliever as well as an opportunity to practise mindfulness
4. Help boost your creativity - a change of scenery can do wonders when you feel stuck!
5. Give you the opportunity to discover new walking routes and enjoy the outdoors and (hopefully) the sunshine.

Committing to learning a new skill for 128 minutes per week throughout June would:

1. Allow you to finally tap into an interest or talent that you haven't explored before
2. Improve your focus and concentration
3. Give you daily motivation and energy
4. Boost your confidence and give you a sense of achievement
5. Have a positive effect on your wellbeing - learning new things can really elevate your happiness levels!

Plus, no matter what challenge format you choose you will also receive a downloadable certificate of completion at the end of the month and a mention on our dedicated challenge page as a thank you for all your hard work.



THANK YOU for your support.

cityyear.org.uk/one28challenge

   
[/cityyearuk](https://cityyearuk)



one.CityYear
28 challenge
#one28challenge

THANK YOU for your support
cityyear.org.uk/one28challenge

