

# THE LONDON INTERFAITH FUN RUN

Sunday  
3rd  
September  
2023

## CHARITY PACKAGE



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# Introduction

I am delighted that the 3rd Annual London Interfaith Fun Run will take place on Sunday 3rd September at StoneX Stadium, Greenlands Lane, London NW4 1RL.

This unique event is one of the largest events in London's faith and belief communities' calendars. It allows charities to get active, fundraise and enjoy a family-friendly day with food, music, performances, arts and interactive activities. Most importantly, the Fun Run is a chance for faith & belief communities to stand up and say that we are with each other, that we are a community and that we will generate positivity in London, open to all.

Last year we had over 750 people and more than 50 charities officially involved on the day, raising vital funds by recruiting runners. We're once again asking you to join in and contribute to a healthier and better connected London. Watch the highlights from 2022 here: [London Interfaith Fun Run Highlights 2022](#).

The London Interfaith Fun Run offers distances options of a 10km, 5km or 1km for your fundraisers to walk, run or jog. But there is so much more to the Fun Run; there will be a Charity Fair, Family Fun Zone and Food Court, creating a wonderful buzz throughout the day, and providing you with the opportunity to meet other faith and belief based charities and their supporters.

By signing up, you're committing to raising some much-needed funds for your charity, to giving your supporters a great day out at the end of summer, meeting friends old and new, and representing your work at one of London's premier interfaith events.

This pack contains all the information you will need to know about the event, and everything that is available to you as a participating charity.

To sign up, you need to sign the 'Charity Participation Agreement' at the end of the package and then pay the charity registration fee. Once we have received this, we will confirm your place as a participating charity. There are bursaries available for volunteer-led organisations.

If you aren't sure about fundraising, talk to me, or email. We are here to help and are offering support in multiple ways including pre-made social media items and supporting with fundraising workshop meetings. The most important thing for us is that you attend on the day.

I really hope you sign up and come to StoneX stadium for this community-centred event which showcases the brilliance of charity and faith work in the capital, and the community spirit that we can generate together.

I look forward to working with you all and encourage any questions that you may have.

Thank you,

*Matthew*

Matthew Gold

The Faith & Belief Forum

[matthew.gold@faithbeliefforum.org](mailto:matthew.gold@faithbeliefforum.org)

# Charity participation fee & package overview

## Charity Registration Fee – £75

You will need to sign up as soon as possible in order to guarantee the same coverage with our marketing press package. The standard package gives you full charity access to all components of the Fun Run. Bursaries are available for volunteer-led organisations, with details further in this pack.

Therefore, we recommend registering early in order to gain access to the most possible fundraising opportunities, as well as a chance to promote the event on social media and through your networks. The rest of this page and the next will tell you what you get as part of the charity package.

## The charity participation package includes:

### Interfaith Fun Run website

The London Interfaith Fun Run website gives you the following opportunities:

- High quality design and interactivity, e.g. your runners can easily link to social networking sites to promote that they have signed up to run.
- A dedicated page per charity; an area for your photos, blurb, a link to your website and any other information you want to share with the community.

- Training tips for your runners, walkers to help them reach their goals which will include separate categories so the user can easily follow and read the content that they want.
- An opportunity for runners to donate to your charity via the registration form.

You will receive your own charity log in details which will enable you to check who has signed up to run for your charity as much as you would like.





## Charity participation package, continued:

### Charity Fair

Each charity has a stand giving you the opportunity to engage with attendees, network and form connections with other community organisations, and the ability to educate about and promote your services.

### Fundraising support

We have teamed up with worldwide fundraising company, JustGiving. This ensures that the potential of fundraising can be maximised for charities. Our aim is to ensure that the site provides runners with a user friendly experience, easy to use registration process and also ensures that charities have maximum exposure for fundraising on the website.

We encourage charities to sign up for free with JustGiving which will give the following benefits:

- You can track in real time who is fundraising for you, how well they are doing and compare how you are doing against other charities / fundraisers.
- Runners fundraising pages are automatically set up once they complete the registration form, so it is not another task for them or you to do.

Because of these benefits, we would promote the use of their services, however it is **not** a requirement and charities can choose who they want to use.



### Media and Marketing

Once you sign up, we will provide you a fresh and dynamic advertising campaign including online coverage. We will provide all charities with guidelines and material to aid the advertising and marketing campaign. This will include flyers, press inserts, social media content, website management, and more.

In order to maximise community reach there will be a press and online advertising campaign in the faith-based news outlets.

# Runner registration costs

Please be aware that, similar to other large scale runner's events, the runners registration costs are not a contribution to fundraising and goes towards the costs of running the event.

## Pre-Registration

We encourage runners to register for the event in advance to ensure they have longer to fundraise and are also able to receive their runners t-shirt and number, maps and key information for the day.

### Pre Event Cost

**Free** Aged 2 years and under

**£7.50** All other participants

### On the Day Cost

**Free** Aged 2 years and under

**£10** All other participants

We do not want registration costs to be a barrier to entry and so are proud to be hosting a Fun Run in which runners costs are much lower than similar events. That said, we are aware that for some communities these prices may be a barrier. We can offer free spaces to those who need it so please contact us if this is something your runners will need.

## Run Times

\*Subject to change

1K run and walk - 1:00PM

5K & 10K run and walks - 3:00PM

Running packs will be sent out from an external company and therefore they cannot be picked up in advance. The running packs will include information for the day, running T-shirt and running number.

£3.75 postage and packaging will be added per person to the final cost.



# F&BF & Maccabi GB's role



F&BF and Maccabi GB logistically manage and plan all elements of the event. This includes the general event marketing, liaison with food vendors and stall holders, finance management, site liaison and the running of the day.

F&BF will manage the interfaith programming on the day, this involves running activities which will allow attendees to meet and learn from people of different backgrounds, setting up prayer space, and overseeing the Stage which will feature diverse performances. If you have any ideas about making the event more accessible to your communities or if you have an activity or performance you want to share, please let us know.

## Charity role & recruitment

The Charity's commitment is based on recruitment and fundraising. It is your responsibility to recruit runners to fundraise for your charity, and it is entirely up to you how you do so. We will provide suggestions, and will offer an initial meeting to share ideas, however this is a main component to your role.

As a communal event, it is essential that all participating charities spread the word and publicise the event as much as possible.

Once a runner registers to run and fundraise for your charity it is your role to be in contact with that runner. It is the charities responsibility to contact the runner after they have registered to run and fundraise. It is important to provide them with ways they can fundraise for you. Following the event, you will need to collect their monies raised e.g. through a JustGiving page.

F&BF & Maccabi GB will provide advertising and marketing material to all charities involved. Some pieces will be charity-specific and others will be general. It is up to you how you choose to use them and utilise these to your advantage.

If you decide to create your own advertising for the event, there are some guidelines that need to be followed:

- 1** If the name of the event is being included outside of our branding, please ensure it is only called **the London Interfaith Fun Run**.
- 2** Please contact me for the official logo. The logo can have the white background removed to fit with your artwork but no other elements of the logo should be changed. **The logo must be visible on the page.**
- 3** Please ensure that you send anything with our name or brand to us for approval prior to print/uploading online.

When promoting the event to your database, we have the expectation that you will advertise the London Interfaith Fun Run on your website and any emails to give you the best opportunity of raising funds for yourselves through the event e.g. in upcoming events on your website, email signatures etc.

# Volunteer recruitment



Volunteers are a key part to the running of the day. The event is a great opportunity to build a CV as it is a large successful sporting event, a great way to develop skills through public interactions and to give something back to the community.

We work closely with volunteers to ensure high quality delivery of the day and therefore if you know anyone who is interested, please do point them in our direction.

There will be an area on the website dedicated to volunteer roles and recruitment.

We work very closely with Jewish Volunteering Network (JVN) on to ensure that volunteers are well prepared, looked after and have the best experience on the day.

We seek volunteers from all faith and belief backgrounds and would be happy to explore working with other faith based volunteer networks too.

A team of around 50 volunteers is necessary to ensure everything runs smoothly. JVN is responsible for recruiting most of this team and placing each volunteer in many different roles. In addition, JVN also take on some of the volunteer management on the day of the event, and it is their responsibility to ensure that each of the volunteers has a safe, enjoyable and rewarding experience. Many volunteers come back year after year, citing a fantastic experience and an infectious atmosphere as their primary reason.



# What to expect on the day

## Charity Fair

You will be invited to set up a stall representing your charity in the fair. This is an opportunity for you to promote your work to attendees, raise additional funds and thank your supporters.

All charities will have their own 6ft trestle table in the Charity Fair. We encourage you to be as creative and ambitious as you can with your stall! You could run activities, face painting, games, competitions and lots more. We will be hosting a meeting to discuss ideas.

Charities are permitted to sell items on their stall but please check this with me first to ensure it doesn't invalidate our public liability insurance.

The Charity Fair will be situated on the ground floor indoor Olympic Bar and running track. This large space can accommodate all charities and together we can transform this blank canvas to an exciting and interactive hall of information and activities.

## Interfaith Zone

Throughout the day, there will be a range of performances, from storytelling and spoken word to dancers and musicians perfect for all the family to enjoy. As well as an interactive space with facilitated dialogue activities, talks to learn about different faiths and beliefs and opportunities to contribute.

## Food Court

There will be a bustling food court with a variety of food meeting necessary dietary requirements from different cultures and communities for everyone to enjoy something new.

## Prayer and Reflection Space

There will be a Prayer & Reflection Room on site. This space is open to anyone who wishes to use it for prayer, reflection, meditation or simply to have a quiet moment. This space will be a multi-faith and multi-gender space but can be reserved for private or single gender prayer.



# Charity meetings

The purpose of charity meetings is to provide all partner organisations with necessary information, as well as using the time to share recruitment ideas, events ideas, and to come together as an 'organising team'.

## **We will be holding four charity meetings**

In addition, we are keen to meet one-on-one with charities in order to assist in building your recruitment strategy.

We'd like to know what you hope to get out the day, if you need help fundraising, how we can make the charity meetings work best for you.

There will be email correspondence sent providing updated and important information for all involved.

All the charity meetings will be in person and at the StoneX stadium, where the Fun Run will be held. This is so we can meet together and get to know the venue. Full notes will be circulated afterwards in case you can't attend.

We will send a poll round to all charities to find out when is best for you during the week that we have suggested.

## **Charity Partners Meeting 1**

**Week Commencing 10th July, date tbc**

**In Person, StoneX Stadium**

Information about the Interfaith Fun Run including updates on event changes from 2022, with a focus on new ideas for 2023. This meeting is especially recommended for those who want to have more of a role in the visioning of this year's event.

## **Charity Partners Meeting 2**

**Early-Mid August, date tbc**

**In Person, StoneX Stadium**

An update for all participating charities, as well as time used to share recruitment and marketing ideas. This will be an interactive meeting where charities can work together and is recommended that all attend. This will be a good chance to get some fundraising tips for the final month of recruiting participants, as well as any other troubleshooting.

## **Charity Partners Meeting 3**

**Week Commencing 21st August**

Final pieces of information for the event. Recommended that all attend. We will decide whether to hold this in person or online closer to the time.

## **Charity Thank You Breakfast**

**Wednesday 13th September 10am**

**In Person, Location tbc**

A thank you to all participating charities, and a chance for us to discuss feedback on the event.





# Charity registration & agreement

**As a participating charity of the London Interfaith Fun Run you will receive from F&BF and Maccabi GB:**

- Full logistical planning and management of the London Interfaith Fun Run
- Unlimited allocation of runners in the event
- A presence on targeted marketing materials
- A presence and direct link to your website on the London Interfaith Fun Run website
- A stall at the Charity Fair at the event
- Your charity logo on all Fun Run T-shirts (Please note that T-shirts for ages 4 and below your charity name will appear and not your logo)
- Your charity mentioned in the Official Information & Charity Guide Supplement

**As part of being a participating charity at the London Interfaith Fun Run you undertake the following:**

- To recruit as many runners as possible for the Fun Run
- To market and promote the event to your donors and supporters through your database including through emails and on your website
- Attend all charity meetings and the event itself
- Respond to all correspondence from F&BF Maccabi GB as required

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## London Interfaith Fun Run 2023 Charity Participation Agreement

Charity \_\_\_\_\_

Signature \_\_\_\_\_

Date \_\_\_\_\_

**It would be fantastic to have you involved, so in order to register as a participating charity please complete the above Charity Participation Agreement, and return a complete version of this page to:**

[matthew.gold@faithbeliefforum.org](mailto:matthew.gold@faithbeliefforum.org)

Once you fill in a signed copy of this page, we will consider this your agreement to participate in the Fun Run, with all associated charity roles included. You will then be connected to Maccabi GB, who will take your £75 payment and get you started with your bespoke marketing materials.

All you need to do right now is agree to participate and send a copy of this back to Matthew!

**Thank you for agreeing to become a participating charity for the London Interfaith Fun Run 2023.**



[INTERFAITHRUN.ORG](http://INTERFAITHRUN.ORG)

**THE  
LONDON  
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