

TAKE HER LEAD

Fundraising Guide















TAKE HER LEAD

JOIN THE MOVEMENT!

You can read about our programmes in more detail on our website takeherlead.org, or follow us on social media to be kept up to date on latest news.



Follow us:

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takeherlead.org is a registered charity. Charity number: 1205376

THANK YOU FOR CHOOSING TO FUNDRAISE FOR

TAKE HER LEAD

We are Take Her Lead, a UK-registered charity championing equality, diversity, and opportunity in cricket, inspiring more women and girls to play, lead, and thrive.

Founded in 2022 by former England cricketer Isa Guha, in memory of her mother Roma, Take Her Lead is redefining cricket culture to ensure every woman and girl has the chance to realise her potential and shine - on and off the field.

No matter your target, however big or small, every penny really does count.

Inside this guide you will find hints, tips and inspiration to kick-off your fundraising.

Any questions? Email us! **fundraising@takeherlead.org**

Website: www.takeherlead.org/

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TAKE HER LEAD

OUR VISION

For cricket to be a place where every woman and girl can fulfil their potential and thrive, within the game and beyond.

OUR MISSION

To enable a more inclusive culture for women and girls, by empowering, amplifying and connecting across the cricket community.

HOW WILL YOU MAKE A DIFFERENCE?

All funds raised from your event will enable us to us achieve our mission to increase the participation of women and girls in cricket, and create a space where all women and girls feel like they truly belong.

The money you raise will go towards three key pillars of our work:

- The Take Her Lead Champions Programme
- The Take Her Lead Women's Network
- Important research studies



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TAKE HER LEAD

WHY WE DO IT?

The system is still stacked against girls

62% of cricket clubs with a junior section don't have a girls' team

Girls in ethnically diverse groups are not making it onto the pathway

There is under representation of women in cricket - players & workforce:
Recreational cricket 19%
Professional cricket 28%
County workforce 26%

South Asian females are overrepresented at the youth level, but are 3x underrepresented at professional level



This isn't just about bats and balls.
It's about changing the culture of cricket.

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TAKE HER LEAD

Take Her Lead Champion's Programme

As our flagship programme, the THL Champion's Programme helps to bridge the gap between female role models in sport and young girls from under-represented & minority groups.

Through workshops delivered by THL Champions (elite female players and activators) we empower girls with life skills off the pitch to support them to stay in love with cricket and fulfil their potential.

Hear from the programme's beneficiaries...

"It was inspiring to hear from people who have succeeded in cricket"

''You could tell things about yourself without being judged''

"It's made me realise I am stronger than I thought"

"It's a girl power group! :)"

"We all gained confidence as we opened up as a team"

"I feel women's cricket is going to be the next big thing - I will be good at it"







CLUB
FUNDRAISING IDEAS

Whether it's match day or a standalone event, there are loads of ways your club can rally together for Take Her Lead. Here are some of our favourites...



Quiz or Games Night



Charity Cricket Match



BBQ



Cricket Watch Party



Family Fun Days/Festivals



Raffles and Auctions



Softball Tournament



Cake Stand or Bake Sale

FOR CLUBS
FUNDRAISING GUIDE

Step-by-step

Choose your event and set a date

Email fundraising@takeherlead.org with your idea and expected size

Promote your event — use our stock images, high resolution logos, flyers, posters and approved THL verbiage (see 'Logos & Brand Assets' slide)



Host your event, have fun, and raise funds for women and girls in cricket

Let us know how the event went, and invite us to collaborate with any social media posts - @takeherlead - so we can share your news with our community

FOR INDIVIDUALS

FUNDRAISE YOUR WAY

You don't need to be part of a cricket club to support Take Her Lead.

🏃‍♀️ Take on a Challenge

Sign up to hundreds of UK events through our Run for Charity Event Hub, including 5Ks, 10Ks, half marathons, marathons and obstacle races — or create your own challenge.

📱 Use Social Media

Share why you support THL, take on a challenge and encourage others to donate.

🎉 Celebrate with Purpose

Ask for donations instead of gifts for birthdays, weddings or other special occasions.

💼 Get Your Workplace Involved

Organise an office fundraiser, dress-down day, challenge or ask about matched funding.

➡️ Set up your fundraising page on JustGiving or Instagram, share your story and tag @TakeHerLead.

PROMOTE YOUR FUNDRAISER

Help maximise your fundraising with these simple tips

📅 Promotion Timeline

4 weeks – Announce your fundraiser.

2 weeks – Share why you're fundraising.

1 week – Share your donation link.

Event day - Post photos, tag @TakeHerLead & use #TakeHerLead

After – Share your total and thank your supporters.

📱 Copy & Paste

📣 Launch

I'm fundraising for @TakeHerLead! Every donation helps more women and girls thrive in cricket. 🧡 #TakeHerLead

🧡 Why I'm Supporting

I'm proud to support @TakeHerLead and help create more opportunities for women and girls in cricket. #TakeHerLead

🎉 Thank You

Thank you to everyone who supported my fundraiser for @TakeHerLead. Together we made a difference! 🧡

LOGOS & BRAND ASSETS

Please allow at least 3 weeks' notice for any printed materials or loan items.

Downloadable Resources

- THL A2 poster - with fundraising QR code
- THL Overview flyer - print or share digitally
- THL stock images - for promotional materials
- THL logos (hig res) - for promotional materials, club kit or fundraising shirts
- Approved THL verbiage

Need printed materials? We will do our best to arrange printed posters and/or flyers on request.

Available on Request

For events with 100+ attendees (subject to availability):

- THL roller banner (2000x800mm)
- THL volunteer shirts (available to loan)
- Raffle prize donation (for raffles supporting THL)
- THL Champion to represent THL and support with prize giving etc

Email: fundraising@takeherlead.org

WHAT CAN WE ACHIEVE WITH THE MONEY RAISED?

£25 Enables one young player to attend a THL Champion Session

£100 Enables three young players to attend an exclusive, inspirational cricket session with professional female cricketers

£300 Enables us to train a THL Champion



TAKE HER LEAD

THANK YOU

Thank you for choosing to fundraise for Take Her Lead.

No matter how big or small, your efforts are making a real difference for women and girls in cricket across the country.

Got questions? Visit our website: takeherlead.org or Email: fundraising@takeherlead.org



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