



Your

Guide To Fundraising For



Thank you for choosing to fundraise for Into Ultra!

Your fundraising will support more ultra-curious runners to access training plans, coaching, kit, equipment, advice and, of course, start lines. We are determined to make ultra start lines accessible to everyone and your willingness to fundraise with help make this possible.



Did You Know?

- **Into Ultra was created in April 2023 and became a charity in August 2024**
- **One of our Co-Founders is Damian Hall, and Jasmin Paris is our Ambassador. Both are British Ultra Running legends!**
- **We support 150 runners and this is increasing month on month**
- **We are proud to work with over 120 partners who provide free race places, coaching, kit and lots more**
- **We help runners conquer distances from 50K to 100 miles**



How to Start Fundraising

You're training hard for your event and you haven't had time to start your fundraising yet.... Don't worry, we hear this from lots of people, and that's why we want to share our **5 Top Tips for Fundraising**. It's easy, we promise!

1

Create a fundraising page online

We recommend JustGiving - simply click on start fundraising and follow the steps to create your page

2

Customise your Page

Share your personal story on your page. Tell your supporters why you're raising money for Into Ultra

3

Don't Be Shy!

Shout about your fundraising page - on socials, in emails, in the pub, and when running with your friends

4

Share Photos

Photos of your training help to bring your story to life. Your supporters love to see your progress!

5

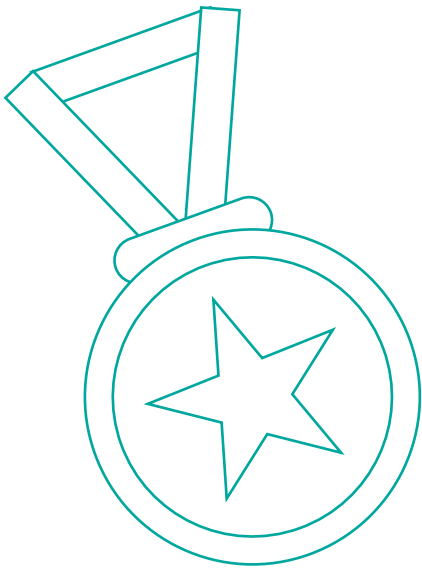
Enjoy the Process

There will be tough times, but try to enjoy the process and keep smiling. We're here to help if you need us!



Setting Up Your Fundraising Page

Setting up your fundraising page is a very quick and easy process, and what's more, you don't have to worry about sending the money to us after your event - Just Giving sends it straight to us with no fuss!



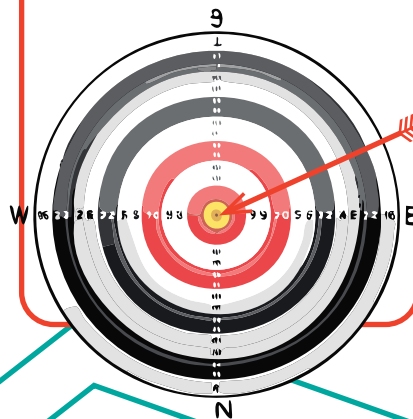
Follow these easy steps:

1. Go to justgiving.com/into-ultra
2. Select 'start fundraising'
3. Sign in or create an account
4. Make sure your page says which event you're doing
5. Personalise your page
6. Share your page with supporters

Share Photos



Set a Target



Tell a Story



Running and Raising Money?

Naturally, lots of our supporters are keen to fundraise for us whilst running. We are very grateful for all your support and we've provided some pointers below to help get you started

You can choose to run in an **organised event**, or you might prefer a **'DIY'** approach. Is it 60km to your Grandma's house? Why not ask people to sponsor you to run to Grandma's for tea and cake?!

Let us know what you're doing and we will give you a **shout out on our socials**. This may lead to a few more donations!

We are fortunate to partner with lots of race companies. There's a possibility that we might be able to get you a **free race place** if you're raising money for us - get in touch and we will make enquiries!

Our team has loads of experience running ultras! We would be very happy to chat to you to make sure you're fully prepared ahead of your race!



Some Other Fundraising Ideas

Whilst many of our supporters choose an active challenge to raise funds for us, we know that running isn't for everyone! We've compiled a list of other ideas that you might fancy trying...

Organise a Quiz Night

Get your friends, family and local community together and test their general knowledge, in exchange for a charitable donation! There's a whole host of online resources to help you come up with quiz questions, so what's stopping you?

Second Hand Sales

Why not have a clear out and sell your unloved clothes and household items on sites like Vinted or EBay and gift the proceeds to Into Ultra? This will also support our affiliation with The Green Runners who are working for a fitter planet.

Host a Bake Sale

Who doesn't love cake?! Approach your friends who fancy themselves as the next Mary Berry and ask them to donate cakes to your cause. Hold a bake sale at work or at your local village hall and appeal to everyone's sweet tooth!

Give It Up For A Month

Whether it's meat, alcohol, crisps, sugar or something else, why not test your will power and give up your favourite treat for a month? You could even ask a friend to choose what you should give up and then raise money through your efforts!

Fancy Dress Antics

Halloween, Christmas, or Easter? Movie night, 1920s, superheroes, or a beach party? There are so many fancy dress options - ask your friends to embrace your chosen theme and have a really fun night in the process!



Thank You!

Thank you for choosing to be part of our fundraising family! We would love to support you in any way that we can. If you've got any questions or concerns, please feel free to get in touch.



info@intoultra.org.uk



You can also follow us or get in touch via social media:

We're on Instagram, Facebook and LinkedIn!

Search @intoultra



Keep It Legal!

We are sure that your fundraising activities will be a big success. Please make sure that anything you organise yourself is safe and legal, and most importantly that everyone can have fun.

Consent

If you are holding an event on private property, please make sure you have the owner's consent or the relevant licence from the Council.

Risk assessment

Carry out a risk assessment to ensure your chosen venue is safe and accessible for all. If there are any hazards, take action to remove them.

Insurance

We recommend you check whether you need insurance (eg public liability insurance) before the date of your event.

First Aid

Make sure you have adequate first aid supplies at your chosen venue, or that you have organised first aiders to be present if required.

Raffles

Great news! You do not need a licence if you hold a small raffle on the day of your event, as long as ticket sales and the draw takes place during the event.

Food Hygiene

Food safety laws apply when food is available, whether it is for sale or not. Please take care when handling food and work to basic rules for preparation, storage, display and cooking. More information is available at www.food.gov.uk

Personal Data

Try to avoid collecting personal data wherever possible, but if you do have access to personal data, make sure you keep it safe. Check out www.ico.org.uk for more info.

Money Matters

Keep money, data and fundraising equipment in a lockable box. Remember you can only claim Gift Aid on your own donations, not on behalf of other people.

