
REACHOUT
YOUR GUIDE TO
FUNDRAISING FOR
REACHOUT



REACHOUT

Welcome from Ben Hilton, CEO

Dear Fundraiser,

Thank you for choosing to support ReachOut. Our mission is to close the opportunity gap for young people constrained by circumstance. Through our collective mentoring programmes, we focus on building the socio-emotional skills that underpin long-term wellbeing and future success. Every hour you train and every conversation you have with a potential supporter helps make this work possible.

Your fundraising will directly support programmes that give young people consistent access to positive role models, a supportive community, and the tools they need to realise their potential both in and out of the classroom. The impact goes far beyond race day: it strengthens confidence, builds connections, and helps young people believe in what they can achieve.

I know from experience that progress rarely happens alone. Just as our mentors stand alongside young people week after week, we will be alongside you throughout your journey to the finish line, supporting your training, celebrating your milestones, and cheering you on every step of the way.

Thank you for being part of the ReachOut community and for helping to create a future where every young person has the chance to succeed.

With gratitude,

Ben Hilton
Chief Executive Officer
ReachOut



THANK YOU

FOR CHOOSING REACHOUT

Thank you for choosing to fundraise for ReachOut. Every pound you raise will help a young person build the confidence and skills for a brighter future.

The following pages will provide you with a guide on how to make the most of your fundraising. Whether you're a first-timer or a seasoned fundraiser, we have you covered!

Our work

ReachOut is a strategic partner for schools. We build socio-emotional skills that transform outcomes for 9-14 year olds. We define these skills as empathy, responsibility, problem solving, initiative, teamwork and emotion management.

We exist because not all children have the opportunity to just 'pick up' socio-emotional skills. The 9-14 age bracket is an especially crucial juncture in childhood development, so we focus our efforts on helping children in this range.

Within this bracket, we further focus our efforts on helping young people constrained by circumstance.

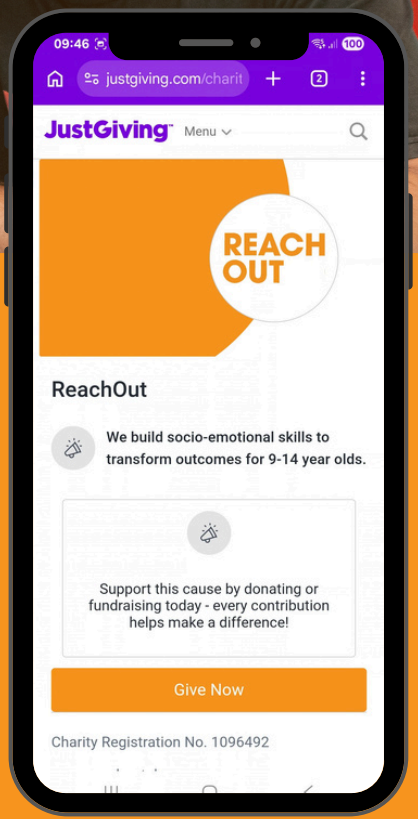
Find out more about our impact at reachoutuk.org/our-impact

Don't be a stranger!

Whatever your question is, we're here to help. You can get in touch with us via the form on reachoutuk.org/fundraise/ or email john.butcher@reachoutuk.org.

Why not also join our online community by following us on LinkedIn and Instagram, or signing up to our newsletter?





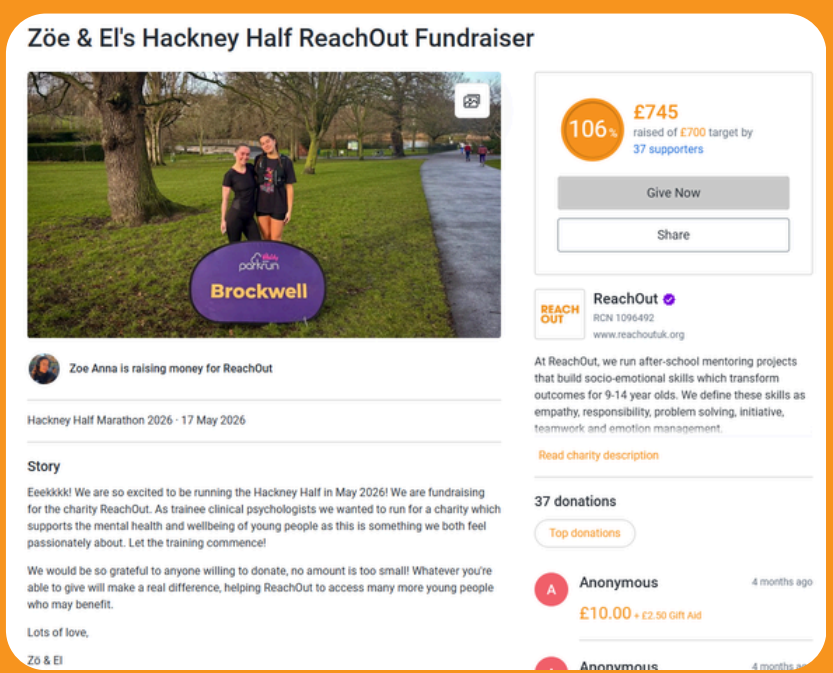
SETTING UP YOUR JUSTGIVING

Simply go to JustGiving, click on 'Start Fundraising'. JustGiving will guide you from there.

If you're new to JustGiving, you'll need to sign up. But if you've done this before, just log in with your email address.

SIGN UP HERE

Your page is the place to share your story, show your photo and set your target. (Aim high!)



Add in details of what you're doing to raise money and why you've chosen ReachOut.



How to smash your fundraising target

Tell Your Story

Explain why you're doing what you're doing and why it means so much to you. Make sure to add photos to your fundraising page too. Pages with pictures or videos raise more money!

Set a Target

Be ambitious with your fundraising target as it encourages people to give more. You can increase your target as you move close to reaching it so that people continue to donate!

The First Donation

Ask a particularly generous friend to make the first donation. Others are then more likely to match their amount.

Double What You Raise

Ask your workplace if they'll match what you raise. It's called matched giving, a lot of companies do it, and it could double your total in an instant.

Timing is Everything

If you can, time your big push for sponsorship around people's pay day. We're all a little more generous when we're feeling flush.

Say Thanks

If you've shared your page in a WhatsApp group, shout out the individuals that donate with a thank you. This will encourage others to follow suit.

REACHOUT

Ready-To-Use Graphics







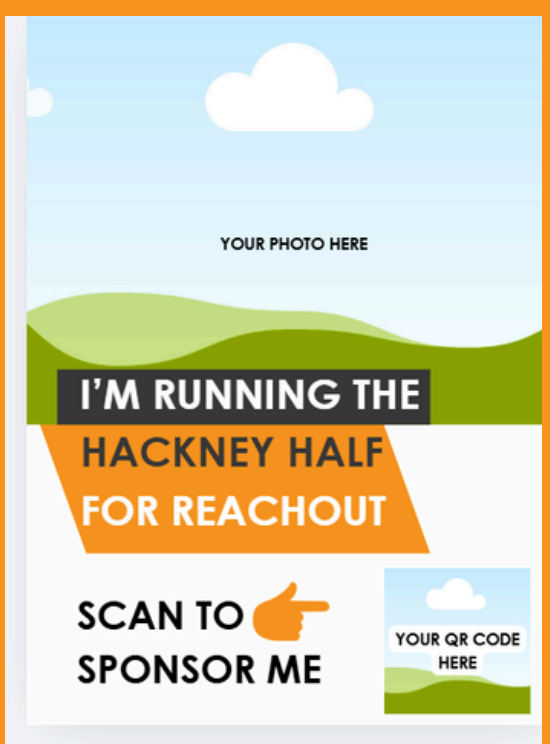
Download Here

Personalise Your Fundraising Graphic on Canva

1.) Upload your photo + QR code

2.) Save as a PNG

3.) Share on socials



Click Here To Start

WHO ARE REACHOUT?

ReachOut is a mentoring charity, rooted in local communities. We run after-school programmes where we build the socio-emotional skills that transform outcomes for 9-14 year olds.



WHAT PROBLEM ARE WE SOLVING?

Poverty, low expectations, and a lack of positive role models can restrict a young person's development.

Young people from disadvantaged backgrounds are 2x as likely to be persistently absent from school, 4x as likely to be suspended and 5x more likely to be permanently excluded.



WHAT'S THE SOLUTION?

Through our after-school mentoring sessions we build the soft skills which go on to shape their education, their employment, and their wellbeing.

Last year, 92% of teachers reported they had seen improvements in attitude to learning in the students that took part in ReachOut.



Better engagement at school means better grades, better job opportunities, and in the long run, a better quality of life.



REACHOUT

Thank you and good luck from all of us here at ReachOut!

Don't be a stranger, our team are always on hand. Get in touch at **john.butcher@reachoutuk.org**

Registered with FUNDRAISING REGULATOR