

## **I Love Barnsley**

### **Overview:**

Barnsley has a one off opportunity to benefit from money to tackle LOCAL issues. We are calling on key organisations in Barnsley to get behind the 'I Love Barnsley' campaign and make sure no money is lost from our area.

Our partners will be helping us to launch and publicise 'I Love Barnsley'. We have the support of the Barnsley Chronicle, Dearne FM, Barnsley Chamber of Commerce and members of One Barnsley which include the Council, the NHS and Voluntary Action Barnsley.

'I Love Barnsley' is about local people and organisations supporting local causes, by taking part in simple fundraising initiatives.

To encourage people to support LOCAL causes every £1 raised in Barnsley gets matched by a £1 from the Government. All money raised in Barnsley stays in Barnsley and is used by community and voluntary groups to tackle local issues. Groups led by volunteers are often best placed when it comes to dealing with local problems, because money is spent on addressing issues NOT on wages. These community and voluntary groups can often make a massive difference with a tiny amount of money.

### **I Love Barnsley:**

We are now calling on the top organisations such as yourselves to back the 'I Love Barnsley' Campaign and ensure Barnsley benefits from as much funding as possible.

There are lots of simple initiatives you can easily get involved in:

- Fundraise on I Love Barnsley Day - Friday 12<sup>th</sup> February
- Dress Down Day – come to work in casual clothes, with participants making a £2 donation that after gift aid and match funding will create more than a FIVER for local causes
- Become an 'I Love Barnsley' Champion and make things happen in your organisation
- Send this email to all your contacts, encourage them to support local causes
- Display the 'I Love Barnsley' official supporter poster - let people know you are supporting local groups in addressing local issues
- As the IT manager to set everyone's homepage to [www.everyclick.com/barnsley](http://www.everyclick.com/barnsley)
- Every time people search online they will be raising money to tackle local issues
- Donate now at [www.justgiving.com/ilovebarnsley](http://www.justgiving.com/ilovebarnsley)
- Encourage local councillors, MP's & large organisations to support I Love Barnsley
- Put the 'I Love Barnsley' logo on your website and link to [www.sycf.org.uk/barnsley](http://www.sycf.org.uk/barnsley)

### **Organise your own fundraising activity under the 'I Love Barnsley' banner**

#### **Other key 'I Love Barnsley' dates for your diary**

- Yorkshire Day Fundraising – Friday 30<sup>th</sup> July – Sunday 1<sup>st</sup> August 2010
- I Love Barnsley Day – Friday 11<sup>th</sup> February 2011
- Yorkshire Day – Friday 29<sup>th</sup> July 2011 – Monday 1<sup>st</sup> August

### **Together we can ensure that local groups do not miss out on vital money**

All of the initiatives in the campaign are designed to require low levels of effort for the people taking part, but are designed to help ensure Barnsley does not miss out on its share of money.

If your organisation wishes to support 'I Love Barnsley' campaign please email [info@sycf.org.uk](mailto:info@sycf.org.uk). Please provide your logo, messages of support or quotes for use with our media partners. E.g. why you are supporting the 'I Love Barnsley' Campaign, or what activity your organisation is going to organise for the 'I Love Barnsley' campaign.

**To ensure the Campaign is successful SYCF would like each organisation to provide two named contacts within their organisation. These people will be official 'I Love Barnsley' champions.**

Ideally one will be a PR/marketing/communications contact **(1)** and the other will be someone who 'makes things happen' in the organisation **(2)**. It could be a receptionist, a PA, a rising star or anyone with a can do attitude, who is well respected across the organisation. It would also be useful to have

contact details for the person with responsibility for IT **(3)**. Please let them know you have nominated them and forward this email to them.

Don't worry we don't plan on creating a lot of work for anyone and are on hand to assist and answer any questions. There are 'I Love' campaigns for Barnsley and South Yorkshire, as well as Sheffield, Doncaster & Rotherham, so please state which one you are supporting. Organisations that operate across South Yorkshire wide may wish to display 'I Love South Yorkshire' posters and material.

**Name of your organisation.**

1:

2:

3:

'I Love Barnsley' / 'I Love South Yorkshire' (Please state which campaign you are supporting)

**Further details:**

Until 31<sup>st</sup> March 2011 money raised in Barnsley gets match funded through the endowment challenge, this money is invested and the interest on the money will be used to make grants to local groups forever. Barnsley has financial targets to achieve by the end of every March; if the targets are not achieved the money has to be returned to the Government and is lost from Barnsley forever. We are delighted that Barnsley achieved its targets for the first year of the challenge. We have recently managed to secure some additional potential funding for Barnsley for years 2 & 3. This is on the back of our performance to date and because nationally over half of the Country missed out on the endowment challenge in year 1. Here are the Barnsley Targets:

|          | Year 1 | Year 2 | Year 2<br>Extra | Year 3 | Year 3<br>Extra | Total   | <b>With Match<br/>funding</b> |
|----------|--------|--------|-----------------|--------|-----------------|---------|-------------------------------|
| Barnsley | 44,030 | 88,060 | 43,940          | 88,060 | 30,940          | 295,030 | <b>£590,060</b>               |

This is fantastic for Barnsley and its community & voluntary groups. However we are a tiny charity with few staff and minimal resources and therefore need as much assistance as possible to make sure Barnsley does not miss out on this vital money – Hence the 'I Love Barnsley' Campaign.

**I Love Barnsley branding**

All organisations who back the campaign will receive an electronic 'I Love Barnsley' official supporter poster - let people know you are supporting local groups in addressing local issues. We also have 'I Love Barnsley' logos for use on your website or if you are organising your own fundraising activities. [www.wakstudios.co.uk](http://www.wakstudios.co.uk) have kindly created the animated character and all of the 'I Love' material for us, if you have design or animation requirements we can recommend them highly. Merchandise such as eco bags, t-shirts and mugs are available through our partners, please get in touch if you require merchandise.

**Summary:**

- **A £2 donation can turn into over £5 for Barnsley with gift aid and match funding.**
- Organisations can also set up their own named funds and turn a £12,500 corporate donation into a named fund worth £25,000!
- Higher rate tax payers can create a £25,000 named fund for £7,500

We are aware that you receive many requests from Charities for support. One of the great things about backing 'I Love Barnsley' is that you will be supporting **100's of LOCAL causes. Money raised in Barnsley stays in Barnsley and each £1 raised gets matched by another £1** from the Government. Barnsley may never get another opportunity to benefit from match funding. Together we can help ensure Barnsley community and voluntary groups do not miss out on their share of the extra money we have secured.

If you have any questions or you wish to know more about the types of groups that will benefit from this funding please visit [www.sycf.org.uk](http://www.sycf.org.uk) or call 0114 242 4857.

Kind regards

SYCF

**Don't let Barnsley miss out on money needed to tackle LOCAL issues!**