

KEEN OXFORD

KEEN AMBASSADORS UNITE!

Supporters, we need you!



KEEN has turned 30 this year! To mark our anniversary, we are seeking 30 supporters to help raise a record amount to support our work in 2019. Our KEEN ambassadors (individuals or teams), they will aim to raise £1000 each in whatever way they wish by April 2019, a grand total of **£30,000** for our Ambassadors Fund!

This fund will make a huge difference to us and the children and adults we work with, with individual ambassadors deciding which projects the money they raise will support.

Recruiting our ambassadors is our first goal, and we need your help, whether as an ambassador or convincing someone else to be one! Either way, I hope you'll take up the challenge and help us to reach our target.

Rupert da Silva
KEEN Coordinator



Why we need your help!

Recruiting 30 ambassadors by the 16th of June is the first step, and once we have a team, reaching our target will be lots of fun. Whether a seasoned fundraiser or not, your support could bring us one person closer to our goal!

Have to rule yourself out? Then convince a family member, friend, or group such as an employer or local business to take up the challenge instead!

Who are we looking for?

Anyone with enthusiasm for the challenge! We hope to receive support from all those who care about KEEN, our alumni, trustees, volunteers, participants, adult members and families, as well as individuals and organisations outside of KEEN who can see the positive impact we have.

Our total expenditure in 2019 will be around **£75,000**

This leaves **£50,000** to raise by other means

We expect around **£25,000** to come from grants

We hope that the Ambassadors Fund will contribute **£30,000** to this amount!



What difference will it make for KEEN?

Apart from helping us to fund our activities in 2019, our ambassadors' efforts will also:

- Allow staff and volunteers to spend more time working with and for our participants developing our sessions.
- Support our longer term financial stability and sustainability.
- Help us promote positive perceptions of disabilities and special needs, and awareness of our work the wider community.

In short, we will be able to have an even greater positive impact in 2019!

Already convinced?

Great! Then please get in touch using the contact details overleaf, we're ready to help!

Please turn over for more info and a message from our amazing volunteer, project leader, and ambassador Ashley.

How can I fundraise?

Our ambassadors can fundraise in whatever way they like! This could be a traditional method like getting sponsorship for a personal/team challenge, or organising a fundraising event, but needn't fit this mould. We look forward to supporting a range of approaches. **Ask for our A to Z of fundraising ideas for inspiration!**

Timeline

16th June 2018
KEEN Olympics

**Ambassador
recruitment
complete**

Ambassadors
have 10.5
months to
complete
their
fundraising

29th April 2019
Anniversary of
KEEN's Founding

**Ambassadors
completing
their challenges**

How will we support you?

We'll be putting our ambassadors in touch with each other, sharing regular updates and useful resources, and encouraging mutual support and collaboration.

We'll be asking you to let us know how we can best support you, for example by publicising your efforts and stories to a wider audience, and inviting you to attend some special events along the way.

A MESSAGE FROM ASHLEY



I started volunteering with KEEN five years ago and have thoroughly enjoyed every single second! Be it running sports sessions at Allsorts (as above) to dressing up and creating crazy adventures at Zig-Zag, everything about our participants and the people who volunteer and run KEEN is amazing and inspirational.

Therefore, when I heard about the 30 Ambassadors challenge I didn't hesitate to say yes to leading the project and accepting the challenge to be an ambassador myself. I know all of the ambassadors will do a great job of raising money, doing crazy, creative and wonderful things, and having lots of fun along the way.

I hope you'll feel similarly inspired to join me, and can't wait to support you with your fundraising ideas!

Ashley, Project Leader and KEEN Ambassador



Next steps

If you are interested in taking up the challenge, either individually or as part of a team, please contact us by phone or email for a chat. We'd love to hear from you!

Equally, do say hi if you are interested but undecided. We can answer further questions and aid your decision on how you could help, whether as an ambassador or otherwise.