

## FUNDRAISING - FAQs

### **What is Club Peloton?**

Club Peloton is a grant-making charity that combines cycling, networking and fundraising to help improve the lives of disadvantaged children and young people in the UK. Their three annual flagship rides – MIPIM, MAPIC and pedElle – are for property professionals, and the main beneficiary charity is Coram, receiving 60% of all fundraising. 30% of funds is donated to three smaller charity beneficiaries: Multiple System Atrophy Trust, Tom's Trust and Cyclists Fighting Cancer. The remaining 10% goes towards Club Peloton's Match Funding scheme – an initiative for members of Club Peloton which allows them to apply for funding of up to £500 for any non-Club Peloton event.

### **What is Coram?**

Coram is the UK's oldest and first children's charity. Founded in 1739 by Captain Thomas Coram to help care for London's abandoned babies, the Foundling Hospital – as it was then known – was the first independent institution to care for the welfare of children. Today this legacy lives on as Coram helps 1.25 million children each year through various services, including: adoption, creative therapies, legal aid, advocacy and homeless outreach.

You can read Coram's latest Digest of Achievements 2017-2018 [here](#).

### **What is my fundraising used for?**

60% of all funds raised by Club Peloton are donated to Coram; of these donations half are 'unrestricted' meaning that Coram uses the funds to help whichever service has the greatest need. The other half goes to Coram Adoption, the UK's leading independent adoption agency that finds safe and permanent homes for some of the country's most vulnerable children.

All funds raised go to the charity beneficiaries and are in no way used to pay for the running costs of the rides. 89p in every £1 donated to Coram goes directly to the services it provides to children and young people, which is far higher than average and means that you can rest assured that your hard-earned funds are being put to good use.

### **What is unique about fundraising for this challenge?**

By taking part in a Club Peloton ride you are part of something special. Not only are you committing to an incredible physical challenge, but you are also becoming part of a 277-year legacy of creating better chances for children. We're sure you'd all agree that every child deserves the best possible chance in life and, by fundraising for a Club Peloton ride, you can know that you are part of making this a reality for many more children.

### **How much do we have to raise?**

The minimum fundraising target depends on which ride you are taking part in; for MIPIM it is £3,000, for MAPIC it is £1,000 and for pedElle it is £1,000. For all three rides there is a corporate sponsorship opportunity that counts towards your fundraising total. Ride Sponsorship provides great brand exposure for the sponsor and makes up at least two thirds of a rider's overall minimum target.

### **Is it possible to Gift Aid my donations?**

Yes, in order for us to claim Gift Aid on your fundraising, the donor must provide their first name or initial, last name, full home address and postcode so please ensure they include this information. Please note that whilst we hugely appreciate Gift Aid donations, the Gift Aid does not count towards your minimum fundraising target.

### **Can I fundraise online?**

Yes, Race Nation provides our online fundraising platform and is the same service you use to register for the event. Upon registration Race Nation will automatically create a fundraising page for you. You will be sent an email linking to your online page and asking you to create a password for your online account. [Here](#), you can personalise it with a photo, a blurb explaining why you are taking part as well as any offline funds.

### **Who do I talk to about my fundraising?**

Jess is on hand to help every step of the way. She works with the Club Peloton team on behalf of Coram and is armed with ideas, tips and marketing materials to help maximise your fundraising potential. Jess is also more than happy to speak about the work of Coram at any events or fundraisers you might like to host. [Email](#) her or call on 0207 520 7527.

### **When should I expect to hear from you?**

Once you have registered for the event, Jess will send you an introductory email with all the information you need to get started with your fundraising including; Fundraising Pack, Ride Sponsorship brochure and further information about Coram. She will call to introduce herself and answer any initial queries you may have about your fundraising. If you do not hear from her, your email firewall may be blocking her messages so do give her a ring on 0207 520 7527.

### **What materials are available to help with my fundraising?**

As well as Jess' dedicated assistance, we have a Fundraising Pack with lots of hints, tips and ideas, a Ride Sponsorship brochure to show to potential sponsors, and a whole host of templates and downloadable tools that you can find [here](#).

### **How do I get my donations to you?**

Online donations should be made via your Race Nation fundraising page; **cheques should be made payable to Club Peloton** and sent c/o Jess Phillimore to Club Peloton, Coram Campus, 41 Brunswick Square, London, WC1N 1AZ; cash donations should be delivered securely to our campus or donated online.

### **Could I hold a fundraising event?**

Of course! A fundraising event is a great way to raise money and awareness as well as having fun.

### **Can someone from Coram speak at my event?**

Yes, Jess or another member of the Coram team would be delighted to come along to any event you may be hosting to talk about the impact your fundraising has on the children and young people they support.

### **Can I use your logos on my fundraising and publicity materials?**

Yes, Club Peloton, ride and Coram logos are available [here](#).

### **Can you help me to publicise my fundraising/an event?**

Of course, connect with us on Twitter and Instagram (@ClubPeloton \ @Coram) for help publicising your fundraising. We can also feature your fundraising events on our News Feeds so do get in touch!

**What is Matched Giving?**

Matched Giving is when your company agrees to match up to a certain amount you raise. Many companies offer this so do make sure that you check – this can easily help you to increase your total.

**Can I get a letter of authorisation from the charity?**

Of course, if you need proof that you are fundraising for us we are happy to provide a letter of authorisation.