



National Bobath
CEREBRAL PALSY CENTRE
supporting neurological conditions



CP Awareness Month

The 400 Challenge

Toolkit for fundraisers

Join the **#400Challenge** and make a difference
for people living with Cerebral Palsy.

Charity Number: 1191433

Thank you!

Thank you for taking part in The 400 Challenge for The National Bobath Cerebral Palsy Centre. You're already making a big difference by supporting people living with cerebral palsy (CP).

Our toolkit will help you take part, reach your fundraising target and inspire others to get involved.

What is The 400 Challenge?

The 400 Challenge is a fundraising challenge for The National Bobath Cerebral Palsy Centre. **1 in 400 children** born in the UK will be diagnosed with CP. We are asking people to take on a challenge based around the number **4**, and raise **£44**, **£444** or even **£4,444** in support of CP.

You can walk **4000 steps** a day for one month, organise a gaming marathon for **400 minutes**, bake **40 cupcakes** or ask everyone you know to donate **£4 each**.

All we ask is that it is a challenge to you and it incorporates the number **4** - but, most importantly, that you have lots of fun!

Your fundraising helps

At The Bobath Centre, we believe that treatment and therapy should be free of charge, for life. CP is a life-long, incurable condition that, without regular treatment and therapy, can be restrictive and painful. The 400 Challenge will help The National Bobath Cerebral Palsy Centre reach its target of supporting **400 families** every year.

*Meet 8 year-old Elliot. He's already a champion fundraiser, living with CP, who raised over **£3000** for The Bobath Centre last summer, walking round the pitch at St Helens Rugby League Football Club. Now he's back with more ideas for the **400 Challenge**, including a Supervillain Day at school! Thank you, Elliot.*



4 Easy steps to take part

1 Choose an activity that challenges you

There is no limit to what you can do for our challenge, as long as it incorporates the number 4. Choose an activity that challenges you, but also feels achievable - we want it you to have fun along the way! If you can't think of something to do, have a look at our 40 ideas in this toolkit.



2 Decide on your fundraising target

Setting a target helps you achieve your goal, as pages with a target raise 17% more. Aim high, but be realistic. Think about how many people you can reach and who would support you in your challenge.

How your giving helps

£40

Could buy sensory stimulating toys for children with sight loss.



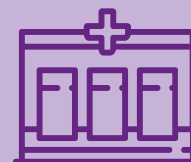
£400

Will help fund free 45 minute advice sessions for families of babies with developmental delay.



£4,000

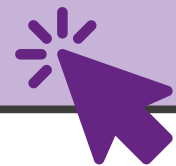
Could pay for the running of our national centre in Watford for one day.



3 Set up a fundraising page on Just Giving

Set up your page on Just Giving as soon as you have decided to take part. The earlier you start, the more likely you are to hit your target. We have created a list of 10 top tips to make your page and fundraising go through the roof. Find this advice at the back of the toolkit.

Set up your page here:
www.justgiving.com/campaign/400challenge



4 Share your challenge

Sharing your fundraising page with friends, family and colleagues on social media will encourage them to support your awesome activity by donating as well as raising awareness for CP. People love to see your progress, so don't forget to share updates on how your activity is progressing. We would love to see how you get along as well so please use #400Challenge and #Bobath4Life when you post online.

Materials

We have created a range of downloadable assets to help you get the most out of your fundraising. Sponsorship forms, posters and other ideas to help you along the way

The Fundraising Team at the Bobath Centre are here to help you, so get in touch if you have any questions or need more support.
fundraising@bobath.org.uk



Good luck with your 400 Challenge. We can't wait to see what you choose to do. Thank you for your support!

I'm taking on the **400 Challenge** for The Bobath Centre

Event:

Date:



**SUPPORTING CP.
FOR LIFE.**

www.bobath.org.uk

Charity Number: 1191433

Donate here

Top 10 Fundraising Tips

These are our top 10 tips for meeting and beating your targets during CP Month!

- 1 Start early**
Sounds simple but it can make a big difference. Give yourself as long as possible to fundraise and set up your fundraising page the day you decide to join our campaign.
- 2 Get snapping!**
Fundraisers with pictures or videos on their page raise **13% more** per photo. A perfect excuse for a selfie!
- 3 Tell your story**
Writing a story on your fundraising page helps your supporters understand why you're fundraising. You could raise **65% more** if you do.
- 4 Aim for a target**
Pages with a target raise **17% more**. Aim high!
- 5 Don't be afraid to share**
Sharing your page on Facebook, Instagram, Twitter and WhatsApp will help you raise more. Let people know about the good stuff you're doing.
- 6 Don't forget about email**
There are lots of your friends, colleagues, and neighbours who are not on social networks but would love to hear about what you are doing.
- 7 Connect your fitness apps**
Taking on a physical challenge? You could raise **111% more** and have supporters keep track of your progress by connecting your page with your Strava or Fitbit account.
- 8 Update your page**
Let supporters know how you are doing by updating your page often. They will enjoy following your progress.
- 9 Self donate**
People who make a donation to their own page to get them started raise a whopping **84% more!**
- 10 Say thanks!**
20% of donations come in after your event has ended, so make sure you follow up to thank your supporters.

Please sponsor my

Name:

Address:

My 400 Challenge is

Fill in your activity here

£40

Could buy sensory stimulating toys for children with sight loss.

£400

Will help fund free 45 minute advice sessions for families of babies with developmental delay.

How to use Gift Aid

- Gift Aid allows charities to claim the basic rate of tax on every pound donated. That's an extra 25p per pound.
- Ask every tax-paying donor to write their full details and tick the Gift Aid box to increase their donation at no extra cost. They must do this in their own handwriting so we can claim Gift Aid.
- When you pay in the money you've raised make sure you send us this form too.

Tick here for "Gift Aid". Please read the details and declaration below*.

Full name	Address	Postcode	£	Gift Aid	Date paid
Jane Smith	10 Example Road	AB12 3CD	£5	<input checked="" type="checkbox"/>	12/05/2023

giftaid it

If I have ticked the box headed "Gift Aid", I confirm that I am a UK Income or Capital Gains taxpayer. I have read this statement and want the National Bobath Cerebral Palsy Centre to reclaim tax on the donation detailed below, given on the date shown. I understand that if I pay less Income Tax and/or Capital Gains tax in the current tax year than the amount of Gift Aid claimed on all of my donations it is my responsibility to pay any difference. I understand the National Bobath Cerebral Palsy Centre will reclaim 25p of tax on every £1 that I have given.



Total	
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Contact us!

National Bobath Cerebral Palsy Centre
Tandy House, Regal Way, Watford WD24 4YE
Tel: 020 8444 3355
Email: fundraising@bobath.org.uk

www.bobath.org.uk
Charity Number: 1191433

[Donate here](#)

40 Fundraising ideas for your 400 Challenge

01

Perform your best air guitar tunes for 4 hours

02

Climb 4 Munros or Peaks in 4 days

03

Wash 40 cars

04

Cook 4 new meals every week

05



Organise a 4 hour Zumbathon party

06

Host an egg painting contest with a registration fee of £4

07

Host a lawn games event and play 4 different games

08

Keep silent for 40 minutes

09

Plan a movie marathon and watch your top 4 films

10

Empty your garage and sell 40 items online

11

Organise a tea party for 40 friends

12

Tell 40 people about CP and ask for a £4 donation

14

Dress up as a super villain or superhero for 4 hours



13

Sing 40 karaoke songs

15



Run 4 half-marathons

16

Draw 40 cat portraits

17

Do 40 keepy-uppies

18

Make 40 jars of jam

19

Ride 40 rollercoasters

20

Bake 40 cupcakes and sell to friends and family

22

Run, drive your wheelchair, walk or sprint 40 laps around the park or the local running track



21

Knit 44 rows a week

24

Volunteer for 400 minutes

23

Walk the dog 40 times in a month

25

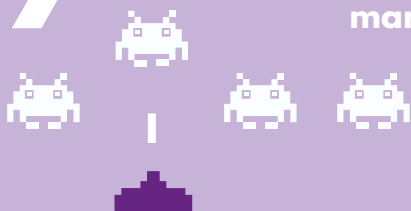
Sell 400 raffle tickets

26

Give up take aways for 40 days

27

Organise a 400 minute gaming marathon



28

Topple 400 dominoes

29

Make 400 origami cranes

30



Play 400 scales on
the piano

31

Swim 400 pool
lengths in a month

32

Ask 400 contacts for
£1 each

33

Jump on a
trampoline for 400
minutes

34

Perform 400 push
ups in a week or a
month

35

Cycle 400 miles in
one month

36

Complete a 400
piece puzzle

37

Read 400 pages a
week

38

Visit 400 railway
stations

39

Walk 4000 steps a
day for all of March

40

Ride a horse 40 times
around a field or
manege

#400Challenge #Bobath4Life

www.bobath.org.uk

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Sign up today

SUPPORTING CP.
FOR LIFE.

