

PAINT THE BOROUGH RED

This October, your local charity, Wigan Youth Zone, is asking you to 'Paint The Borough Red' to help raise funds to extend their Mentoring Programme for 6 months. The campaign is simple... Fundraise by incorporating the colour **RED**. Whether you wear red to school or work day, have a bake sale with red produce or even dye your hair red! There are hundreds of ways you can have fun and raise funds for our young people using the colour red as your theme.

Red-themed Fun Run/Walk: Organise a charity run or walk where participants are encouraged to wear red clothing and accessories. You could set up red-themed stations along the route or have a red-themed finish line celebration.

Red Bake Sale: Coordinate a bake sale featuring red treats such as red velvet cupcakes, strawberry shortcakes, cherry pies, and more. Proceeds from the sale can go towards your cause.

Red Challenge Fundraiser: Create a challenge where participants dye their hair red or temporarily spray their hair with red colour. Participants can ask friends and family to sponsor their participation, with the funds going to your cause.

Red Sports Tournament: Host a sports tournament, such as a red-themed soccer, basketball, or dodgeball tournament. Players could be required to wear red uniforms or accessories.

Red Dance-a-Thon: Host a dance-a-thon where participants dance for a certain period while wearing red clothing. Participants can collect pledges from friends and family for their dance efforts.

Red Charity Auction: Hold an auction featuring items and experiences that are red-themed or have a connection to the colour red. This could include red fashion items, artworks, and more.

Red Donation Jars: Place red-coloured donation jars at the checkout counters of participating businesses. Customers can contribute spare change or small donations, and the cumulative amount can be donated to the cause.

Red Dress-Up Day: Encourage employees to dress in red for a designated "Red Dress-Up Day!" Businesses can then make a collective donation based on the number of employees who participate.

Red-Themed Raffle: Create a raffle with red-themed prizes donated by local businesses. Participants purchase tickets, and the proceeds from the raffle go to the cause.

Red-Themed Karaoke Night: Organise a karaoke night where participants sing songs with "red" in the title or theme. Attendees can make a donation to sing or simply attend and enjoy the performances.

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Believe to
achieve

YOUR STEP TO STEP FUNDRAISING GUIDE!

TIME TO GET STARTED!

Let your employees, colleagues, friends, and family you have chosen to PAINT THE BOROUGH RED for Wigan Youth Zone. Print out posters or share them via your emails or social media.



GET YOUR TEAM TOGETHER.

There's always someone who loves a good challenge; pick your best organised and competitive pals to get everyone involved and spread the news.



CHOOSE YOUR CHALLENGE

Pick your RED challenge; how will you get everyone involved? Surely someone would want to slime the boss? Or a group challenge to inspire the whole organisation.



LINK TO OUR JUST GIVING PAGE

<https://www.justgiving.com/campaign/ptbr23>

Set up your just giving page, believe us, it's a 5-minute job), then link it to ours (a 2-minute job) and your nearly ready to go, in under 10 mins! Any help you need, please just ask we would be happy to help.



LET THE FUN BEGIN!

We can't wait to see all your challenges and creative activities, make sure to share them on your socials and tag us, using the hashtag #PTBR23 - The wackier the better!!



An **onSide** Youth Zone

For more information on how you can support Wigan Youth Zones Paint Borough Red Campaign please contact sharon.mclaren@wiganyouthzone.org or visit <https://www.justgiving.com/campaign/ptbr23>