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sustrans
JOIN THE MOVEMENT



Superhero fundraising guide

**Inspiring children to be active
now and into the future**



Friday 14 March 2014

The superhero fundraising day is a fun and simple way to involve more children in the Big Pedal, even those who can't pedal or scoot to school. Teachers can join in too. This guide will tell you how...



Millions of children make happier and h

It's easy – all you need to do:

Before

1. let all pupils and teachers know that the last day of the Big Pedal (14 March) will involve dressing up as a superhero and donating £1 to raise money for Sustrans.
2. tell parents. Download a template letter from bigpedal.org.uk/resources and send it home.
3. generate a buzz. Download a template press release from bigpedal.org.uk/resources and send it to your local paper. Download the promotional poster, web banner and wallchart to promote the event.

During

1. collect £1 from each pupil.

After

1. send the money you raised to us at Sustrans. Be quick – you could win a prize!
2. upload your superhero day photos. Five schools with the best pics each win a prize!

Why you should take part

The fundraising day gives children the chance to celebrate their efforts by dressing up as their favourite superhero and raise money for Sustrans at the same time. It's the grand finale of this year's Big Pedal, and as last year's photos show, it's loads of fun – even parents and teachers join in!

Your involvement will enable us to help more children to have safer and healthier journeys to school. Just £20 can put a child through our schools cycling programme, giving them the skills and confidence to get about under their own steam.

This day is special because it allows all children to be involved in the Big Pedal, even if they don't cycle or scoot. It gives your school another chance to win some great prizes too! And the beauty is, if you can't take part on this day you could choose any other day of the competition, or even another time of year such as June, during Bike to School Week.

For more ideas and helpful templates visit bigpedal.org.uk/resources



Sustrans schools officers dress up too!

need your help to healthier trips to school



Clifton with Rawcliffe Primary School raised a fantastic £265

How to pay in your donations

On superhero day your school will be collecting lots of lovely £1 coins. Please don't send cash in the post, but choose one of the following ways to donate:

Online, with a card: go to bigpedal.org.uk/donate to pay in your donation securely and be sure to include the name of your school when prompted.

Cheque: send a cheque for the total amount payable to **Sustrans** along with your school name and address using our Freepost address: Sustrans (Big Pedal) FREEPOST BS 7739, Bristol, BS1 5FA.

Can't pay online or by cheque? No problem! Just give us a call on 0845 838 0651 to discuss the options.

The prizes

There are some fantastic prizes up for grabs:

- if you can get the money you've raised back to us before Friday 11 April you'll be in with a chance of winning a **fantastic BMX stunt display for your school** from our friends at Inspire Shows.
- we'll be picking the best five photos from the superhero day. The schools these pics belong to will each win a **fantastic kit bag containing 32 hi-viz waistcoats for their school**, kindly donated by our friends at Red Zulu.

All you have to do is upload your school or class photo to bigpedal.org.uk before 21 March.



Coychurch (Llangrallo) Primary School raised a super £33



BMX display by Inspire Shows



Superhero fun ideas!

- download the superhero mask from our website to run a fun design session in class in preparation for superhero day at bigpedal.org.uk/resources
- ask pupils to write a superhero story or comic strip on how they'd change their streets to make them safer for cycling, scooting and walking
- suggest pupils decorate their bikes and scooters in preparation for superhero day
- ask pupils to draw their own superhero character and say what their special superpower would be. Find out how they'd use it to enable more kids like them to get safely to school
- transform an old cardboard box into a decorated superhero money bank ready for collecting £1 coins on superhero day!

Making a difference to children across the UK

We'd like to see every child enjoying a healthier, happier and safer journey to school. All funds raised through the Big Pedal will support Sustrans' work with schools across the UK.

Last year (2012-2013), Sustrans helped three quarters of a million young people at 2,200 schools across the UK to increase their levels of walking, cycling and scooting. We doubled cycling levels at all the 700 new schools we worked with, for the second year in a row, enabling thousands more children to travel actively and safely. We've also developed hundreds of safe routes to schools on the National Cycle Network.

We're doing some great work with young people but there's still a long way to go. Fundraising through the Big Pedal is a really fun way to support Sustrans and enable thousands of children to be more active.

Thank you for your support.



Bling your scooter!



Pupils had lots of fun designing their own superhero masks!



Coryton Primary School raised £145 and got creative with their photos!



Bike Hub is an industry-wide initiative developed by The Bicycle Association of Great Britain and the Association of Cycle Traders. Bike Hub generates funds through voluntary contributions from within the cycle industry to invest in projects to safeguard the future of cycling.

The Big Pedal is powered by Sustrans. Sustrans is the charity that's enabling people to travel by foot, bike or public transport for more of the journeys we make every day. For more information about Sustrans, and the work we do with young people visit www.sustrans.org.uk

Sustrans is a registered charity in the UK No.326550 (England and Wales) SCO39263 (Scotland)

