

# CRICKET united BLUE BALLS DAY

SATURDAY 22 AUGUST 2015  
INFORMATION PACK



IN SUPPORT OF



**LORD'S TAVERNERS**  
Giving young people a sporting chance

Registered Charity No. 306054



**CHANCE TO SHINE**  
Spreading the power of cricket

Registered Charity No. 1123385



Sponsored by  
**ROYAL LONDON**

Registered Charity No. 1120088

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# CRICKET UNITED

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## What is Cricket United Day?

- Cricket United Day is a joint fundraising appeal by three leading cricket charities: Lord's Taverners, Chance to Shine and the PCA Benevolent Fund.
- The aim is to raise awareness and funds for the charities to help improve lives through cricket.
- Cricket United Day is the UK's biggest cricket awareness and fundraising day and takes place at the Kia Oval on Saturday 22nd August

## Where did the idea come from?

- Our three charities have enjoyed very good relations over the years, and for some time we've thought there's more we could do together.
- We drew inspiration from the McGrath Foundation day held annually during

the Sydney Test, and Cricket United was born. While the McGrath Foundation turn the SCG pink, Cricket United Day aims to turn the Kia Oval light blue.

## Who is supporting Cricket United Day?

- We are grateful to England & Wales Cricket Board and Surrey County Cricket Club for their continued support.
- We have been overwhelmed by the positive response from cricket fans, players, media and sponsors who have really embraced the idea.

## How can Clubs support the day?

- Participate in the Blue Bails Day campaign and fundraise for both Cricket United and your club.



# WELCOME

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It gives me great pleasure to welcome you to the inaugural Blue Bails Day. Thank you for getting involved in this pilot programme - you're a true blue supporter!

Blue Bails Day is a simple and fun way of helping your local community. We're asking Ryman Surrey Championship clubs to get involved and hold a fundraising day at their club on 22 August. We'll provide the blue bails. You turn your club blue for the day!

It's all part of a joint 'Cricket United' appeal by three cricket charities close to my heart: Lord's Taverners, Chance to Shine and PCA Benevolent Fund. They have joined forces to raise funds and improve lives through cricket.

By taking part in Blue Bails Day, you'll not only be helping these three fantastic charities, you'll also be helping to fundraise for your own club. It's a win-win.

Good luck and go blue!

Thank you.

Alec Stewart

Surrey Director of Cricket



# A UNIQUE OPPORTUNITY

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Blue Bails Day provides a unique opportunity in more ways than one:-

- Every club at grass roots level requires funds for development and has commitments and targets which are hard to meet through membership and bar takings alone; a Blue Bails Day can contribute.
- The opportunity for the local community to support the club and develop cricket in the local area.
- The opportunity for sponsors and local companies to offer further support through this unique platform.
- Become part of what we hope will be a national blue bails day for cricket in the future.
- Have the chance to win a visit from a local cricketing hero.



# YOUR BLUE BAILS DAY CONTROLLED AND MANAGED BY YOU

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Becoming part of the 2015 Blue Bails pilot scheme, through the Ryman Surrey Championship League, provides a unique opportunity to support the joint fundraising appeal by the UK's three largest cricket charities in the early stages of this campaign that will roll out into all the leagues nationwide in subsequent years.

The unique aspect of this campaign is that you 'the club' retain control of your day and manage it to the levels that you so desire and retain some of the income from the day for your own use.

All fundraising activities are at the discretion of the club. If you have innovative ideas to generate fundraising revenue, you are free to explore them and if required we can offer support, enthusiasm and guidance where possible to help to make your day a huge success.

We want to ensure that Blue Bails Day is as easy as possible to participate in and that you make it as blue and fun as possible.

[www.cricketunited.co.uk](http://www.cricketunited.co.uk)  
[#cricketunited](https://twitter.com/cricketunited)

# HOW TO GET STARTED

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It's easy; simply register your participation of Blue Bails Day with the Ryman Surrey Championship League. Once they have received your registration you will receive a confirmation email and your club will be added to the Blue Bails Day club section on the Cricket United website. Your Blue Bails Day pack will be distributed in August to an agreed delivery address. Clubs will receive the following for their £100 minimum donation:-

- One set of blue bails (option to source additional bails for 3rd/4th XI matches @ £25.00 per set)
- 3 Blue Bails Day Promotional Posters
- Sample packs of 150 Yorkshire Tea bags
- Case of beer
- Downloadable Blue Bails Day branding pack with downloadable branding and fundraising ideas
- Automatic entry into the Local Cricketing Hero competition
- Cross Club raffle tickets (optional, please advise if you would like them). Prizes include 2015 England Cricket United signed bat, a night's hotel stay, tickets to the Lord's Taverners Christmas Lunch, etc
- The option to purchase Cricket United caps supported by England Cricket at a discounted price (20% off the retail value)
- Cricket United branding for Umpires to complement their official attire

Make sure you are following Cricket United on social media. @CricketUnited on Twitter

and Instagram and like our Facebook page, [www.fb.com/cricketunited](http://www.fb.com/cricketunited) and help spread the word by using the designated hash tag #BlueBailsDay

## Local Cricketing Hero competition

On registering your Club in the Blue Bails Day your club will gain an automatic entry into the 'Local Cricketing Hero' competition. If your club wins the competition, the local cricketing hero may be available to attend your Blue Bails Day on Saturday, 22 August 2015 for a short period to be part of your Blue Bails Day celebration. You might like for him to be there for the coin toss at the start of play, or attend the tea break to meet your players; alternatively you may opt to have our Local Cricketing Hero attend your end of season dinner.

The Cricket United Team will work closely with the winning club in the lead up to the visit and will be provided with detailed information about his involvement on the day/evening and the times that he is available. \*Please note, the player will only be available for the portion of the day/evening, so we will confirm exact timings and activities with the winning club closer to the date. The Local Cricketing Hero competition will be drawn on Monday 3rd August.

# TIPS AND TECHNIQUES FOR FUNDRAISING

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We want to help you as much as we can, so we've come up with a few fun ideas for you to consider. Why not make them part of your day's activities?

- Create your own club's online fundraising page – everyone can send the link to friends, family, colleagues asking for a small donation.
- Sausage sizzle – a good old favourite of any sports ground.
- Games – get the kids involved for a small entry fee in a tug a war, egg & spoon race or three legged race during the tea interval. Easy favourites to roll out for minimal costs.
- Bake stall – encourage people to bake something for the stall and sell on the Blue Bails day.
- Fines – a fun way to raise money is to fine people for a variety of offences on and off the pitch, during the summer and/or on Blue Bails Day.
- Raffles – organise your own or participate in the Cricket United Cross Club raffle (details below).
- Best idea for making Blue Bails Day blue - it could be people getting dressed up in blue, using bunting, etc. Your members efforts could contribute to your photo for the 'Bluest Blue Bails Day' competition and create some fun amongst your members.

## Bluest Blue Bails Day Competition

Don't miss the opportunity to win a £500 voucher for Gray Nichols, kindly donated by Smile Group.

Simply upload your photo via Twitter, Instagram or email [info@cricketunited.co.uk](mailto:info@cricketunited.co.uk) and tag your club's name for entry. All images will need to be uploaded by Tuesday 25th August with a winner chosen by a local cricketing hero before Friday 28th August. The winning club will be notified by email and announced on the Cricket United website.

## Cricket United Cross Club Raffle

To assist in your fundraising efforts, Cricket United has put together a raffle that all participating clubs can use to help their Blue Bails Day fundraising activities. Simply advise Ryman Surrey Cricket Club Championship that you would like to participate in the raffle and we will send you out the tickets. The Cross Club raffle will be £2 per ticket, with 50% being donated to Cricket United. The prizes include 2015 England Cricket United signed bat, a night's hotel stay, tickets to the Lord's Taverners Christmas Lunch, etc.

# MATCH DAY INCOME

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Not only does Cricket United want to raise funds for the three largest cricket charities in the UK, we want to help you raise valuable funds for your clubs.

It is the discretion of the club as to how much you decide to donate to Cricket United. We appreciate all your hard work on this initiative and would greatly welcome what you deem feasible and fair.

The only request that we do have is that a minimum donation of £100 is made by each club entering, regardless of how many teams you choose to participate in the campaign. If you choose to participate in the cross club raffle we would ask for 50% of those funds raised from the sales.

All donations will need to be made to Ryman Surrey Championship League by Monday 7th September and they will make a collective donation to Cricket United, which will appear as a Ryman Surrey Championship League contribution on the Blue Bails Day page on the Cricket United website.



# FREQUENTLY ASKED QUESTIONS

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## What is Blue Bails Day?

Blue Bails Day is a fundraising and charity awareness day for all cricket clubs involved in The Ryman Surrey Championship. Members will have the opportunity to turn their bails, clubhouses and supporters blue for the day to raise funds for cricket charities and their own club.

The pilot programme is part of the joint 'Cricket United' appeal between the UK's three leading cricket charities, The Lord's Taverners, Chance to Shine and PCA Benevolent Fund.

## What is in the Blue Bails Day Pack?

If you register to participate in the Blue Bails Day you will be provided with the following for the minimum donation of £100:-

- One set of blue bails
- 3 Blue Bails Day Promotional Posters
- Sample packs of 150 Yorkshire Tea bags
- Case of beer
- Downloadable Blue Bails branding pack with downloadable branding and fundraising ideas
- Automatic entry into the Local Cricketing Hero competition
- Cross Club raffle tickets (optional, please advise if you would like them)
- The option to purchase Cricket United caps supported by England Cricket at a discounted price (20% off the retail value)
- Cricket United branding for Umpires to complement their official attire

## How much do I need to fundraise?

The minimum amount to fundraise is set to help offset any costs to run the programme, is £100 per club. It's important to note that your club will not receive their Blue Bails pack until the initial donation has been received by Ryman Surrey Championship League.

## What are some fundraising ideas?

Firstly, remember that all fundraising is great fundraising. There are so many simple ways to fundraise and we are here to support you and help you. Check out our Tips and Techniques for Fundraising in this document and on the Cricket United website to find out all the simple ways you can increase your fundraising.

## What happens if it rains on your Cricket United Blue Bails Day?

If only we could control the weather! In the unfortunate event it's a little wet on your Blue Bails Day and you have to postpone to a later date - don't worry - just let us know.

## What support will I receive from Cricket United?

The Ryman Surrey Championship League team and Cricket United team are here to support your Blue Bails Day. No question is too big or small, so please ask!

The team is small, but we hope to be able to answer your queries promptly.

## What happens after I register? How do I know that my club has been confirmed to participate?

On receipt of your registration you will receive an email confirmation. You will then receive your Blue Bails starter pack in August to help your Blue Bails Day get underway.

A member of the Ryman Surrey Championship team will then be in touch to confirm you have everything you need to get started and how Cricket United may be able to help.

## Can I order more items from the Blue Bails Starter Pack?

There is the opportunity to order more blue bails, cross club raffle tickets and/or some Cricket United caps when registering your participation in the Blue Bails Day campaign. If you find that you require more stock once you have started your planning, simply contact Ryman Surrey Cricket League and Cricket United will get the relevant stock out to you as soon as possible.

## When do I need to make my donation to Cricket United?

All donations will need to be made to Ryman Surrey Championship League by Monday 7th September and they will make a collective donation to Cricket United, which will appear as a Ryman Surrey Championship League contribution on the Blue Bails Day page on the Cricket United website.

## Where does the money go?

Your money will be equally distributed between the three largest UK cricket charities. This is how your money can make a difference:-

### Lord's Taverners

Like most young people in the UK with a disability, Carly found opportunities to play sport hard to come by. Since the Lord's Taverners Disability Cricket Championships gave Carly her first taste of the game she hasn't looked back, training regularly and growing in confidence. She has made some great new friends, including one Sir Vivian Richards!

### Chance to Shine

11 year old Harry has autism and previously hated school sport. He would always argue with his classmates. Harry's behaviour changed when he found cricket through Chance to Shine. He learned to control his temper and to work as a team. He absolutely loves cricket and even sleeps next to his bat!

### PCA Benevolent Fund

48 years after attending the inaugural meeting of the PCA, former Lancashire and Nottinghamshire captain Jack Bond had an emergency hip operation funded in his hour of need. The 82-year-old was in intolerable pain when he contacted the Benevolent Fund and within days he had a successful operation and was planning his return to work on the groundstaff at Old Trafford!

## How do I find out more information about Cricket United?

To find out more about the Cricket United and how you can help make a difference, please visit Cricket United and encourage your friends to do the same.

Website – [cricketunited.co.uk](http://cricketunited.co.uk)

Facebook - [facebook.com/cricketunited](https://facebook.com/cricketunited)

Twitter - [twitter.com/CricketUnited](https://twitter.com/CricketUnited)

Instagram – [instagram.com/cricketunited](https://instagram.com/cricketunited)

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