



# Information Pack

## Summer Fundraiser 2020

Please **GET INVOLVED...**

We're very excited to announce the BPA's **Active 21** engaging, creative and fun Summer Fundraising Campaign!

*Keep reading to see how you can get involved in **Active 21** this summer whether it be through a hobby, fitness activity or a creative idea!*

Being active is so important for our physical and mental wellbeing. This campaign will encourage activity whilst also providing a platform for you to be more engaged with the rest of the porphyria community (including other patients, friends and families) and will help to raise vital funds for the BPA (no matter how big or small – everything helps the important work we do). Ultimately, this campaign should benefit everyone!

### **Why Active 21?**

It's 21 years since the formation of the BPA, thus the choice of **21**. We've developed an **Active** campaign as we felt many of you and your families/friends would enjoy getting involved (at any level) in some form of active sponsored activity or event. There are no rules, so you can choose how and what you do. We just want you to be part of the BPA's Active 21 campaign!

### **What is the Active 21 Challenge?**

We want YOU to get active, complete a hobby, or any creative idea that can be adapted into the concept of 21 multiples/repetitions, 21 elements of time (seconds, minutes, hours or days) or a distance in some way involving 21.

### **Target**

**£6,000** through sponsorship and donations.

This campaign aims to help to support the BPA to continue its important work as Covid-19 has affected at least 20% of our income which is usually generated from sporting events over the summer months.

### **Timeframe**

The **Active 21** campaign will run from now, throughout the summer, to the end of September 2020.

### **Donate**

You can **Donate** to the **British Porphyria Association's Active 21** campaign by searching on Just Giving for Active 21 or by clicking on this link: <https://www.justgiving.com/campaign/Active21>

### **Fundraising**

We are VERY grateful for every single donation that will be made during this fundraising event. All donations (no matter how small) go a long way to helping the work we do at the BPA.

## What can you do?



- **GET INVOLVED!** – Ask your friends and family to join you in the 21 challenge by completing certain activities together or each doing your **own unique and creative idea**.
- **SHARE AND POST ON SOCIAL MEDIA** – Take pictures and videos of you participating in the campaign and post on our social media platforms of **Facebook, Instagram or twitter**. Make sure to use the **#BPAActive21** and **tag us** so we can see your creative ideas!



Facebook: *British Porphyria Association*



Instagram: *@british\_porphyria\_association*



Twitter: *@BPA\_Porphyrria*



TikTok: *@the\_bpa*

- **MAKE A TIKTOK** – Create fun and unique videos showing you completing your activities, make sure to use the **#BPAActive21**. Choose/use **uplifting and fun music** in your TikToks, the **best ones** will be posted on our Instagram and Facebook!

### *Some fun music suggestions:*

1. 21 Seconds by So Solid Crew/ DJ Spooky remix
2. Rain on me by Lady Gaga and Ariana Grande
3. Don't Start Now by Dua Lipa
4. Beautiful People by Ed Sheeran
5. Sorry by Joel Corry
6. Rise by Jonas Blue

- **GET IN TOUCH** – If you would like any sponsor forms, or any other support/resources from the BPA, please get in touch so that we can help you with your Active 21 campaign: [sue.burrell@porphyria.org.uk](mailto:sue.burrell@porphyria.org.uk)

## Active 21 Ideas

If you are having trouble thinking of ideas, then no need to worry, we have created a list of possible activities you could use when taking part in the campaign.

## Remember

You could do:

- *21 activities* of your choice
- *21 seconds, minutes, hours or days* – whatever time frame suits you!
- *21 repetitions* of any activity
- *21 steps, feet, metres, kilometres, miles, lengths or laps* – however you want to measure it

<i>Physical activities</i>	<i>Creative ideas/challenges</i>
<i>21 Hopscotch</i>	<i>21 TikTok dance challenges</i>
<i>21 Skips</i>	<i>21 Board games played</i>
<i>21 Bounces on a trampoline</i>	<i>21 'Healthy bakes' made</i>
<i>21 Hoola Hoops</i>	<i>21 Photos of the beautiful outdoors</i>
<i>21 Hops</i>	<i>21 Cocktails made</i>
<i>21 Press-ups</i>	<i>21 Songs sung</i>
<i>21 Planks</i>	<i>21 Songs played on a musical instrument</i>
<i>21 Star jumps</i>	<i>21 New skills learned every day!</i>
<i>21 Roly-polies</i>	<i>21 Staycation ideas</i>
<i>21 Kart wheels</i>	<i>21 Plants/flowers planted</i>
<i>21 Walks</i>	<i>21 Painting/finger painting made</i>
<i>21 Runs</i>	<i>21 Books read</i>
<i>21 Cycles</i>	<i>21 Hour silence</i>
<i>21 Swims</i>	
<i>21 Home workouts completed</i>	
<i>21 Dog walks</i>	
<i>Or ANYTHING ELSE that your CREATIVE BRAINS can think of!</i>	