



<https://www.crowdfunder.co.uk/brixton-bmx-track>

1. Why are we fundraising?

Brixton BMX Club is raising funds and planning to upgrade the BMX facility in Brockwell park so that it can continue to expand the work that it does in building community and helping young people through sport. The grass roots and volunteer led BMX club brings people together from all walks of life and is a successful platform for community integration.

The club has engaged and nurtured local children from across the community and helped guide them to stardom. Ken and Brixton BMX has been the gateway for several of the sport's most famous riders including Charlie Reynolds and CK Flash in the 1980s and Quillan Isidore and Tre and Kye Whyte, Britain's Olympic silver medallist.

The club is working to protect the BMX facility in Brockwell park and develop it for the next generation of young riders.

2. How can we get people to sponsor us?

Tell your friends and family about the club's goal to cycle the length of the country on the Brockwell Park BMX track and that you will play your part in reaching that target (please aim to ride 40 laps over the course of the crowdfund campaign). Create a fundraising page on crowdfunder and start fundraising today. You can also gather sponsorship in person using the club sponsorship form.

3. What if I can't ride 40 laps?

Don't worry, ride as many as you can. Tell Ken how many you managed at the end of the campaign. Maybe you might manage to ride more than 40 laps! Maybe you'll ride a few less. We'll be inviting non-members like local councillors and friends of the club like Kye Whyte to ride "guest laps" and this will help us reach the overall number of laps that we need to reach.

4. How does the crowdfund work?

The club will be using the platform called Crowdfunder to raise a target of £30K. **The club will hold onto all pledges** and should we reach the target we will be eligible for additional match funding through a number of funding partners like British Cycling & Sport England. Match funding is added directly into the crowdfund and will help us reach our goal.

5. How much do I need to raise in sponsorship?

There is no minimum or maximum amount but the more everyone can raise the more likely we are to reach the target. There are roughly 140 members and many hands make light work. Not easy by any stretch but achievable as a group if we all work together.

6. How else can we help achieve the target?

The club will be launching a new club kit designed by club volunteer and BMX racer Mark Ward (Mark Ward studio). We have invited businesses to sponsor the club jersey. We are asking these supporters to place their sponsorship payments directly into the crowdfund.

Do you know anyone that might be interested in sponsoring and supporting the amazing Brixton BMX Club? Please tell Ken or email brixtonbmxclub@hotmail.com.



7. What else is planned for the crowdfund?

- We've got a video which was filmed in the summer of 2020. Thanks to volunteer Anthony Holland Parkin, his videographer Jakub and all the coaches and riders that turned out to make this. It tells the story of the club and why we are raising money and improving the track.
- We'll use our social channels and all the contacts we have in the media to push the campaign and message out there encouraging everyone to pledge.
- Under the message of "Come and help us BMX the length of the country" we'll be hosting an open day fundraiser at the track on the 30 October to help raise awareness and have supporters riding laps - joining us as we all cover the distance together. We'll be inviting all of the local stakeholders who support the project including local councillors and cabinet members, our local MP, council officers, Brockwell Park stakeholders, BMX stars etc.
- We'll be working with our network of supporters and famous BMX riders to promote our campaign on social media.
- We'll be working with our backers like London Marathon and British Cycling to promote our campaign.
- We'll be hosting a 40th birthday party for the club on Sat 16th October.
- We'll create a facebook campaign page so please share as widely as you can.
- **Got a good idea that might help us raise more money and awareness? Email brixtonbmxclub@hotmail.com**

8. Is Brixton BMX Club a registered charity? My employer/company can match any donations I make but can only pay to a registered charity.

Brixton BMX Club is an Unincorporated Organisation, and not a registered charity. We work with our partner, Access Sport, who are a registered charity. They support the club by accepting charitable donations for us and passing them through. Our main goal now is getting everyone to pledge money into the crowdfund. Funds raised outside of that are still helpful and welcomed.

9. Who is working on the project?

The project is a collaboration between the club's committee and a team of members volunteering their time and skills. The club also has the support of the Parks officer, fundraising officer, Access Sport, Cycling UK, Brockwell Park Community Partners, London Marathon Trust, Sported and local landscape architects, Methodic Practice.

10. What is the money going to be spent on?

We are spending money to maintain the track, make it more useable and increase capacity. Specifically, the money will be spent on resurfacing and addressing the drainage, improvements to the start hill, addition of water and electric, fencing, expanded storage facilities, signage and new club equipment

11. When will the work be completed?

The work will happen in stages and will be fully completed in 2022.



12. Apart from Crowdfunding and any match funding, how is the work being funded?

The funding plan for the project includes (1) BMX Club revenue from memberships, coaching sessions, holiday camps and small grant donations (2) a grant from the London Marathon Trust (3) A grant from the Lambeth Social Value Fund (4) Crowdfunding (5) Places to Ride match funding. Should there be a funding shortfall, then the club has identified a number of other capital grant givers to engage with, whose aims match those of the club.

Got any other queries that we haven't covered here? Please email Stephan or Mike @ brixtonbmclub@hotmail.com.