

SOCIAL IMPACT PARTNERSHIP PROPOSAL AIDING YOUR CHOSEN GOOD CAUSES



**PARTNERING WITH GB ATHLETES
TO ENHANCE YOUR DONATED SUMS**



THE SOCIAL IMPACT PROPOSAL

GB Athletes multiplying your donation to good causes



Background: How GB Athletes have raised £612K in donations

Charities have sold places on Experience Days with GB Athletes, passing on the entry fees received at auction and banking the donations. Every entry fee is multiplied in value through this process. Good causes in the main want the entry fee as well. Full details on www.legacy300.com/goodcauses

WHY THIS WORKS AND WHY THERE IS A HEAVY DEMAND FOR FREE PLACES:

Since 2012, participants on our days have bought entry fees worth **£248,170** and have added **£609,865** in donations, (plus an additional £3K+ in donations raised through the [Beat the Medallist Challenges](#)) the auction total of **£858,035K** every £1 entry fee multiplied by 246%. (24/11/2023)

FREE ATHLETE EXPERIENCES TO REWARD YOUR CORPORATE INVOLVEMENT

- Working with the GB Athletes will give you **FREE** or **REDUCED ENTRY** to a wide range of events listed on www.legacy300.com/corporates .
- Homecoming Participation is reduced £1 for every £4 donated: Individual or Exclusive events £1 for every £2.50 donated.
- This can be mapped once you choose Proposal A or B.

PROPOSAL: A) Supporting your specified chosen good cause

- When giving them the money you invite them to leverage an equivalent sum in [Athlete Experiences](#) in your name.
- The Charity will still utilise the donation immediately to their needs, there is no risk to them or cost.
- As since 2012, they will be passing on entry fees when sold, and banking donations to be credited in your name to your initial sums.

PROPOSAL : B) Working directly with the GB Athletes supporting good causes.

- Place the sum into a fund administered solely by you.
- Legacy 300 will then approach charity auctions in the UK with free places on experience days to auction off in your name, carrying supplied text and branding from your PR team.
- Each listed items will have a minimum reserve price 50% above the entry fee, meaning once the original donated sum exhausted it will have been enhanced **by a minimum 50%**. (Autumn 2023 saw this at 141% see next page).
- Once sold at auction, good cause will email us both the amounts raised.
- Each month, Legacy 300 will provide a spreadsheet and draw down the sold entry fees. Above process will be repeated until donated sum exhausted.

PUBLICITY GENERATED BY ADOPTION OF EITHER PROPOSAL

- Each auction listing will carry your prescribed donation information
- Every successful auction result promoted on social media by good causes tagging your prescribed social media account.
- Detailing the total donations made.
- Each participant will be pictured with the host Athlete at their experience day tagging charity and your prescribed social media account.
- Running totals will be produced by Legacy 300 again linked to your prescribed social media account. **Other PR suggestions are most welcome.**

FURTHER DETAILS OF HOW THIS WOULD BE IMPLEMENTED:

- Can be discussed via 07866 316 228 and on the [generic corporate guide](#).

AUTUMN 2023: THE IMPACT OF THE CROWDFUNDED CYCLING PLACES

	Crowdfunded Place	Good Causes Received (and kept in full)
Taylor Made Dreams	£230	£700
Prost 8	£230	£350
Resurgo	£230	£425
Kids Out Question of Sport	£230	£500
Property Race Day (Group 1)	£187	£313
Property Race Day (Group 2)	£187	£312
Jane Lemon Foundation	£230	£300
Kids Out Golf Day	£230	£500
Rugby Lunch Dorset	£230	£375
Care Sector Ball (London)	£230	£450
Impetus	£230	£800
LAACA	£230	£400
Just Rifles	£230	£550
Surviving Wounded Veterans	£230	£375
Cure Parkinsons	£230	£500*

(Figures provided by Charity and * Purchaser)



CHARITIES MULTIPLIED
YOUR DONATION BY

203%

THE AUTUMN IMPACT OF THE CROWDFUNDED ROWING / RAFTING / HOCKEY PLACES

ROWING	Crowdfunded Place	Good Causes Received (and kept in full)
Paul's Place Charity Ball Bristol	£75	£150
FIS Ball London	£75	£225
Kids Out Question of Sport	£75	£155
Gala Dinner Building Heroes	£75	£200
MDL Marinas Captains Dinner	£75	£300
Rugby Lunch Dorset	£75	£200



CHARITY MULTIPLIED YOUR DONATION BY

273%

RAFTING	Crowdfunded Place	Good Causes Received (and kept in full)
Taylor Made Dreams	£125	£500
Paul's Place Charity Ball Bristol	£125	£250
Action for A-T	£125	£290
Kids Out Question of Sport	£125	£225
Polo for Heroes	£125	£225
LAACA	£125	£250
Research ALKay +ve	£125	£200
Supporting Wounded Veterans	£125	£300



CHARITY
MULTIPLIED
DONATION BY

224%

HOCKEY	Crowdfunded Place	Good Causes Received (and kept in full)
Taylor Made Dreams	£50	£300
Paul's Place Charity Ball Bristol	£50	£100
FIS Ball London	£50	£300
Kids Out Question of Sport	£50	£200
Jane Lemon Foundation	£100	£200
Impetus	£50	£320
LAACA	£50	£205
Eight Foundation (Group)	£50	£625



CHARITY
MULTIPLIED
DONATION BY

500%

(Figures provided by the Charity)