



# **BURNLEY LEISURE & CULTURE**

*Fundraising Pack*

**HEALTHIER *HAPPIER* COMMUNITIES**



# THANK YOU FOR YOUR **INTEREST** IN **FUNDRAISING** FOR BURNLEY LEISURE AND CULTURE...

...Whether you're planning a personal challenge, hosting a community event, or supporting one of our campaigns, you're playing a vital role in helping us create lasting, positive change across Burnley and beyond.



*At Burnley Leisure and Culture, our mission is to enrich lives through accessible, inclusive, and inspiring leisure and cultural experiences. As a charitable organisation, we are deeply committed to improving the health, wellbeing, and connectedness of our communities especially for those who need it most.*

*Fundraising plays a vital role in supporting our work as a not-for-profit organisation. It allows us to bring in additional resources, helping us to expand our programmes, reach more people, and deliver greater impact. It helps us develop new outreach activities, subsidise access for vulnerable groups, maintain and improve community spaces, and support projects that promote physical activity, mental wellbeing, and cultural engagement across Burnley and the surrounding areas.*

*Just as importantly, fundraising connects us directly with our community through events, campaigns, and individual efforts, people become active partners in our mission. These connections foster a shared sense of purpose and pride, and every pound donated or raised helps us make a real, lasting impact, ensuring that no one is left behind due to cost or circumstance.*

*On behalf of the Board, I want to extend our heartfelt thanks to everyone who has shown interest in fundraising for us, your support and enthusiasm make a real difference, and together we can continue building healthier, happier communities where everyone can thrive.*

*Thank you for being part of our journey.*

**Donna Livesey, Chair of the Board, Burnley Leisure and Culture**

**You can read more about our four key initiatives and just some of the work your fundraising will help support on the next few pages.**



## WALKING BACK TO HAPPINESS



**Our walking-based projects which range from gentle health walks to walking football and netball.**

Walking Back to Happiness is one of our community-driven, charity funded initiatives offering free, walking-based activities designed to uplift and support those who need it most.

Our walking opportunities are open to everyone but are especially aimed at supporting low-income families, individuals recovering from long-term illnesses, and those facing challenges with their mental or physical wellbeing. We know that life can be tough, and sometimes just getting outside and being around others can make a real difference.

These walks are about more than just being active — they're about improving health and wellbeing through connection and new opportunities. They provide a supportive environment where people can engage in activities, they might not have experienced before — all while taking steps toward a healthier, happier life.

### **Some of the activities the funds support include:**

**Health Walks:** Gentle, supportive walks to build fitness and boost wellbeing.

**The Big Burnley Walk:** A community celebration of walking together.

**Glow Walks:** Family friendly evening walks full of fun and community spirit.

**Themed Walks:** Guided walks that explore Burnley's rich heritage, culture, and nature.

**Beat the Street:** An interactive game encouraging local exploration.

**Park trails:** Themed family focussed adventures.

**Walk Well, Play Well:** Walking Sport programmes including football, netball, and rounders.

**Walking Trips:** Group adventures to destinations further afield.



# BREAKING BARRIERS, BUILDING CHAMPIONS

Could you help raise funds to support activities and initiatives that give every person the chance to reach their full potential.

At Burnley Leisure and Culture, we believe that everyone should have access to positive experiences and opportunities to thrive, which should never be limited by financial barriers. Breaking Barriers - Building Champions is not just about supporting individuals; it's about creating a stronger, more inclusive sports community that nurtures at all levels. With your support, we can make that happen.



I've always been deeply grateful for having sport in my life and for the support I've received through Burnley Leisure and Culture. Being part of something has given me the confidence to take part and pursue and try things I never thought possible.

## Your fundraising helps support:

**Local club development:** Supporting grassroots clubs with the resources they need to nurture and inspire people to develop their skills, confidence, and love for sport.

**Subsidised and reduced-cost gym memberships:** Making fitness more accessible for all, encouraging healthy habits and active lifestyles at all stages in life.

**Talent pathways:** Providing essential support for emerging athletes, including funding for kit, training expenses, travel costs, and competition entry fees, ensuring that talent isn't held back by financial barriers.

**School sport provision:** Supporting access to high-quality PE and sport opportunities. Our support helps deliver engaging sessions, skilled coaching, and activities that build physical literacy and a lifelong love for being active.







# HEALTHY HEARTS, HAPPY MINDS

**Support people of all ages, backgrounds, and abilities to feel better, move more, and live healthier, happier lives.**

The funds you raise help bring to life a wide range of inclusive and powerful programmes that nurture both physical and mental wellbeing. Your support opens doors for more people to take part in activities that have a real meaningful impact on their lives. For many, these programmes are a vital lifeline, breaking down barriers caused by health challenges, lack of confidence, financial hardship, or cultural differences. Helping ensure everyone can lead a happy and healthy life is one of the most important contributions we can make, and your support plays a crucial role in making these opportunities accessible to all.

## **Your support could help fund:**

**Rehabilitation programmes:** Helping individuals recover from illness, injury, or long-term conditions through tailored physical activity and support.

**Ladies-only sessions:** Culturally sensitive and community-specific programmes that empower women to get active in safe, welcoming environments.

**Mental health and wellness activities:** From mindfulness sessions to movement-based therapy, we create safe spaces where people can reconnect and rebuild.

**Inclusive cycling projects:** Offering adapted bikes and support for individuals with disabilities to enjoy the freedom and joy of being active outdoors.

**Social wellbeing events:** Reducing loneliness and building confidence through group activities, gentle exercise, and community connection.

**Health & Well-being Initiatives:** Including Park Play, Park Yoga, and other free activities designed to encourage physical activity and reduce social isolation.





# CREATIVE AND CONNECTED COMMUNITIES

Helping people connect with Burnley through the #OutdoorTown vision, culture-led community projects and events that celebrate local identity and strengthen our shared connection.

We believe that culture has the power to transform lives by creating shared experiences that connect people and build a sense of belonging. Through cultural events and activities, we celebrate our heritage, promote well-being, and provide meaningful opportunities for everyone to engage—regardless of background or circumstance.

We aim to make these experiences accessible, inclusive, and impactful for all; breaking down barriers and creating equal opportunities for everyone to enjoy, learn, and grow together.

These events provide opportunities for people to feel connected, valued, and inspired. Fundraising support allows us to sustain and expand these programs, ensuring that culture continues to bring inspiration, local pride, skills and a sense of community to Burnley. Together, we can keep these experiences alive and thriving, making our town a place where everyone feels they truly belong.

## Funds raised support a variety of community driven events and projects, including:

**Pop-Ups:** Showcasing local talent, stories, and creativity through temporary exhibitions and interactive displays, celebrating what makes our town unique.

**Town Centre Events:** Bringing the community together with family-friendly performances, workshops, and cultural celebrations that inspire and engage.

**Nature Festival:** Promoting outdoor connection through events that celebrate our natural environment and raise awareness about sustainability.

**Neighbourhood Opportunities:** Creating welcoming spaces and local projects that encourage people of all ages to connect, explore and take part in activities in the heart of their neighbourhood.

# SUPPORT & GUIDANCE FOR YOUR FUNDRAISER

A member of our team will be in touch to check in and offer guidance where possible.

You'll also receive further updates from our event organisers, sent to your registered email, with content and information tailored to your fundraiser.

This may include:

- Links to join relevant fundraising events and campaigns
- Access to social media assets and promotional materials
- Tips and advice to help you get started and stay motivated

## Using the Right Fundraising Platforms

To ensure your fundraiser is secure and directly supports Burnley Leisure and Culture, all fundraising platforms must be approved in advance by our team.

Please do not set up personal fundraising accounts or use platforms that are not linked to our official charity account, as we may not be able to verify or support these.

Before you begin, or if you're unsure about which platform to use, please contact the team at:

**community@blcgroup.co.uk**

Thank you for supporting Burnley Leisure and Culture, together, we're helping to build healthier, happier communities.





# THANK YOU FROM THE BURNLEY LEISURE & CULTURE TEAM

If you or someone you know could benefit from any of our initiatives or projects, we'd love to have you involved! Whether you're looking to improve your physical health, mental well-being, or simply connect with others, there's something for everyone.

Stay updated by following us on social media or reach out to us directly at [info@blcgroup.co.uk](mailto:info@blcgroup.co.uk) for more information.

Thank you for your interest in fundraising for our community initiatives. Together, we can make a real difference in the health and happiness of our community.

**The Burnley Leisure & Culture Team**

