



Jobbers GUIDE to FUNDRAISING



The Italian Job is fundraising in support of

chancesFOR
CHILDREN
BU^{TT}LEuk

A warm welcome to the Italian Job !

On behalf of the organisers, sponsors and benefitting charity, Buttle UK I would like to extend a very warm welcome to you to **the Italian Job**.

Now that you have received your team official entry number, here are a few things you should do as a Jobber

- Ensure that the Italian Job email is in your friends folder so that you will regularly receive our JobNews and any information from **gsg@italianjob.com**
- So that you can discuss your teams travel plans and fundraising ideas with other Jobbers, sign up and follow us on our social media feeds



facebook.com/theitalianjobevent



[@IJFREDDIE](https://twitter.com/IJFREDDIE) and [@IJMINNIE](https://twitter.com/IJMINNIE)



[miniitalianjob](https://www.instagram.com/miniitalianjob)

- Please remember to always quote your team entry number in all transactions and email correspondence with the organisers, so that we know exactly who you are. Your emails to us should always be addressed to: **gsg@italianjob.com**
- Please read the last 2 pages of this guide which detail the Rules & Regulations, payments and other important things to remember
- Before you approach your local press and potential sponsors, please read through the following pages so you are fully acquainted with what the Italian Job is and who our benefitting charity, Buttle UK are and how they work.

If you have any questions, are unclear about anything or would like to be connected with other jobbers local to you, please call us on **01273 418100** or email us at **gsg@italianjob.com**

BUTTLE UK – Chances for Children

Buttle UK exists today because of an East End clergyman's single-minded vision to raise £1m to 'launch 1,000 children each year out of poverty.'

When Reverend Frank Buttle died on February 11, 1953 he was just £80,000 short of his £1m target. This fund was used to establish **Buttle UK**.

Buttle UK delivers on Frank Buttle's vision today by helping children and young people who are in crisis, change their lives, in a way that is incredibly simple. By paying for things which most of us take for granted, but they cannot afford. Buttle UK do this through small, tailored financial packages of support of up to £2,000, called Chances for Children grants. And they are life changing.

Creating chances for children

Throughout their 70-year history Buttle UK have found that alleviating a family's difficulties by the astute use of a relatively small amount of money can have benefits far beyond the practical or monetary value of what has been given. For example, some children do not have their own bed. A bed for a child means better sleep, which in turn means they can concentrate better at school. Meeting that cost also relieves the financial pressure on the family and that reduces stress in the home. All of which has a positive impact on a child's wellbeing.

Buttle UK operates across the UK and, in 2021-22 provided £4.2million in timely, individually targeted Chances for Children grants to nearly 12,000 children and young people

A word from Buttle UK

Buttle UK has been delighted to be involved in the Italian Job since 2018. Apart from being a lot of fun, the money raised is allowing us to provide more Chances for Children. I know how much hard work the Jobbers put into fundraising before they get to Italy each year. All of that effort is going directly to help some of the UK's most vulnerable children and young people. Every penny the Jobbers raise counts, and we really could not reach as many children as we do without the generosity and support of people like you. Thank you.

Joseph Howes, CEO Buttle UK

I have been delighted to take part in the Italian Job on a couple of occasions and had an absolutely fantastic time! There is such a great sense of warmth and camaraderie amongst the Jobbers. With your help Buttle UK is helping thousands of children all across the UK. The funds you raise really do make a direct and tangible difference to these children's lives. So a huge thank you from everyone at Buttle UK for everything the Jobbers do!

Jill Dinsmore Chair of Trustees

Here is why Jobbers are fundraising for Buttle UK

As a result of the legacy they Frank Buttle left to start the charity, Buttle UK is able to cover their own administration costs. This is very special as it ensures that **100% of funds donated** will go directly to help a child in crisis, though their Chances for Children grants.

They can also ensure that the money raised by Jobbers will be **spent locally**.

This is a very important news to sponsors as understandably they are keen to support local projects where they are based and operate from.

Your Team target of **£1,500** will go towards providing Chances for Children grants near you. The funds raised could pay for the books and equipment a homeless teenager needs to complete their studies; or for counselling or therapy for a child whose family has experienced domestic abuse to overcome trauma.

But it could provide something as simple as a bed. There are **400,000 children throughout the UK** who do not have their own bed to sleep in. Just **£25** could help provide fresh bedding and **£150** could give a new bed to a child who previously may have been sleeping on the floor, the sofa or sharing bed with a parent or sibling.

Learn more about **Buttle UK** by visiting their website **www.buttleuk.org**

Buttle UK helps children and young people who are seriously in need throughout the UK. It makes grants to meet the critical needs of individual children and young people whose safety, health or development are at risk. Charity no 313007



@IJFREDDIE

chancesfor
CHILDREN
BUTTLEuk

@ButtleUK

Buttle UK
in association
with
The Italian Job

**Giving
children and
young people
in crisis
chances for
change.**

THE ITALIAN JOB

The famous cliff-hanger words of Michael Caine at the end of the Italian Job film **'Hang on a minute lads ... I've got a great idea'** inspired a group of enthusiastic Mini-Mad friends to devise a fun filled event with the challenge of **Raising Money for Children in a fun way.**

The idea - bandied around while Frederick St George and friends were having a pizza at an Italian Restaurant in Brighton - took shape thanks in no small part to the involvement and support of the **Trento Tourist Office** and the patronage of the great **John Cooper**, whose name is so inextricably linked with the Mini (both old and new).

On FRIDAY NOVEMBER 8th 1990 - 56 Teams took part in this first run including the oldest Mini - a totally restored **1960 Mini van**, which suffered a few mechanical problems when the carburettor froze on the Alpine Roads - and the **Mini Moke** driven by the first of many Dutch teams to join the event. The Minis were joined by a fabulous **1967 Lamborghini Miura P 400** restored by the owners as a replica of the one featured in the film ! A great deal of money was raised with a **'Guess the mileage competition from Newhaven to Brighton via Trento and Lausanne'** In total a simply staggering total of **£58,000,00** was donated to Children in Need and Childline.

Since 1990 over **£ 3,000,000** has been raised by participants of the Italian Job and donated to many children's charities including Children in Need, Childline, NSPCC, NCH Action for Children, Kidsout, Variety and a host of other children charities and projects supported by overseas Jobbers.

We have celebrated our 30th Anniversary and more surprises may be in store for the next few years, however, whatever the itinerary the **'mission'** remains unchanged since our very first run, namely to raise as much money as possible in support of our nominated Children's Charity... after all one of the principles of the Italian Job is **Raising money for Children in a fun way.**



Jobbers Guide to Fundraising

The first rule of fundraising is you don't get if you don't ask so think **BIG** and ask everybody to support you and your co-driver's efforts. **ASK** relatives, friends, friends of friends, friends of friends friends, suppliers, customers, colleagues, neighbours and anyone else you can think of to support you in some way.

CONTACT your local pub, gym, library, school, hairdresser, car dealer and tell them what you're doing and **ASK** them to support you.

APPROACH your employer and ask for their support. Some Companies operate a 'pound for pound matching scheme'... **ASK!** You never know

IJ SPONSORSHIPO FORMS are available on request. Start the process by asking someone you know well to sponsor you for a reasonable amount.... and then people are more likely to follow suit

HOLD A BRAINSTORMING session with your co-driver (and anyone else you can rope in to support you) on how best to approach potential sponsors, contact your local press to obtain publicity, organise your fundraising event.....

Tell your Sponsors that by supporting you they really are supporting their community as their donation will be spent locally by Buttle UK

For assistance contact
gsg@italianjob.com
or phone us on
01273 418100



Introduction to Online Fundraising

Fundraising online can be very effective. Lots of small amounts do quickly add up and become hundreds of pounds. By clicking the **GIFT AID** box you rope the Chancellor of the Exchequer in to making a donation too. There are a number of online giving platforms available, but the most common are [JustGiving.com](https://www.justgiving.com) or [virginmoneygiving.com](https://www.virginmoneygiving.com)

Set up your page in five minutes

It's easy – simply go to [justgiving.com](https://www.justgiving.com) or [virginmoneygiving.com](https://www.virginmoneygiving.com) and sign up and 'create your page'. Enter the details of what your fundraising activity is (the Italian Job) and select **Buttle UK** as your charity. Personalise your page with your story and photos, making sure you include your Mini and details of the Italian Job.

Both [JustGiving.com](https://www.justgiving.com) and [virginmoneygiving.com](https://www.virginmoneygiving.com) have useful guides on their websites to help ensure you make the most of your fundraising. They offer fundraising hints and tips to ensure you make the most of your online fundraising drive.

Get inspired with the 'Raise more' section

Make the most of your page – start with a few top tips on how to really grab people's attention with your fundraising page.

Spread the word using **social media** – find out how to reach a wider audience using sites like Facebook and Twitter.

Fundraising tips and ideas – discover some tried and tested ideas that have helped other fundraisers smash their targets.

Fundraising toolkit – get creative with their templates for flyers, letters and posters to help promote your fundraising antics.

Remember to involve the Chancellor!

The Chancellor will add the Gift Aid % and send donations direct to **Buttle UK**. This can amount to lots of money so ASK your donors to check if they qualify first and then tick the box. All is explained in the GIFT AID section.

As the money raised by your page is sent directly to **Buttle UK**, in order to credit your team with the amount you raise online, we need to receive:

-
- **A copy of your opening page NOW**
A copy of your closing page in December
showing the total raised online + Gift Aid

Tell people about your fundraising efforts

Once you have decided your fundraising strategy it is time to start your own publicity drive. Contact your local and regional press, radio stations, free newspapers, industry magazines and business newsletters and tell them what you are doing, why you are doing it and when you are doing it.

HELP WITH MEDIA CONTACTS: If you need help with any media contacts please email our press officer murray@mhpr.co.uk who will be happy to send you a list. Please make sure to tell him exactly where you live so he can provide you with the correct media contact.

TAKE A PICTURE OF YOU AND YOUR CAR: Local papers tend to like pictures of you (full length) next to the car you will be driving in the Italian Job. Remember to caption your picture with your full name and location of where you live.

PICTURE STORY: Remember that a picture tells a better story. Keep the media updated as you fundraise with picture stories and don't forget to post them on their social media channels.

DON'T FORGET SOCIAL MEDIA: A good social media strategy might help you boost donations. Firstly, think about who you want to target. Facebook, LinkedIn, Instagram and Twitter are great means to communicate important events, send updates to supporters and connect with potential donors. Strategies such as live tweeting and sharing live events on Facebook allow supporters to see real time updates of a fundraising event. Quote and share photos and make sure to link back to your JustGiving page. Don't forget email - There are lots of your friends, colleagues and neighbours who are not on social networks but would love to hear about what you are doing.

BE CREATIVE: Think of interesting ways to get people excited about your fundraising. "If I reach £1,000, I'll take part in the event wearing fancy dress." It's important to get people's attention. Use unusual promotional strategies to stand out from the crowd, such as competitions to win tickets, taking out an advert in your local paper and contacting community groups that are relevant to your event.

NETWORKING: Have you been saving up favours from friends, to use during a time of need? Now is the time to ask those you know for a helping hand! Think about family, friends, work colleagues, any local businesses, groups or clubs that you are a part of. You can even call on regional press to spread the word about your fundraiser.

It's not over 'til it's over: 20% of donations come in after an event has ended, so make sure you follow up the event with an update about how you.

TIPS FOR USING SOCIAL MEDIA TO HELP WITH YOUR FUNDRAISING: Consider your campaign, customize your message, be engaging, experiment with different types of content, convey urgency, focus on impact and include a call to action.

Finally, there are plenty of articles on line about how you can use social media in fundraising. One particular article you might want to download can be found at <https://pages.justgiving.com/friends-with-money.html>
Below is a sample Press release - personalise it with your own details and your own 'story'

DON'T FORGET TO TELL US ALL ABOUT IT: We love to hear about our supporter fundraisers. Send your photos and fundraising stories to gsg@italianjob.com and we promote your efforts on the various social media channels.

A STORY WORTH TELLING

Whoever you're talking to, make sure you include a good story about why you are fundraising when you approach them for support. Share stories of the children we support and show the impact of your fundraiser and why it's so important.

Don't forget to share pictures of your journey with local media informing them of the monies you have raised.

EXAMPLE PRESS RELEASE:

Local pair plan their own Italian Job fundraising drive.

This October (John and Jane Smith) of (Bristol) will be jumping in their Mini, strapping on their seat belts and revving their engine like mad as they set off with up to 60 other like-minded Mini loving souls as they embark on the 2023 Italian Job run to Italy!

(John and Jane) have a long-standing love affair with the Mini and they are fundraising for Buttle UK. The wheels of their Mini will spin to raise enough money to help families in crisis helped by Buttle UK. Donations and pledges are being collected from family, friends and online at their e.g.: [JustGiving.com](https://www.justgiving.com) page (add link). They have a target of £1500 to raise and they're aiming to smash it! You can help them reach their target by telling your (readers or listeners) of the driving challenge that lies ahead of them.

The annual Italian Job event began in 1990 and has raised over **£3 Million** pounds for children's charities across the UK and in other countries where teams come from. Their motto has always been raising money for children in a fun way.

The Italian Job is one of the most fun events on the social motoring calendar. The Minis of the Italian Job will not outperform police cars through crowded Italian city centre streets, but will take part in a navigational trial which is designed to take them well and truly off the beaten track. Between them (John and Jane) will be expected to find their way along a pre-determined route using no GPS or maps but following a set of hand drawn instructions laid out in a cunningly created road book.

(John and Jane) are looking forward to this Italian adventure and are keen to ensure that their Mini performs as well as possible during the event. More importantly though, they want to ensure the success of the fundraising part of the event, so that families in crisis in (your area) can in turn be helped by Buttle UK's grant giving service.

~~~ ENDS~~~

(John and Jane) can be contacted at (your email and telephone number)

For images and further information on the Italian Job please contact the organisers on 01273 418100 or email them at: [gsg@italianjob.com](mailto:gsg@italianjob.com)

## Make my Mini your company advertising and promotional vehicle

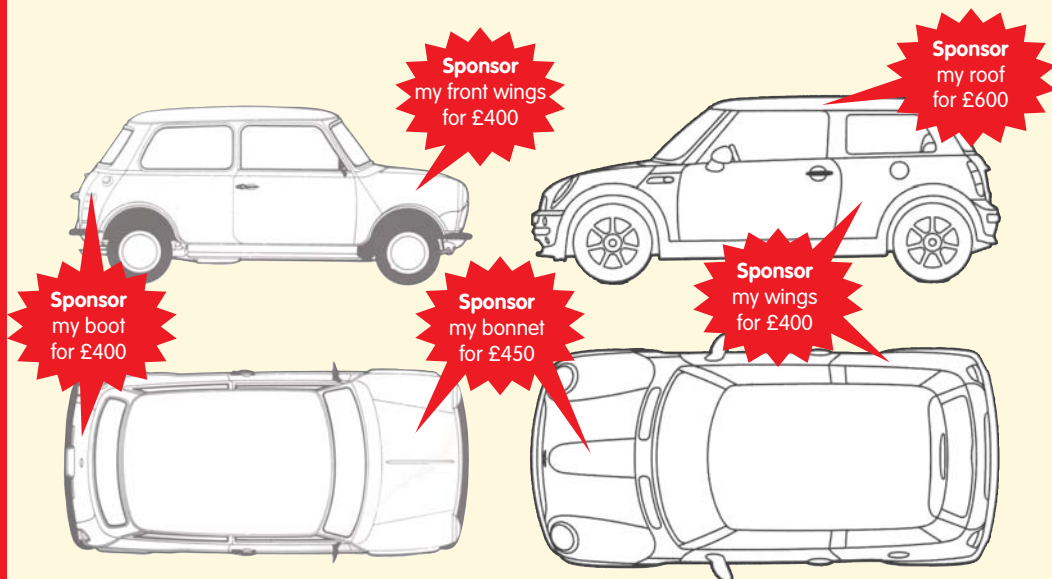
The most effective fundraising tool you have by far is your MINI. We have set out here an example of how you could use your car as a mobile, local advertising opportunity for companies. The figures we have indicated are intended merely as a guide. If you feel you can squeeze more out of your sponsor then by all means do so. If your sponsor already has stickers ready to affix or if you have enlisted the support of a local vehicle signwriter, then you need not worry about production costs.

### Here's an example of how to approach local companies.

'For the sum of £1500.00 my Mini can become your company's mobile, local advertising hoarding carrying your corporate logo throughout the area, the UK and Europe during the event for a period of at least 255 days. This is equivalent to 49p per square foot of space per day! I will endeavour to secure publicity through local newspapers and media and my car will also be available to you for photo opportunities and company days'

### A few key points to stress in your discussions with new and potential sponsors:

- lengthy period of time during which your Mini will remained signed
- extremely colourful and highly visible whenever it goes
- your willingness to attend photo-shoots with local press
- link with a children's charity that works directly in your local community
- local, regional and national press exposure
- national press follow the event - your mini could feature in an article
- exposure to local audience and further afield
- target their donation to help disadvantaged children in your own community



## Here's our A to Z of fundraising ideas to get you on your FUNDRAISING underway

**ADVERTISE** - Sell advertising space on your Car to large & small companies and business in your area. Keep your doors free for the IJ door logos, but how about dividing the roof into squares and sell each square for a fixed amount!

**ASK** - Don't be shy and ASK everyone & anyone you can think of to support your Italian Job team entry. Word of mouth is a powerful thing and the more people who know about you and what you will be doing the better. ASK for money, support, a FREE venue for a function, permission from your boss to organise a staff event, your children's school to support you. If you don't ask you will never know what others may have been prepared to do for you: Other A's: Auction, Abseil, Afternoon Tea Party, Aerobic-a-thon, an As new sale:

**BE IMAGINATIVE** - You are up against an army of other people fundraising for an enormous range of different causes. Use your imagination to make your fundraising event as memorable and imaginative as possible. Make your fundraising stand out from the crowd and really make people stop, stare & most importantly dig deep to donate.

**BALLOONS** - We can supply you with Italian Job branded balloons but instead of the standard "how many balloons can I get in my Mini" try a "guess how many balloons I can inflate in 5 minutes" one evening in your local pub. Get regulars to pay to guess and then the winning guesser gets a turn and the whole thing repeats itself. Other B's: Bad tie day, baked bean bath, barbecue, barn dance, bed push, beer festival, bungee jump

**COMPANY AND COLLEAGUE SUPPORT** - Get your whole company to support you. Ask your colleagues to co-present a fundraising idea, like a dress down day, or if you feel really bold, ask your colleagues to donate one hours salary to your fundraising. Get your company and colleagues on side and you will have a mighty team backing you up.

**CAR WASH** - You could ask a local supermarket, leisure centre or anywhere else with a busy car park and a source of water if you could set up a car wash for the day. Get your children involved and their friends. Use your mini as a gleaming example of the quality of your work. Charge a nominal fee for each wash... hard work but great fun ! Other C's: concert, casino night, coffee morning, collecting tins, cricket match, crossword contest

**DISCO** - Organise a disco and promote it through your local newspaper, local radio, place of work and friends and family. If you can get a free venue then all the better. Try to get a professional disco to play some tunes, add a theme such as fancy dress and fun is guaranteed for all.

**DRIVER FOR THE DAY** - Offer the services of you and your mini to someone for a day (at a price of course!). Other D's: Darts, dog show, duck race (plastic ones of course) Dinner Dance

**EYEBROW SHAVE OR DYE** - People will possibly pay handsomely to see you shave an eye brow or two or have one or both dyed a strange colour.

**EXHIBITION** - Hold an exhibition of arts and crafts at a local venue such as an art gallery. Enlist the help of a local school and ask teachers to get pupils busy by designing exhibits for your show or if you know someone whose work you could exhibit then ask them. Other E's: Eating Marathons (think carefully about this one though!) Easter Egg Hunt

**FUN RUN, WALK, CYCLE OR DRIVE** - Organise your own or find a locally organised event to latch onto. Get local newspaper and radio to help you publicise it.

**FILM EVENING** - See if your local cinema can put on a special charity screening! This has been done by Jobbers in the past and though hard work the rewards in terms of sponsorship raised are worth it. Other F's: Face painting, furniture sale, Fast-a-thon, Foreign Coin Collection, Fashion Show

**GO KARTING** - Get a few teams together from friends, family and work colleagues and ask your local track to help out by reducing costs. Each team pays an entry fee and you take a percentage for your sponsorship target. Raffle off any items you may have been donated

**GARAGE SALE** - Not only could you raise a sizeable sum but you could also get rid of all that unwanted junk you've been hanging onto. Ask friends & family to contribute items to your sale. Other G's: Garden party, Gunge Tank, Guess the ??? competition, Guest Speaker

**HEAD SHAVE** - Only for the brave. Let friends, family and colleagues pay to see you humiliated by shaving your head for charity. (don't worry it will grow back, eventually!)

**HORRIBLE HAIRCUT** - Similar to above but with slightly less drastic consequences. The highest bid from friends and colleagues dictates your new hairstyle ! Other H's: Hula Hoop Challenge, Halloween Party (even if it's not Halloween)

**IT'S A KNOCKOUT** - Organise a family fun day or a day for the kids. Teams can pay to enter and any sport will do.

**IRONING COMPETITION** - Fix an entry fee for competitors and a fee for ironing donors clothes. Hold the event in a pub function room and invite your local press to attend. Other I's: Ice cream eating marathons, Ice skating, International theme evening

**JAILBREAK** - Put together a team of at least three, dress up and be sponsored per mile to get as far away from a set point as possible without the aid of money or your mini! Ask friends, colleagues etc if they would like to enter teams in one big race.

**JUGGLING MARATHON** - Get as many people together as you can and ask them all to get sponsored to Juggle for the longest time without dropping a ball. Other J's: Jailbreak, Jigsaw marathon, Jelly Races, Junk Mail recycling

**KARAOKE** - Hold a karaoke party at your local pub or club. People can pay for a party ticket, pay for a song, or pay or be paid not to sing!

**KEEPLY UPPIES** - How long can you keep a football off the ground without using your hands. You could involve your local football team and gain some valuable press coverage. Other K's: Knitting contests, Kite Flying,

**LIMBO CONTEST** - How low can you go to raise money for our nominated charity.

**LINE DANCING** - Arrange for a group of people to Line Dance. Combine with a Line Dance-a-thon and ask all participants to get sponsored for each minute or hour they can Line dance for. Other L's: Leap frog Contest, Lawn mower racing, Left handed day,

**MINI TREASURE HUNT** - Write the clues to a treasure hunt and get your friends with minis together to race for clues.  
**MAGIC SHOW** - Organise a magic show and charge people to come and watch. Other M's: Mile of Pennies, Marshmallow Eating, Music Concert

**NIGHT AT THE RACES** - Organise an evening with famous horse races on video. Elect a bookie and raise money from bets and entries.

**NO-COFFEE DAY OR WEEK** - Get colleagues and friends to join in and pay £1 per contravention, or up the stakes with no chocolate, no smoking, not mentioning your mini for a week! Other N's: Nature Trail, Noodle sucking contest,

**ONE-DAY FAST** - Be sponsored to go without food or coffee for a day, and donate the money you would have spent.

**OPERA NIGHT** - Stage an opera evening in your area with the help of a local operatic society, or arrange a trip to see a big London production. Other O's: Open House, Origami Contest, Outward Bound Challenges

**PUB CRAWL** - Organise a route and ask teams of two to pay to enter. Whoever completes the route fastest wins a prize. Make it fancy dress or three-legged to add interest! (But please leave your mini at home!) Other P's: Pool Competition, Picnics, Pancake Races, Pageants, Pet Competition, Plastic duck race

**QUIZ NIGHT** - Test teams of friends, family or colleagues' knowledge, or perhaps persuade your local pub to help by donating the takings from a regular quiz night or nights. The

more teams that enter, the more money you will raise.

**QUAD BIKE RACE** - Teams pay to enter and compete against each other. Other Q's: Queue Contest (the longest you can form) Quiet day (can you remain silent all day ?)

**RAFT RACE** - Ask local business (eg: all local estate agents to compete against one another) to enter a team. Teams pay an entry fee to take part. Great fun to be had by all and guaranteed to get local press attention.

**ROUNDERS COMPETITION** - Teams pay an entry fee to take part ! Other R's: Rowing contests (on machines or on water) Recipe Book, Ramble

**SKYDIVE** - Get friends and family to sponsor you to do this. There are well established specialist centres for fundraising Sky Dives.

**SCAVENGER HUNT** - Either on foot or by Mini. Other S's: Swim-a-thon, Slimming Contests, Squash playing competition, Sack race, Swap Shop

**TEN PIN BOWLING** - Teams pay a fee to enter and/or get sponsored per point scored.

**TUG OF MINI** - Calling all budding strongmen. Why not get sponsored to pull a mini or minis as far as possible. You could take the strain alone or with a team. Alternatively,

people could pay to guess how far you will pull the mini.

Other T's: Three legged Race through town or at work, Talent or talentless contest, Twister-a-thon, Tight rope walking, Tarot card evening

**UNICYCLE ENDURANCE RACE** - Learn to unicycle and get sponsored for each Mile or minute you remain in the saddle. If you can learn to juggle at the same time then a life in the circus awaits you.

**UNDERWEAR PARTY** - One for the adults! Charge guests to come wearing it, or take commission for selling it.. Other U's: Umbrella race, Used stamps, University Challenge style quiz

**VARIETY SHOW** - Stage a knockout variety show with comedians, magicians, singers, dancers & musicians all under one roof for the delight of a fee paying audience.

**VIDEO-A-THON** - Get sponsored to spend hours in front of the telly watching your favourite films Other V's: Vehicle Rally, Vegetarian recipe book, Valentines Day event (any day of the year)

**WINE TASTING** - what a good excuse. Publicise through local radio and newspaper and charge people an entry fee. We can assist in getting wine to you for the event!

**WAXING** - One for the boys this time... get sponsored for a leg, back, chest wax! Painful but fun to watch. Other W's: Wheelbarrow push, Welly throwing, Windscreen Wash, Whist competition

**XTREME CHALLENGES** - A sponsored parachute, abseil, bungee jump or a combination of all three in one day - the possibilities are endless.

**X FILES DAY** - Use your imagination - the ideas are out there! Hold an X-Files quiz and show episodes of the show all day.

**XMAS FAIR / PANTO / PARTY** Even if it's not the season to be merry, 'Tis the season to make money! Get out the mistletoe for a big Christmas party, or sell home-made gifts at a Christmas fair.

**XXX CABARET** - Full Monty Style Show (only for the truly brave) Other X's: Xylophone playing marathons, XMAS Hampers

**YO YO Marathon** - Get sponsored to see how long you and as many people as you can enlist, can Yo Yo for.

**YACHT TRIP** - Organise a pleasant days sailing for friends, family and colleagues and charge a small fee for the privilege of going Other Y's: Yoga, Yodelling contest, Yard of Ale

**ZODIAC EVENING** - Invite paying guests to an evening of Zodiac discovery or hold a guess which Zodiac Sign competition.

**ZIMMER FRAME RACE** - Get sponsored to cover a given distance using a Zimmer Frame! Other Z's: Zoo visit and quiz, Zig Zag race, Zeppelin Race, Zulu Dancing

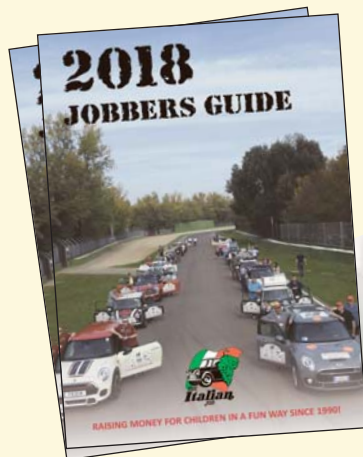
**Our motto is Raising money for children in a fun way, so whatever you do to raise money for Buttle UK, please have fun and make sure those supporting you and taking part in your fundraising event, also have fun.**

# Need some Italian Job promotional / fundraising materials?

We have a selection of materials from Buttle UK to help with your fundraising. We can send you door logo's from previous years too. Please specify how many metres of banner tape you would like.



**IJ event leaflets**  
**IJ sponsorship forms**  
**IJ official door panels**  
**IJ banner tape**  
**IJ assorted stickers**  
**IJ Balloons**  
**IJ 2017 programme**  
**Charity leaflets**  
**Collection tins**  
**Buttle UK stickers**



## Important things to remember

### Fundraising

Always mention you are fundraising in aid of Buttle UK, the Children's Charity.  
Registered Charity No, 313007 / Scotland - SCO37997

### Events

If you are organising your own fundraising event for Buttle UK please check the legal requirements and seek professional advice if you are unsure. Please keep us informed.

### Logo

If you would like to use The Italian Job or Buttle UK logo, please ask us and send details of how and when you are proposing to use it. We will normally respond very quickly.

### Vehicle Insurance

You need to notify your insurance company that you will be driving your car through Europe to Italy and back this October / November. You are **not** competing in a 'Rally'. We use the term 'Rally' in our literature to describe the reliability and navigational aspect of the event. This will entail you travelling between certain pre-determined points following a detailed route which we have prepared with stop points along the way. You will not be required to travel at speed at any time and you will be required to comply with all motoring laws at all times.

### Payments

All payments for taking part in the event and sponsorship money collected by you **MUST** be paid to the Italian Job.

- i. Cheques should be issued payable to The Italian Job and sent to 93 Hangleton, Road, Hove, East Sussex, BN 3 7GH - **Please ensure you quote your team entry number**
- ii. BACS – to The Italian Job account N0 01921155 at Lloyds sort code 30-98-74  
**Please ensure you always quote your team entry number**

Sponsorship cheques may be issued payable to **Buttle UK** but they **must** be sent to The Italian Job so the amount can be allocated to your team. We will forward all cheques to **Buttle UK** issue a receipt and send a thank you letter to your sponsor on your behalf if requested.

Branded collection boxes must be returned sealed to Buttle UK. Please check with the Italian Job office for the procedure.





## **Rules and Regulations**

By signing the Entry Form you confirm you understand and accept the Italian Job rules & regulations. Below is a condensed version of the rules & regulations. A full version is available on request or online at [www.italianjob.com](http://www.italianjob.com)

### **THE EVENT**

- Raising money for the nominated Charities is a condition of Entry.
- Support of other Charitable Projects is strictly subject to the written approval from the organisers
- Minimum age requirement for all Drivers is 21 years - 19 for co. drivers.
- Both doors of each participating vehicle are reserved for displaying the official door decals and team numbers and must be kept free of advertising and sponsors messages.

### **DRIVERS AND VEHICLES**

- All Drivers and co-drivers must fully comply with the European highway code and on request be able to present valid driving licence – log book car Insurance certificate- MOT certificate – continental breakdown cover as well as all legally required spares parts.
- Irresponsible driving and/or behaviour may result in immediate expulsion from the event.

### **PAYMENT AND CANCELLATION**

- Amounts and Dates due for deposits and balance of payment may vary each year and will be detailed on the Entry Form.
- Cancellation must be made in writing together with full account of all sponsorship received. Charges will be clearly detailed on the Entry Form.
- All quoted costs are based upon currency exchange rates valid at the month of April. The organisers reserve the right to apply a reasonable increase in case of an unfavorable currency fluctuation against the Sterling.

### **LIABILITY**

- The organisers cannot accept responsibility for any vehicle or personal loss howsoever incurred. Full comprehensive car insurance and European breakdown cover is a condition of entry (see rule 12. ) Personal and medical insurance cover is also highly recommended.
- The organisers cannot accept responsibility for any additional costs incurred by participants as a result of weather, closure of ports, industrial action etc. If any such events occur the organisers will endeavour to act in the best interests of all participants.



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@IJFREDDIE / @IJMINNIE



@miniitalianjob