



**RUTH STRAUSS**  
FOUNDATION



# *Host your own* **#REDFORRUTH** EVENT

Cricket communities coming together in support of families facing one of life's toughest tests

# Host your own #RedforRuth event

**F**amilies and local communities are at the heart of what we do at the Ruth Strauss Foundation, and we're delighted that you want to join in with our campaign and make a real difference to people's lives.

This summer, cricket clubs and schools are turning #RedforRuth to help raise awareness of our mission, whilst coming together as a community and having fun.

We very much appreciate your support in helping us raise vital funds. Whether you choose to donate match fees or

finer, or put a 50p donation on the BBQ, every penny counts. Your efforts enable us to offer families facing the death of a parent, professional emotional support, and allows us to advocate for more research and collaboration in the fight against non-smoking lung cancer.

Thank you for joining all the clubs up and down the country in turning #RedforRuth, and we hope the ideas and information in this guide are useful. The team is here to help you every step of the way so do get in touch as we'd love to hear what you've got planned.

*We truly value your support. Thank you!*

*Sir Andrew Strauss*

## Inside this guide

- About RSF and how your support makes a difference
- Hosting your own #RedforRuth event
- Great ideas for turning red
- Top tips for raising money and promoting your event
- How to be in with a chance of winning prizes





# Why we are here and **Ruth's Vision**



**I**n early 2018, Ruth Strauss, wife of Sir Andrew Strauss the former England cricket captain, was diagnosed with an incurable lung cancer that affects non-smokers. Ruth died in December 2018; she was 46 years old and mother to two children, then aged 10 and 13. Just before Ruth died, she and Andrew discussed how something positive could come out of their experience. Ruth felt strongly that all families who are

told a parents doesn't have much longer to live, should have access to emotional support to get through it together. Ruth wanted to use her own family's experience to transform how families are supported when preparing for grief, death and dying.

Ruth also realised there was a need for more research and collaboration into non-smoking lung cancers - a cancer which is on the rise but so little is known about, so that together we find causes sooner and improve patient outcomes.

***“Ruth's legacy and spirit are at the heart of Foundation.”***

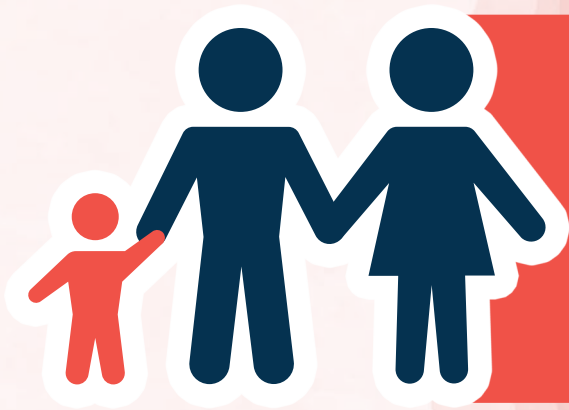
# Ruth's legacy

***"To build a worthy legacy for Ruth that will have a real positive impact on people's lives"***

*Sir Andrew Strauss*



## **Our Mission has a dual focus:**



### **Family Mission**

To ensure that every family with a child facing the death of a parent is offered the professional emotional support they need to prepare the family for the future.

### **Research Mission**

To facilitate collaboration and influence research into the fight against non-smoking lung cancers, so that together we can find the causes sooner and improve outcomes.



# What we are doing

## We're here for families facing grief

**23,600 parents**  
with dependent  
children die  
each year in the UK

*Source: Childhood  
Bereavement Network*

**41,000 children**  
are affected by the  
death of a parent  
each year

*Source: Childhood  
Bereavement Network*

**112 children**  
on average are facing  
the death of a  
parent each day

*Source: Childhood  
Bereavement Network*

Our Family Support Service provides families with support and guidance for parents to help them tell their children that they do not have much longer to live.

We also train healthcare professionals to support families in the lead up to bereavement and provide resources that can help:

**[www.ruthstraussfoundation.com/support](http://www.ruthstraussfoundation.com/support)**

## We're raising awareness of non-smoking lung cancers

**Over 6,000 people**  
are diagnosed with  
non-smoking lung  
cancer in the UK  
every year

Diagnosis is **more  
common in women**  
- twice that of men,  
and **the under 55s**

Only **1 in 20** of those  
diagnosed **survive  
over 10 years**



### **ANYONE WITH LUNGS CAN GET LUNG CANCER**

For patient and Health Care Professional information on diagnosis, treatment and care of non-smoking lung cancers:

**[www.ruthstraussfoundation.com/anyonewithlungs](http://www.ruthstraussfoundation.com/anyonewithlungs)**



# Hosting your own #RedforRuth event

**E**ach summer, with the support of the cricket family, we turn an England Men's Test Match #RedforRuth. Players, partners and supporters all wear red in support of the Ruth Strauss Foundation. This enables us to raise awareness and vital funds towards our cause.

This summer, cricket clubs, groups and schools are going to be turning #RedforRuth to help raise awareness of our mission, all while coming together as a community and having fun playing the game we love.

## Host your own #RedforRuth event, in any style you choose

We're asking you to turn as red as you can for a game, training, social or dedicated fundraising event - be as creative as possible! No idea is too big or too small.

Whether it's red t-shirts, decorating the pavilion, or a red-themed cake sale; turn #RedforRuth and get fundraising!

We have posters, flyers and other promotional material available to help you advertise your event. If you would like to discuss any of your ideas, please do get in touch.



## Set the date

**Host your event  
between 6-21 August  
and join the cricket  
community in  
turning #RedforRuth!**

# Why your club should be involved...

There are so many reasons to join our campaign. And you raising awareness of our cause is not just of great help to us, but there's a lot of benefits for your club too.

- Host an event and bring your local community together, for fun and building team spirit
- Support the Foundation and fundraise for a great cause
- Encourage more people and their families to play cricket and visit your club facilities
- A chance to win prizes, with cricket legends visiting your club, merchandise, tickets to Lord's, equipment and more!
- An opportunity to showcase your club and appeal for new players



*It was a blessing for us to get involved in the Ruth Strauss Foundation campaign in 2021. We wanted to bring it to our club to inspire the youngsters within the community, and to showcase the power of volunteering and support towards a worthy cause. We felt #RedforRuth was well received by both our young participants and the parents.*

*What was rewarding for us is that the children continued to talk about the event, even weeks after the event had taken place and they are already coming up with new plans for next year. We felt we have ignited that passion and commitment within them and plan to have #RedforRuth as a permanent event within the Cavaliers' calendar.*

**Annanth Kumar, Lead Coach & Mentor at Cavaliers Cricket Academy**



# Putting on an event

There are loads of ways to make the day fun, get everyone involved, and encourage people to visit your club. We love to see creative ways to turn red or to fundraise, but some of the most popular ideas are:



## Wearing red kit

Players turn out in red kit for the day. If your league rules won't allow a full change, try red RSF caps from our shop or red socks. Don't forget to encourage supporters to wear red too!

## Host a BBQ

Hold a club BBQ and invite family and friends down. Ask for a donation with each purchase from the grill.

## Community or family days

Get the invites out early and encourage families, friends and all club members to come down for the game. An open day will showcase your club to the local community and the bigger crowd will provide a great atmosphere.

## Turn cricket red

Turn the stumps red or swap the bails for red ones. Creases can be painted red, or use red boundary markers or rope.

## Decorate the clubhouse or pavilion

Balloons, bunting, posters and red tablecloths will all add plenty of colour and bring the #RedforRuth theme to life. But don't just follow our advice: get as creative as you can and send us your photos!



**England vs  
South Africa**

**If you're hosting your event over the same time as the Lord's Test Match (17-21 August) don't forget to get the game on the big screen and join in with the #RedforRuth celebrations.**



# Fundraising ideas

Asking players and supporters to make a donation is the simplest way to fundraise, but there are some more creative ways to raise money and help boost donations.



## Don't forget...

**If you're turning a fixture red, don't forget to let the opposition know! There's nothing like a bit of friendly competition between sides.**

### Donate match fees or fines

Whether the club decides to donate regular match fees to RSF, or players fines are doubled for the day, every penny goes towards helping us achieve our mission.

### Donating profit from teas or cake sales

Simply add a donation to the regular price.

### Donate per run

Any run scored by the opposition in a designated over, results in each player paying a penalty per run. Or each player can donate for every boundary or six they hit in an innings.

### Break the stumps

Every time the wicket is broken during the game or training session, donate £10 to RSF.

### Run a raffle

Raffles and auctions are great ways to get the community to support a cause. Ask partners, sponsors and local businesses to donate prizes and sell tickets on the day.



# Promoting your event



## The more the merrier...

Spread the word and make sure players, parents, coaches and volunteers invite their friends and family if you want to make it a big event.



## Shout about your plans

Whether that's through social media or your monthly newsletter. Don't forget the power of a humble email to invite your friends, family and colleagues.



## Promote in the local area

Use our RSF posters and flyers, or create your own! Include details of your #RedforRuth event and make sure to put them up in busy locations with good footfall to attract lots of people to the event.



## Local press

Most local papers or radio stations love a good news story. We have a draft press releases on our website you can use to let them know what is going on. They might want to do a quick interview with you, or perhaps send a reporter or photographer down to the event.



We have put together some useful resources to help you, including sponsorship forms, a video explaining our mission, and social media assets for you to use, which can be downloaded from our website.  
[www.ruthstraussfoundation.com/host-your-own-event](http://www.ruthstraussfoundation.com/host-your-own-event)



# Get Social

## #RedforRuth #TurnCricketRed

**Social media** is a great way to engage with your friends and family when you are taking part in a fundraising event or activity. It gives you the opportunity to update them on your progress, help raise funds and see positive words of encouragement!

### Looking for some social inspiration?

Download our ready-made social media posts from our website.

**Show progress through pics,** Instagram is the best place for this!

**Stories** are a great way of engaging and make it very easy to share a direct link to your fundraising page.

**Tag on twitter** to shout about your achievements, it's also the perfect space to add a cheeky GIF!

**Set up a Facebook event page** and make sure to invite your friends and family to join.

**Birthday fundraisers** are also a fantastic way to raise money to support our Foundation, whether it's your clubs birthday or one of the players!

## YOU CAN FIND US HERE

 @RuthStraussFoundation

 @RuthStraussFdn

 Ruth Strauss Foundation

 Club RunforRuth

 Ruth Strauss Foundation

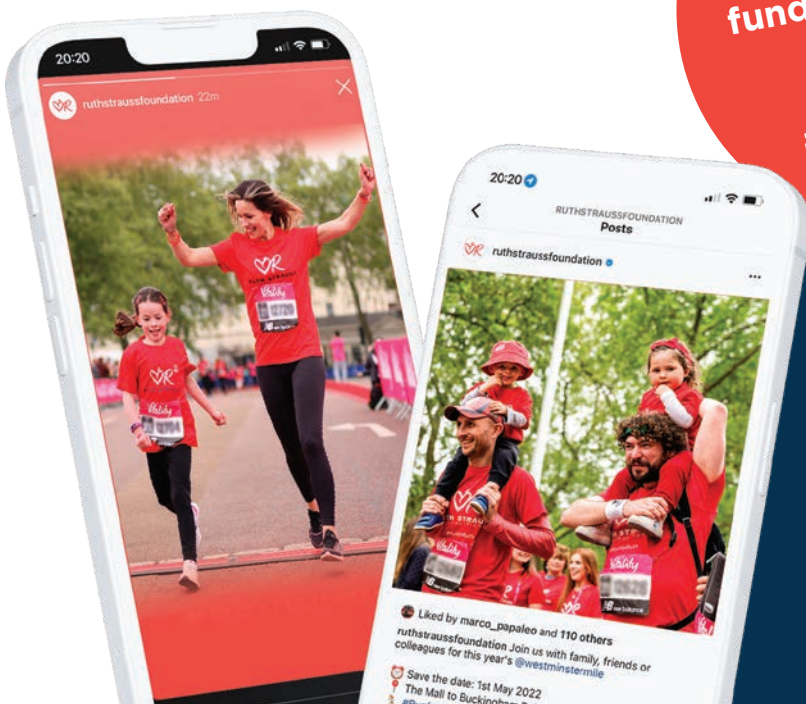
**Want to reach your partners?** Share our missions and your reason for supporting RSF on LinkedIn.

**Not everyone enjoys fielding drills,** but if you use Strava to record your training sessions then make sure to join our club.

**Share your online fundraising URL** with an ask for a donation, making it easier for people to support you.

Why have  
you chosen to  
fundraise for RSF?  
Share your  
story with  
#RedforRuth

We would love to  
follow your fundraising  
journeys, so don't  
forget to share your  
progress and use our  
hashtags!



# Top the leader board and win!

Set up an online fundraising page for your club on GivePenny and this will make it as easy as possible for people to be able to donate at your event.

It also means you will be entered into our competitions and prize draws. All clubs and groups that register and host a fundraising event will have the opportunity to win some great prizes!

Whether you come top of the fundraising leader board, or you can show that you've turned the reddest, there's a chance for everyone involved to win.

Visit [www.ruthstraussfoundation.com/host-your-own-event](http://www.ruthstraussfoundation.com/host-your-own-event) to register and for more details on prizes and competition rules.

## Prizes include:

Win a visit to your club from a cricketing legend, cricket kit for your club, or tickets to Lord's!



## GivePenny

Setting your club up is easy and can be done in minutes.

[www.givepenny.com/campaign/red-for-ruth](http://www.givepenny.com/campaign/red-for-ruth)

- Register your club
- Share the page with your team
- Keep an eye out for email updates





# Paying in **your money**

Once you have completed your #RedforRuth event and fundraising, there are a number of ways you can make sure the money reaches us safely.



## **Fundraising Platform**

If you have set up a page on GivePenny, Just Giving, or another online fundraising platform to collect funds, these will be automatically sent to us if RSF is your chosen charity. Great news, you can sit back and relax knowing that the funds are going towards our cause.



## **Website**

You can also pay funds to RSF via our website, where you can make a safe and secure payment that will reach us immediately.

**[www.ruthstraussfoundation.com/donate/community](http://www.ruthstraussfoundation.com/donate/community)**



## **Bank Transfer**

If you would like to make a payment by bank transfer, get in touch by emailing [fundraising@ruthstraussfoundation.com](mailto:fundraising@ruthstraussfoundation.com) so we can share our bank details with you.



## **Cheque**

If you wish to make payment by cheque, please make them out to the Ruth Strauss Foundation and sent to:

The Ruth Strauss Foundation  
ECB Office, Lord's Cricket Ground,  
London, England, NW8 8QZ



## **Cash**

If you have collected cash as part of your fundraising efforts, the safest way to ensure it reaches us is to deposit it in your own bank, and then either complete a bank transfer or donate via the RSF website as described above.

**If you wish to pay in your funds by another method,  
please get in touch and we will be happy to assist:**

**[clubs@ruthstraussfoundation.com](mailto:clubs@ruthstraussfoundation.com)**

# So you **don't** forget...

**HERE'S A HANDY CHECKLIST  
TO WORK THROUGH FOR  
YOUR #REDFORRUTH EVENT**



- ☒ **Get your hands on our fundraising guide**
- ☐ **Confirm your event date**
- ☐ **Set up your fundraising page**
- ☐ **Make sure the whole club knows what's going on**
- ☐ **Get the invites out and promote to family and friends**
- ☐ **Plan your fundraising, in whatever way you like!**
- ☐ **Let the opposition know**
- ☐ **Run your #RedforRuth event**
- ☐ **Pay in your money**
- ☐ **Let us know how it went**





# A very big *Thank You*

## **We are here to support you...**

However your club chooses to get involved. No question is too big or small, so if you have a query, idea or any feedback, then please get in touch with us at:

**[clubs@ruthstraussfoundation.com](mailto:clubs@ruthstraussfoundation.com)**

To keep up to date with the latest competitions and news, visit our website and sign up for our newsletter  
**[www.ruthstraussfoundation.com/communities-and-clubs](http://www.ruthstraussfoundation.com/communities-and-clubs)**



## **Tell us your stories!**

We love to hear about your events and how your fundraising is progressing, so please do let us know by emailing us or tagging us on social media.

We look forward to seeing photos of your #RedforRuth events!



**RUTH STRAUSS**  
FOUNDATION

   @RuthStraussFoundation



Registered with  
**FUNDRAISING  
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Registered charity in England & Wales 1183221