



WOMEN IN SPORT'S OLYMPIC SWEEPSTAKES KIT

Everything you need to set up your own
Olympic Games fundraising sweepstakes

WOMEN
N
SPORT

WHY FUNDRAISE FOR WOMEN IN SPORT?



This year marks our charity's **40th anniversary**. That is 40 years of championing the rights of women and girls across society, and challenging their exclusion from sport.

2024 also marks 40 years since women were **first allowed to run the Olympic Marathon**, after almost 100 years of campaigning.

As we all look ahead to this summer's Olympics, the **first ever gender equal Games**, we want to celebrate the strides we have achieved in 40 years and the female athletes that have driven the successes of women's sport.

This year's sweepstake holds even greater significance as we commemorate this journey whilst also showcasing the need for ongoing support. **With your help** we can work towards achieving gender equity across all levels of sport and society, for women and girls.



HOW TO HOST YOUR OWN OLYMPIC SWEEPSTAKE

Organising your own sweepstake is a fun and easy way to raise money while championing this year's incredible female Olympians.

1

Decide how you will run the sweepstake: How will you decide a winner?

- Country with the most female medallists
- Country that wins the most medals

2

Select your desired countries to represent & Invite your colleagues to participate

- Choose countries and then draw countries from a torch (or a hat!)
- In exchange for a small donation (we suggest £5 or £3 per draw)

3

During the Games

- Keep track of each participant's selected country in the provided space below.

4

After the Games

- Honour the individual who drew the country who has won the sweepstake. A medal or some chocolates might suit?

For employers looking to make an even greater impact, consider match-funding the donations made by your employees, doubling the support for Women in Sport and amplifying the collective effort towards gender equality in athletics.

WOMEN IN SPORT

Get involved and donate to Women in Sport, a charity dedicated to ensuring that no one is excluded from the joy, fulfilment and lifelong benefits that sport has to offer. Join us in celebrating our 40th year as the longest standing charity in this space.



