



MACS Fundraiser for the Month of April is...

Trevor Suffield, congratulations on being MACS Fundraiser of the Month! Can you tell our readers what you've been up to?

I organised and took part in a challenge that was to ride to all the London Football league clubs, and to finish with a lap of the pitch at Charlton Athletics ground before their kick off with Bolton Wanderers.

How did you come up with the idea of for the London Football Club Ride?

The event came about by the *20 challenges for 20 years of MACS*. I was struggling with ideas so I posted on Facebook for some suggestions. There were a few unrealistic suggestions, then a friend suggested the Football Club ride. It just happened that he was having a meeting with Ben Kensell, the Chief Commercial Officer at Charlton a few days later and suggested the event to him. From there it just snow balled. I sent Charlton my plan for the ride and details about MACS and why I wanted to do the ride. They liked the idea and gave me the go ahead.

To add a bit of leverage I got in touch with the London Mayor's office and managed to obtain a letter of support from Boris Johnson. To try to publicise the event I sent emails to the BBC, London tonight, London Live TV channel, Radio 5 live, and Absolute Radio's Rock 'n' Roll football. I also contacted some of the suppliers and contract companies that I use in work. This resulted in a very generous donation. I also continually posted my Virgin Money Giving page on Facebook, which had a good response.

How did the cycle go on the day?

The ride went well, apart from missing QPR's ground, so I had to turn back to find it! It started in Greenwich Park at 8 o'clock with a few friends and family to cheer me off. Luckily it stayed dry all day. The parts of the ride I liked were riding through Richmond Park, Hyde Park Corner through to Leicester Square and Shaftsbury Avenue. Getting support from the people who came to cheer me along the route and at Charlton made the ride special. Then when I finished with the lap of the pitch the reaction from the crowd was amazing, and a very humbling experience.

The people at Charlton were so helpful on the day and also ran an article in the match day programme about MACS and the ride. Without their help the event would not have been as successful as it was.

What advice would you give to other fundraisers?

People can only say no to a sponsorship request - but generally do not. Don't get disheartened if the fund raising is going slowly, try to think of other ways to raise funds and get support. For every 20 emails one might be successful. If nothing else, the companies that you send emails to will now have heard of MACS and what they do to help the children.

Thanks for all your efforts Trevor!