

# THE 36K CLEAN AIR CHALLENGE



Fundraising tips and tricks  
to make your challenge  
a huge success!



**#36kCleanAirChallenge**

Every year, **36,000** people die early due to high levels of air pollution. It is an invisible killer that cuts people's lives short. It can stunt the growth of children's lungs, cause new lung conditions and worsen existing ones. There is no safe amount for anyone to breathe in, yet levels across the UK are very high in many places. **We want to change this.**

As individuals, we can make small changes to our daily habits to lower our impact on air pollution levels, but collectively we have the power to make bigger, longer-lasting change. That's why we're asking companies to rally their workforce against air pollution. Businesses have a huge role to play, and our voices are much stronger when we work together.

**As part of the 36K Clean Air Challenge we're asking you to have fun raising money for Asthma UK and the British Lung Foundation, as well as to become a #CleanAirChampion for your business – this pack will help you on your journey.**

## HOW TO BECOME A CLEAN AIR CHAMPION

- 1 Choose your challenge** – Pick your challenge based on the number 36,000 that suits you best.
- 2 Sign up and join your team** – It's completely free to join – sign up and join your company's team to create a squad of clean air champions for your business!
- 3 Take action and raise funds** – Ask for donations and tick off our digital badges to earn your title as Clean Air Champion for your company – we're suggesting a minimum of £1,000 of funds raised per company. That's only £100 each if you have ten colleagues working together!
- 4 Spread the word:** Shout about your challenge and make sure your colleagues, friends and family know what you're doing. Don't forget to use the **#36kcleanairchallenge** hashtag.

## MEET JULIA

Julia, a busy mum-of-three, and co-founder of campaign group Trees Not Cars, knows a thing or two about clean air challenges. The group recently won a court case preventing the local council from using a former retail park in Ancoats, Manchester as a temporary 440-space car park.

The proposed car park site sits next to a primary school, where two of Julia's children are pupils. The group raised concerns that the additional traffic to the car park would expose children to more toxic air, in an already highly polluted part of the city.



Children are particularly susceptible to air pollution as their airways are narrower and their lungs are still developing. Dirty air can stunt the growth of their lungs and cause permanent damage, making them less resilient to respiratory illnesses in later life.

Julia's eldest son Maksim, 11, was diagnosed with asthma when he was just seven years old. He carries a blue inhaler to relieve his symptoms, which are triggered by high air pollution days and damp weather. Air pollution is a trigger for almost half of people with asthma.

Julia worries about her younger children developing asthma and other respiratory conditions. She said: "We live in a modern complex that was re-developed to encourage families to move to the New Islington area. With a new primary school built in 2013 we expected there would be green spaces and play areas, it sounded ideal for raising a family. We had no idea about the high levels of air pollution from the traffic that goes through the area and the impact that would have on our health."

The Trees Not Cars car park campaign attracted over 12,000 signatures and raised enough funds to successfully challenge the council in court on three grounds including the impact on air quality in the local area and the pupils of the primary school adjacent to the site.

“ Decision makers and councils can get it wrong. If you are prepared to take-action and stand up for what you believe in, you can achieve good results and positive change.

**Julia Kovaliova**

Co-Founder of Trees Not Cars, AUK and BLF

They are now calling for the large part of the 10.5 acre previous retail park site to be made into a quality green space for the local community to enjoy.

## FUNDRAISING IDEAS

**To take part we're asking companies to raise a target of £1,000 – that's £100 each if you have ten members of staff taking part. Now that you've signed up it's important to start spreading the word right away to get people excited about your challenge! Why not try some of our fundraising ideas to help you boost your fundraising and clean air credentials?**

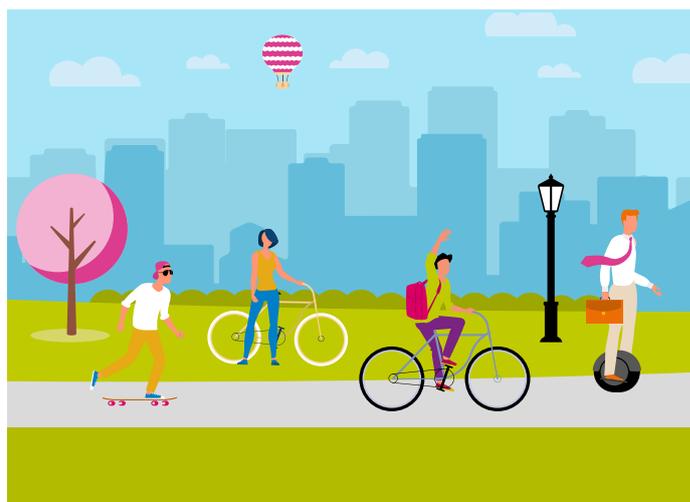
**Clean Travel Breakfasts:** Award your colleagues with a breakfast if they are able to prove they have arrived at work by a green method of transport. This could be public transport, walking, running or cycling. Don't forget to ask for donations!

**Deck your desk:** Why not deck your desk for October with all things clean air to get your colleagues asking about what you're up to? Take this opportunity to draw attention to yourself and your challenge, decoration ideas could be blue skies, trees or even printouts of the #36kcleanairchallenge logo!

**Clean Air Walking Clubs:** Set up a lunchtime walking group for your fellow clean air champions. Commit to reducing your exposure to air pollution and stick to green spaces. Don't forget to ask your colleagues that take part for donations!

**Sponsor an empty parking space:** Does your company have designated parking spaces? Why not challenge someone by sponsoring them for every day they leave their space free during October and use a clean travel method to get to work? If you want to go bigger and better, you could even set a fundraising target for your colleagues to hit, and once it's reached the owner of the parking space has to commit to not using it for the month of October!

**Donate your commute:** If you've swapped the car for your bike for the month why not donate what you would have spent to Asthma UK or The British Lung Foundation? Even better, ask your colleagues to do so!

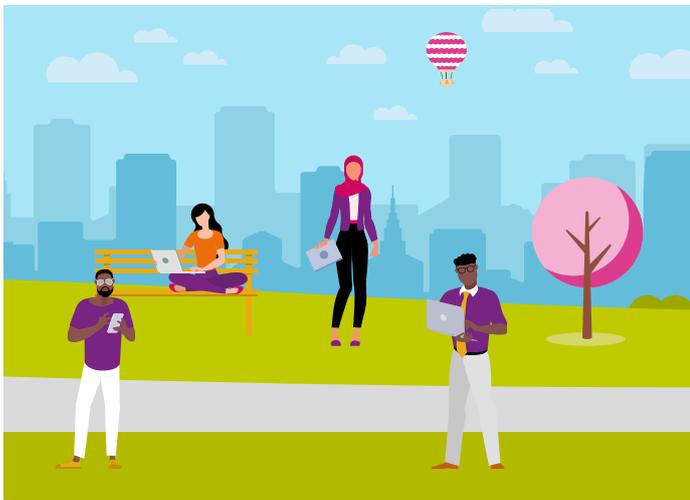


**Matched funding:** Check your company's policy on matched funding. Get your company to commit to showing their commitment to cleaning up the air by asking them to match anything raised by you and your fellow clean air champions.

## TIPS AND TRICKS TO BOOST YOUR FUNDRAISING

**Complete our clean air badges:** The more dedicated you are to cleaning up our air, the better! Show your support by completing our virtual badges and shouting about it on social media every time you do so. Don't forget to use the #36kcleanairchallenge hashtag!

**Be social:** Share your challenge and fundraising on Facebook, Twitter, Instagram and LinkedIn using our the graphics on our extra resources page.



**Change your email signature:** Make sure your colleagues know about the challenge and that they can take part too by using our #36kcleanairchallenge email signature in the resources section. Don't forget to share your donation page in your signature!

**Say thank you:** Remember to thank your supporters! Using Facebook, Instagram, Twitter and LinkedIn to thank people publicly can inspire others to donate too. Share photos during the month of October to let people know how you are getting on.

**Offline donations:** If you have been given a cash donation, we ask that you please make a card payment to your fundraising page for the value donated. You can then keep the cash yourself. Please enter card holder's details, rather than the person who gave you the donation.

## BECOMING A CLEAN AIR CHAMPION FOR YOUR COMPANY

### Our toolkit for becoming a clean air campaigner within your business

Air pollution is a serious problem in the UK, and the biggest environmental threat to health. It is linked to tens of thousands of early deaths each year, and its effects have a significant impact on people living with a lung condition and those who are more vulnerable such as children and older people. But it doesn't have to be this way.

### Make your voice heard

As a member of your company, you could be a powerful force for change within your business, professional network and beyond. No matter whether you work in the head office, in a regional branch or in frontline services, the 36k Clean Air Challenge is an opportunity for you to spread the word on the issue of clean air and campaign for change.

Campaign within your workplace to make a change in air quality levels across the UK. There are lots of things you can do in your community or workplace to make a difference. Even the smallest actions can make big changes when we work together.

## WHAT POLICY CHANGES ARE URGENTLY NEEDED?

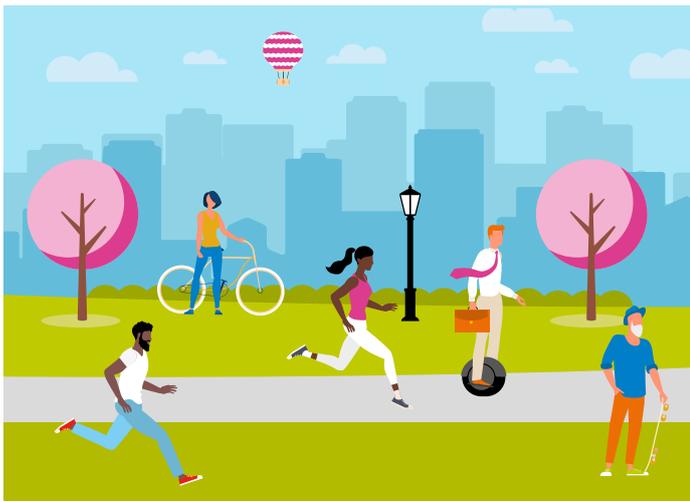
### Our five clean air priorities:

Across the four nations clean air policy looks slightly different, but we want all politicians to:

- Set out ambitious clean air laws that are underpinned by world-leading health targets to safeguard people's health and deliver cleaner air as soon as possible.
- Publish new plans to protect people from air pollution that seek to address health inequalities and defend those at higher risk.
- Vastly improve public information on air pollution by establishing air pollution alerts, funding public health campaigns and training health professionals. To make sure those most vulnerable can protect themselves.

- Set out funding and guidance for traffic reduction measures around care homes, schools and hospitals so that pollution reduction is targeted to the areas where at-risk groups are most likely to be.

Commit to inclusive walking and cycling policies that enable everyone to be part of the solution to toxic air. This should include the funding and extension of safe cycling paths, the banning of pavement parking and financial support for e-bike purchases.



## A HOW TO GUIDE ON BECOMING A CLEAN AIR CHAMPION WITHIN YOUR BUSINESS

Knowing where to start with campaigning, at work and outside of it, can seem daunting, but the key thing to do is to focus on what you're trying to change. From there, you can work out the things you can do to get the changes you want.

When you're thinking about campaigning, it's important you focus on who you're trying to target and the best ways to reach them.

### Here are some useful ideas and tools:

- Write to your MP and ask them to back ambitious clean air laws.
- Start a local campaign group and hold a public meeting to raise awareness and increase support.
- Contact your local council to find out how bad the problem is in your area and what they're doing about it.

- Contact your local paper about your concerns around air pollution, share any stories from your area and make sure people know how to join your cause.
- Write a letter to your NHS Trust to find out what they're doing to tackle air pollution as part of their GreenerNHS work, and encourage them to play their part.
- Join our campaign network – we're constantly working with communities to demand change in their area.



- Spread the word on social media. Twitter and Facebook can be powerful tools to organise campaigns, to spread your messages and raise awareness.
- Use online petition platforms, such as 38 degrees.org.uk and Change.org, to demand change from national and local politicians.
- Join up with other campaigners, such as the Clean Air Parents' network and find out what other people are doing in your area.

### And don't forget – we're here to help you at the BLF!

We'd love to get you involved with our work with the media and politicians so if you want to find out more then please get in touch – [campaigns@blf.org.uk](mailto:campaigns@blf.org.uk).

## What resources are available to help you?

Check out our Clean air champions hub for:

- A template letter to your MP, Councillor or regional Mayor
- A template letter to your NHS Trust
- Campaigner pack for Birmingham
- Campaigner pack for Liverpool City Region
- Campaigner pack for Greater Manchester
- A template press release
- Posters for noticeboards
- Social media assets
- Clean air champions printable sticker sheet

## STAYING COVID SAFE

We want everyone to have a great time fundraising and doing your challenge but we know with the Covid-19 pandemic that safety in the workplace for staff is as crucial as ever.

We would always ask those taking part to adhere to the government guidelines at the time of holding the event. The coronavirus (COVID-19) outbreak is a situation that continues to change and effect each workplace differently.

The NHS website has the most up-to-date information for people in the UK - [nhs.uk/conditions/coronavirus-covid-19](https://www.nhs.uk/conditions/coronavirus-covid-19).

You can also find government recommended guidelines at [gov.uk/coronavirus](https://www.gov.uk/coronavirus)



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