



WORLD CUP SWEEPSTAKE FUNDRAISING PACK



World Cup fever is fast approaching and we invite you to join us in hosting a sweepstake in aid of Willow.

Whether taking part with family, friends, work colleagues or even your own suppliers and other companies, our sweepstake can be played by anyone. With a financial prize on offer, you'll be able to get everyone involved in the fun.

What's more, by hosting this sweepstake and donating some of the money to Willow you are actively helping 16-40-year-olds across the UK who are living with a life-threatening or life-limiting illness make precious memories with loved ones.





We recommend the winner takes home 50% of the prize pot, with the remaining 50% of the winnings going to Willow

How to take part

1. Decide how much entry will be per team and what percentage of the total will be donated. We've put some suggested amounts below, along with the difference that your donation could make to Willow.
2. Choose your teams! Cut out teams from our pack and pick them out of a hat or use a free online generator, like this one:
www.sweepstakegenerator.com/generator/world-cup-2026
3. Sit back and watch the action unfold from Thursday 11 June.
4. At the end of the tournament, make your donation by visiting
www.willowfoundation.org.uk

It's all to play for!

Add to the excitement by including a prize for different scenarios, such as first team to get knocked out or most goals conceded during the group stages.

Individuals

**£10 per team =
£480 prize money**

**£240 to Willow,
£240 to the winner**

This could pay for three Special Treat boxes for seriously ill young adults.

Feeling generous?

Why not offer an additional prize for the sweepstake winner, such as a bottle of bubbly or even an extra day of annual leave? The bigger the prize, the higher the entry fee you can suggest, helping to raise even more money for Willow.

Businesses

**£100 per team =
£4800 prize money**

**£2400 to willow,
£2400 to the winner**

This could fund a bespoke Special experience for three families.

Other ways you can fundraise

The World Cup is the perfect opportunity to come together, have fun, and to help make more Special Days possible. Alongside taking part in the sweepstake, here are three brilliant ways you and your colleagues can get involved and help make a difference.

Host a World Cup Six-a-Side Football Tournament

Why not bring the excitement off the screen and onto the pitch? Organise a World Cup-themed six-a-side football tournament at work or with friends and family.

Teams can represent a country from the sweepstake, wear team colours, and compete for a World Cup-inspired prize. Ask for a team entry fee, charge spectators a small donation to attend, or run a refreshment stall to boost your fundraising even further.



International Bake-Off

Put your baking skills to the test with a World Cup-themed bake-off. Participants can bake a sweet or savoury item inspired by the country they've chosen in the sweepstake — from classic favourites to something a little more adventurous.

World Cup Dress-Down Day

Add some colour to your workplace by hosting a World Cup dress-down day. Everyone can come to work wearing the colours of the country they picked in the sweepstake, whether it's a full kit, a scarf, or just a splash of colour.

Ask each participant to make a donation in exchange for taking part, and consider awarding a small prize for the best dressed or most creative outfit.



Thank you for supporting Willow

Every activity, no matter how small, helps our charity to support seriously ill young adults across the UK. Thank you for getting involved, having fun, and helping us make a real difference during the World Cup. If you need any support or fundraising materials, please don't hesitate to get in touch with our team by emailing fundraising@willowfoundation.org.uk



 **willow**
special days for seriously ill young adults

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Willow Foundation is a registered charity in England and Wales No. 1106746 and a registered charity in Scotland No. SC045811. It is also a company limited by guarantee No. 5207070. VAT registration number: 207666205.