RACE NIGHT FUNDRAISER

FOR ST CHRISTOPHER'S

18+

Raise money for the hospice with an evening full of flutters, furlongs and fun!

ST CHRISTOPHER'S

Registered charity 210667 registered with the Fundraising Regulator © St Christopher's July 2025

HOW TO RUN THE RACE NIGHT FUNDRAISER

A race night is a brilliant and fun fundraiser which has the potential to raise a high sum if you run it in the right way. Whether it's part of your sponsorship for a marathon or bike ride, or just a standalone event, it's a great way to support St Christopher's.

You'll need:

- This pack
- A venue
- A DVD of races
- A large screen to show race videos
- Microphone and sound system
- A fun crowd of 20 to 100 people
- A cash float with a minimum of 100×£1 coins plus 20×£5 notes, although you may need more for a larger crowd
- Volunteers dedicated to collecting the bets and distributing the winnings
- An engaging host to run the event – as they are responsible for keeping the energy up throughout the evening and filling the gaps whilst counts are taking place, you must choose someone who has the confidence and skills to build a good rapport with a crowd.

PLANNING THE EVENT

SET A DATE AND VENUE

Choose a date that doesn't clash with other major local events or, alternatively, combine it with a birthday, anniversary or family event!

Book a venue with sufficient space, seating and facilities. Ensure it has a large screen so that people can easily watch the races. Ask your local school, pub, religious centre or village hall if you can use their space. Venues with bars are often ideal, as you don't have to worry about alcohol licenses or providing refreshments, but they may charge a hire fee and keep bar profits. Alternatively, you could make it a 'bring your own booze' night if a venue allows that.

LEGAL CONSIDERATIONS

It is extremely important that you ensure your race night is compliant with the Gambling Act 2005, including the following:

- Prohibiting underage betting – nobody under the age of 18 can place a bet
- Bets must close before each race is shown
- Players must select a horse totally dependent on chance (you can't give odds or form to help players choose)
- Race videos must be selected at random – the easiest way to do this is for the host to ask an audience member to pick a numbered slip from a bag
- The event must be 'in person' and cannot be carried out online
- You must obtain any necessary licenses or permissions for the event, including an alcohol license if the venue does not have one.

For full details about ensuring your race night is compliant, please visit gamblingcommission.gov.uk/public-and-players/guide/page/fundraising-with-bingo-casino-poker-or-race-nights.

RACE SELECTION

Ensure the races are varied and engaging, by using pre-recorded races from a reputable provider. These don't even have to be horse races – they can be greyhound races or even novelty races like toys or duck races!

You can purchase race night DVDs from Amazon or dedicated race night websites. Alternatively, you can use race night videos from YouTube.

PROMOTION AND TICKET SALES

MARKETING THE EVENT

Personalise our poster template and share digital and paper copies. Make sure you ask permission to put up posters in public places.

TICKET SALES

Set a ticket price that covers costs and contributes to fundraising goals. Think about what you would be willing to pay for a bespoke event, and what price might put off attendees.

Sell tickets both online and offline. Sites like Eventbrite are particularly useful for selling tickets. However, please note that Gift Aid cannot be added to ticket sales, so sites like JustGiving shouldn't be used for selling tickets.

Consider offering group discounts or early bird specials.

SPONSORSHIP AND DONATIONS

RACE SPONSORSHIP

Approach local businesses with race sponsorship offers between £20-£50. In return, the host announces and promotes the business with the race. For example: "Race four is sponsored by Phil's Groceries. Located in Street Name in Bromley, Phil's Groceries is your local stop for quality organic produce."

OWN A HORSE

For a low price – such as £5 – a participant can 'own' and name a horse with a fun name and the host can refer to the horse by that name as the event progresses. However, you may need to provide a prize to the owner of the named horse if it wins a race.

OWN A JOCKEY

This is a smaller sponsorship package so could be open to individuals and cost between £3 and £5. Again, consider that you may need to provide a prize to the owner of the winning jockey if they win a race.

DONATIONS

Encourage attendees to make additional donations during the event. Set up donation stations and provide information about how donations support St Christopher's.

Additionally, to maximise the income for the evening you may like to have a raffle or sell cakes and snacks – people can be very generous at bringing things and then buying them!

The Fundraising team will be happy to provide a bucket for cash donations, which also has a QR code for digital donations. Just email communityfundraising@stchristophers.org.uk to request one.

EVENT SETUP

EQUIPMENT

Ensure you have all the necessary equipment

- Large screen TV or a projector and screen
- Microphone and sound system
- Betting slips
- Race DVDs or access to online race night videos.

Make sure you test all equipment before the event to avoid technical issues.

VOLUNTEERS

Recruit volunteers to help with setup, hosting, managing bets, staffing the bar and assisting attendees. Provide them with training and clear instructions to help ensure the night runs smoothly.

OTHER ACTIVITIES

Have refreshments and snacks available to keep attendees comfortable.

As well as the main event, consider including other fundraising activities to boost your fundraising, such as raffles or auctions.

RUNNING THE EVENT

WELCOME AND INTRODUCTION

Your chosen host will welcome attendees and introduce the event, explaining how the race night works and the fundraising goals. They should also highlight the importance of St Christopher's work and describe how the funds raised will be used.

EXPLAINING THE BETTING PROCESS

Before the event takes place, you will have already decided the price of the bets (we recommend either 50p or £1) as well as how much of the race night tote will go to St Christopher's (normally 50% but it can be any percentage you choose).

The host will clearly explain this and the betting process to all attendees, making sure everyone understands how to place bets and what the rules are. Use a simple betting system to ensure everyone can easily participate.

Volunteers should issue each attendee with betting slips, which will be used to record their bets for each race. Betting slips and a race list template can be found later in this pack

PLACING BETS

Before each race, attendees will have a set amount of time to place their bets. Keep the betting window open for a reasonable amount of time before each race to allow everyone to place their bets. The host will announce the competitors and how many tickets are available for each horse (it must be the same number for each).

Attendees write their chosen competitor and the amount they wish to bet on their betting slip. For instance, two bets on Horse Name at £1 per bet is £2.

Volunteers then collect the betting slips and the money for the bets. Ensure you have enough volunteers to assist with this to keep it organised and efficient.

RUNNING A RACE

At random, choose the video of a race from your selection. This is important to make sure no one who might have seen the race before can anticipate the winner when betting. You can use random number generators or ask the audience to pick a number which corresponds to the race.

Show the race on the large screen for everyone to watch. The host will provide live commentary for each race to keep the excitement high. They will announce winners and distribute any prizes promptly.

PAYOUTS

Calculate winnings based on the amount bet. A calculator sheet to help you with payouts can be found later on in this pack and the results of an example race is shown below.

Punters place their bets at £1 per ticket and at the close of the betting the following tickets have been sold:

RACE *2*

Horse	Start	Close	Subtotal sold
1	*24*	*12*	*12*
2	*24*	*14*	*10*
3	*24*	*17*	*7*
4	*24*	*11*	*13*
5	*24*	*8*	*16*
6	*24*	*10*	*14*
7	*24*	*19*	*3*
8	*24*	*9*	*15*

Winner	Sold for £	Total sold	Total cash in £
6	*1*	*90*	*90*

Total payout £	*45*
Total winning tickets	*10*
Payment per ticket £	*£4.50*
In minus out equals profits raised £	*45*

Horse The number of the runner to bet on
Start Number of tickets available at start of race
Close Number of tickets unsold
Subtotal sold This added to 'Close' should equal 'Start'
Sold for £ The amount each ticket was sold for (here £1)
Total sold Total number of tickets sold (add up all the 'Subtotal sold' numbers
Total cash in £ Multiply 'Sold for' by 'Total sold'
Total payout Divide 'Total cash in' by two as 50% will be going to St Christopher's
Total winning tickets The number of winning tickets
Payment per ticket Divide 'Total Payout £' by 'Total winning tickets' to work out what each winner will be paid
Profits raised The same amount as 'Total Payout £'

Distribute the winnings to those who placed a bet on the winning horse. It is important to ensure that the payout process is clear and transparent to maintain trust and excitement.

AT THE END OF THE EVENT

Thank all attendees, sponsors and volunteers for their support. Share the total amount raised and explain how it will benefit St Christopher's.

AFTER THE EVENT

After the event, send the money raised to St Christopher's. You can do this one of two ways:

- Return the buckets and cash for us to count
- Pay the cash into your own bank account and make an online payment via our website or to your own fundraising page.

Please note that you cannot add Gift Aid to donations which are collected from groups of people.

RACE NIGHT FUNDRAISER **RESOURCES**

Some face night fundraiser resources are listed below and follow after this page:

- Event poster
- Winnings, payout and profit calculator sheet
- Race list sheet
- Betting slips
- Table number card.

If you would like any further advice or assistance, please contact our friendly Fundraising team who will be happy to help you. Call 020 8768 4575 or email communityfundraising@stchristophers.org.uk.