



Brewers 10K

BURTON ALBION COMMUNITY TRUST

FUNDRAISING PACK



Thank you for taking the time to explore our fundraising pack for the Brewers 10K.

This year's Brewers 10K is hosted by Burton Albion FC and is set up in order to raise money our charitable arm Burton Albion Community Trust and support their mission in making a difference in our local communities through the power of sport and the brand of Burton Albion Football Club.

Whether you're here to donate, to support those you know with their fundraising, or simply just to learn more, your interest alone will help us to make the Brewers 10K as exciting as possible and bring what we hope will be such a special event to our community and impact how much of a difference we can make.

In the pages ahead, you'll find everything you need to get started in your fundraising, including what the Burton Albion Community Trust does and why it matters. Also included are some of the programmes we offer that you may not have heard about and ways you can get involved not just in the Brewers 10K but in ways to donate.

Thank you again for your interest—your impact begins now.

Welcome Message



Katie Johnson

COMMUNITY MANAGER

"The Brewers 10K is about so much more than just running – it's about uniting people from all walks of life with a shared purpose. This event brings together our community, our supporters, and our partners in a celebration of health, teamwork, and giving back. What makes it truly special is that every single step taken and all profits will go directly towards supporting Burton Albion Community Trust.

The Trust does incredible work day in, day out, from improving health and wellbeing, to inspiring young people, to supporting some of the most vulnerable members of our community. By taking part in the Brewers 10K, participants are not only challenging themselves, but also helping to create lasting change right here in Burton and the surrounding areas.

We are so proud to host an event that combines the joy of sport with the power of community spirit, and we can't wait to see the difference this year's run will make."





What To Expect

Launched in 2022, the Brewers 10K aims to bring together our local communities. This event offers a chance to challenge yourself and others while supporting a local charity dedicated to "making a difference in our communities through the power of sport and the brand of Burton Albion FC." Initially, we planned to host the event earlier this year. However, after thoughtful consideration, we decided to postpone it to October 2025 to create a more enriching and complete experience for all participants.

This year, we invite everyone to join us and make the Brewers 10K the best one yet!

An Inclusive Experience for All

The Brewers 10K aspires to be an event for all runners, whether you are a seasoned athlete, running for fun, or looking for motivation to become more active.

Make a Difference by Fundraising

Make the 10K even more special by raising funds for the Burton Albion Community Trust. By getting family and friends to sponsor you, you will not only challenge yourself but also contribute to a meaningful cause. Each donation will support the Burton Albion Community Trust in its vital work of empowering individuals and fostering community spirit through various sports and educational programs.

Participating in the Brewers 10K offers more than just a race; it's a chance to inspire those around you. Encourage your family, friends, and colleagues to join you on this journey — whether they run alongside you or cheer from the sidelines. Together, you can make a significant impact, promoting health, wellness, and community engagement.

Whether you're striving to beat your personal best or simply enjoy the camaraderie of fellow runners, the Brewers 10K promises a memorable experience. So lace up your running shoes, set your fundraising goals, and prepare to be part of something truly special. We can't wait to see you at the starting line!

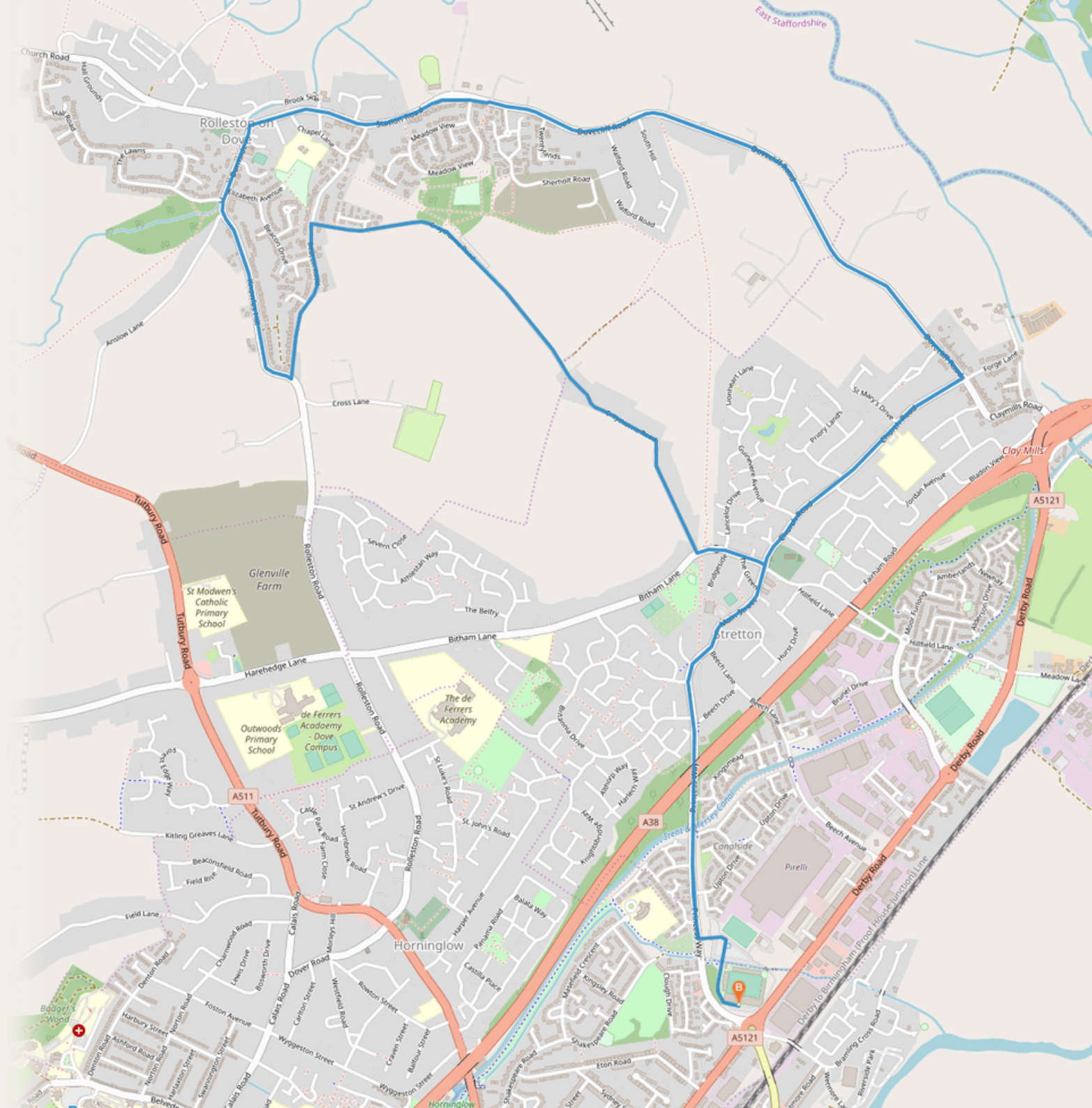


Race Route

10K Route

Pirelli Stadium
Princess Way
Main Street
Church Road
Dovecliffe Road
Station Road
Burnside
Knowles Hill
Beacon Road
Craythorne Road
Bridge Street
Main Street
Princess Way
Pirelli Stadium

Access to the roads will be restricted to the public through a rolling road closure.



Brewers10K

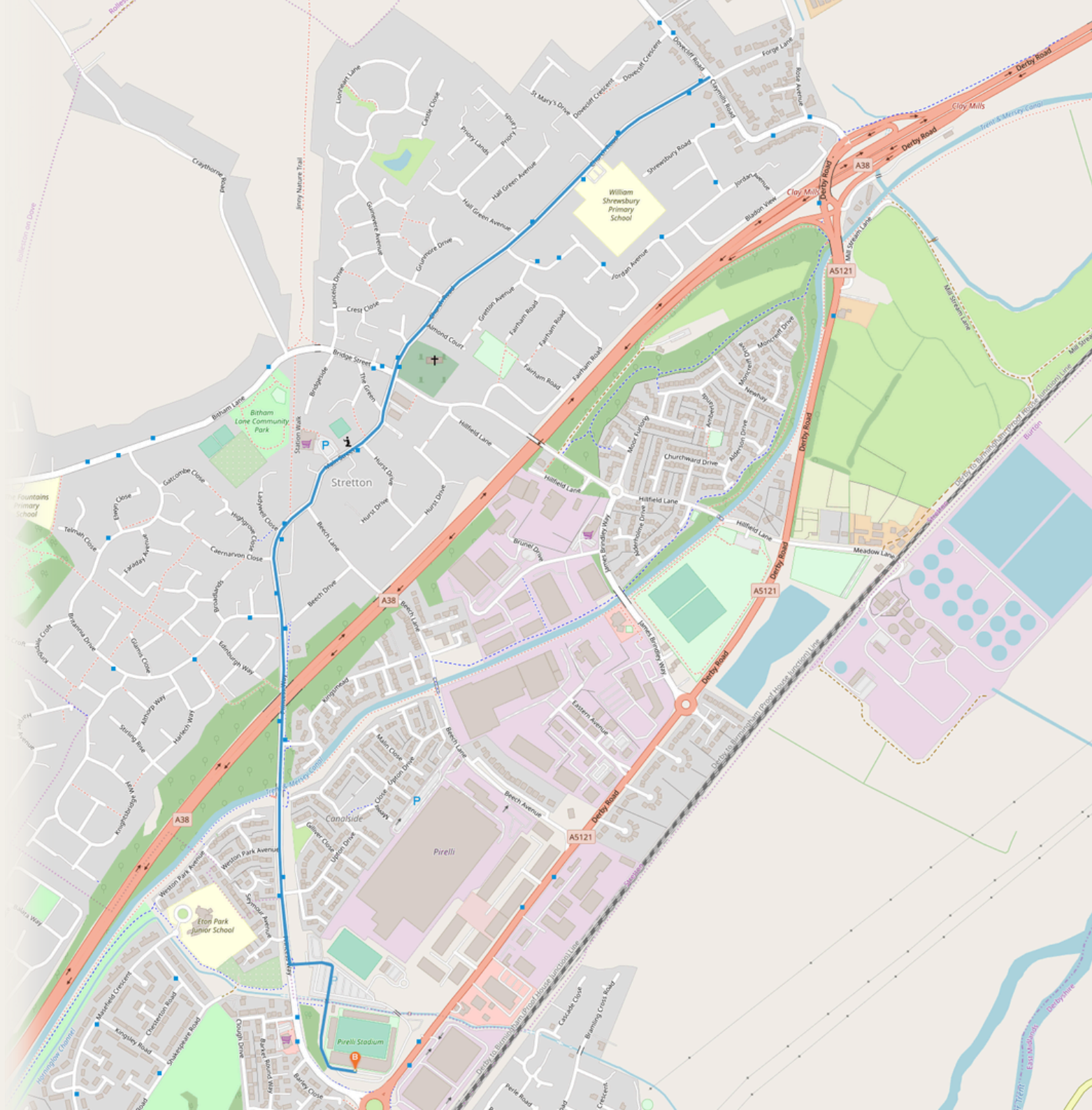
BURTON ALBION COMMUNITY TRUST

Race Route

5K Route

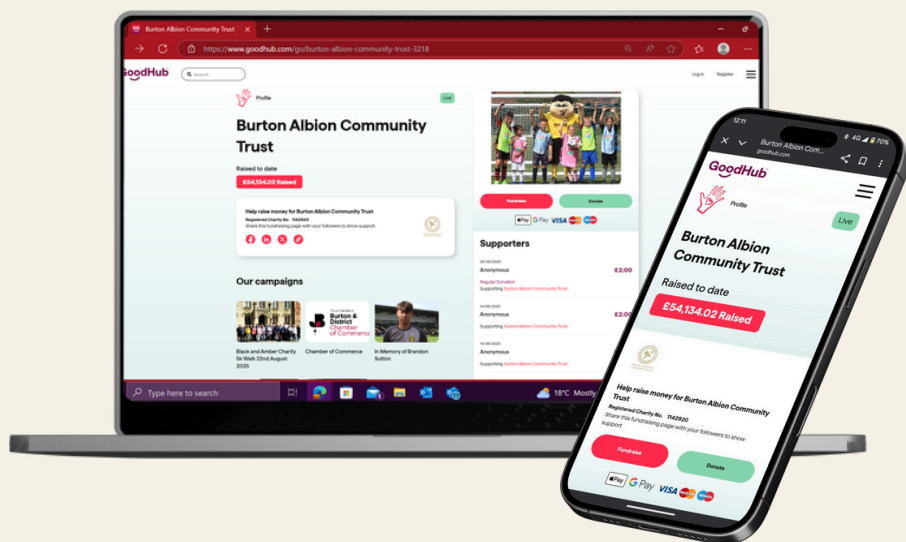
Pirelli Stadium
Princess Way
Main Street
Church Road
Main Street
Princess Way
Pirelli Stadium

Access to the roads will be restricted to the public through a rolling road closure.



How to Set Up a GoodHub Fundraising Page

GoodHubTM



www.goodhub.com/go/burton-albion-community-trust-3218

How to Fundraise for BACT

1

Visit www.goodhub.com on your desktop or smartphone device and find our Charity page by searching for Burton Albion Community Trust.

2

You have the option to make a one-time donation or set up a recurring monthly contribution. These donations can be made anonymously, or you may choose to share a brief note explaining your reason for donating.

3

You also have the option to choose to fundraise for BACT by selecting the fundraising option

4

There is a option to choose Whether you are fundraising independently or as a member of a team

5

Just provide your email address along with the details of your fundraising event.

6

Complete your setup questionnaire.

7

Start Your Fundraising Journey



Sponsorship Form

- Please ensure that every section is completed thoroughly.
- Please ensure all required fields are filled
- Please ensure that all details provided are accurate
- Please make sure that the details of each donation are noted accurately, either in your sponsor's handwriting or printed clearly.
- We ask all forms be submitted to bactadmin@burtonalbionct.org and that all money is collected or distributed via goodhub.

- You are welcome to raise money for a charity of your choice.
- Alternatively, if you would like to represent Burton Albion Community Trust and help support us in our mission to make a difference in our communities through the power of sport and brand of Burton Albion FC, please tick the box below.

☐ I would like to raise funds on behalf of **Burton Albion Community Trust**

Title	First Name	Surname	Postcode	Address	Donation Amount
					£
					£
					£
					£
					£
					£
					£
					£
					£
					£
					£
					£

Donation Goal :

Donation Total :

Brewers10K

BURTON ALBION COMMUNITY TRUST

Social Media Assets

Let's Get People Talking!

It's time to make some noise! We've put together some digital assets, ideal for shouting about the #Brewers10K, and we would love for you to join us in sharing your excitement and proudly showing your story on why you're taking part—perhaps a personal challenge or goal you've been working towards, or just another achievement in the pursuit of many. The #Brewers10K is a great opportunity to share your story and get people talking, and we need your help to make this the best it can be.

Here is how to get Involved and spread the word:

1. **Follow the link** to our digital assets page and **download** assets ideal for socials like: (Instagram, Facebook, X - Formerly Twitter, YouTube).
2. **Use our official hashtag:** #Brewers10K—so we can see your posts and share them too!
3. **Tag us** in your posts: (Instagram - burtonalbionct) (Facebook - Burton Albion Community Trust) (X - BurtonAlbionCT).
4. Add a personal message about why you're excited—your voice helps bring the event to life!
5. On the day of the event, we want to see as many pictures as possible, so be sure to share with us how you experienced the Brewers10K.

We want as many people to join us in October for the #Brewers10K, and we want as many people talking about this year's event as much as possible, so the more you share, the bigger the buzz!

Download link:

Thank you for being part of the Brewers10K. We hope this event is as successful as possible, and we can't wait to see you there!

#Brewers10k





Be Part Of The 10K

Join the Team Behind the Brewers 10k- Volunteer with us!

As part of Burton Albion's 75th anniversary celebrations, we're proud to bring back the much-loved Brewers 10K – returning on Sunday 26th October 2025 – and we'd love for you to be part of the team that makes it all happen!

This year's event will be bigger and better than ever, with both 10K and 5K routes running through our local community on a fully closed-road course. With the race starting and finishing at the iconic Pirelli Stadium, it promises to be a vibrant, safe, and memorable day for runners, spectators and volunteers alike.

But we can't do it without you.

We're looking for friendly, enthusiastic volunteers to help create an unforgettable experience. There are a variety of roles available, including:

- Course Marshals
- Water Station Crew
- Finish Line Support
- Meet & Greet
- Baggage Drop
- Race Pack Collection
- Tail Runners
- Finish Line Friends

Whether you're a seasoned volunteer or new to the experience, this is a fantastic chance to get involved in a special community event and help deliver a brilliant race day for everyone. Interested?

Sign up here: <https://forms.cloud.microsoft/e/dBiy3HAYkk>

Got questions? Drop us an email at bactadmin@burtonalbionct.org – we'd be delighted to hear from you!

Thank you for your continued support – we hope to see you as part of our amazing volunteer team!





Brewers10K

BURTON ALBION COMMUNITY TRUST

SUNDAY 26TH OCTOBER 2025





Brewers10K

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SUNDAY 26TH OCTOBER 2025





BURTON ALBION FC COMMUNITY TRUST



BURTON ALBION FC
COMMUNITY TRUST

Health & Wellbeing

The Health and Wellbeing team address a variety of needs for adults across East Staffordshire with our Holistic Exercise + Lifestyle Programme (HE+LP) and Social Prescribing Service.

Our community based Social Prescribing service is delivered in partnership with East Staffordshire Primary Care Network. We aim to support individuals who may be experiencing complex social circumstances but who wish to improve their health and wellbeing, through a person centred, shared decision-making approach. Building trusting relationships by giving people time and focusing upon 'what matters to me' and providing personalised support to individuals, their families, and carers to take control of their health and wellbeing, to live independently and improve their health outcomes. The HE+LP's mission is to support participants who lack the confidence in their social, emotional or physical abilities to access mainstream health and wellbeing provisions. The sessions are specifically aimed towards individuals who find themselves socially isolated, and lonely and those who live with or are at risk from long term health conditions.

The programme provides a full weekly schedule of inclusive and accessible exercise and lifestyle activities ranging from social wellbeing groups creating opportunities to connect, to physical wellbeing classes that offer exercise alternatives for those seeking rehabilitation or a pathway into regular fitness. And for those who miss playing football we have a walking football community, allowing participants to enjoy a less demanding version of the beautiful game.

BACT Health and Wellbeing team create countless opportunities to enrich the social, emotional and physical health and wellbeing of the community.

For More Information Visit : www.burtonalbioncommunitytrust.co.uk





BURTON ALBION FC
COMMUNITY TRUST

Registered Charity No. 1142920

Sports & Community Inclusion

Our Sports & Community Inclusion programmes cover all of our football sessions, aimed at bringing the joy of football to the heart of our communities. We offer a variety of sessions for individuals seeking weekly practice to enhance their skills, alongside casual sessions focused purely on enjoyment. Additionally, we frequently organise football tournaments to unite our community teams, and our BACT soccer camps, held every half-term, provide an excellent opportunity to make the most of the holidays.

Our sessions also have opportunities for participants to represent Burton Albion in local festivals, fostering healthy competition.

Our sessions also take place in our communities where they need it most. We work in local deprived areas to offer social inclusion and diversionary activity, working with local partners and organisations to tackle local need.

Disability Sessions

As part of our commitment to sports and community inclusion, we offer disability sessions that cater to a range of teams across various age groups:

- Under 12s
- Under 16s
- Adult Team
- Cerebral Palsy Team

All of these teams have proudly represented Burton Albion at local tournaments. We also offer training sessions and a walking football option for those seeking a more social experience in the sport.

For More Information Visit : www.burtonalbioncommunitytrust.co.uk





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Registered Charity No. 1142920

Education & Training

Our Education & Training team is dedicated to delivering inclusive, high-quality learning experiences that empower individuals across our communities. We support learners of all ages through innovative and structured programmes tailored to diverse needs.

School Partnerships

We work closely with local schools to deliver initiatives like the Premier League Primary Stars programme, blending core subjects with football to create engaging lessons. Through the Joy of Moving project (sponsored by Ferrero), we also promote healthy, active lifestyles among children.

Our qualified sports coaches deliver PE lessons and provide CPD for teachers, boosting their confidence and capability in physical education.

Alternative Education & Mentoring

Recognising that mainstream education doesn't suit everyone, we offer small-group alternative provisions for primary and secondary students, providing a calm, supportive learning environment. We also run in-school mentoring to build confidence, resilience, and positive behaviours in at-risk students.

Pathways to Higher Education

In partnership with Burton and South Derbyshire College, our Football and Education Programme combines academic study with professional football training. Students earn recognised qualifications and compete in the CEFA League.

Graduates can progress to our degree programme with the University of South Wales, continuing their academic and football development with access to coaching, industry experience, and academic support.

For More Information Visit : www.burtonalbioncommunitytrust.co.uk





BURTON ALBION COMMUNITY FOOTBALL CENTRE
PIRELLI STADIUM
BURTON UPON TRENT
STAFFORDSHIRE
DE13 0AR

DONATE HERE:
SCAN
ME



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