

LandAid

Big Quiz 2024 - Birmingham
Participant Information Pack



THANK YOU FOR SUPPORTING LANDAID



Thank you for choosing to sign up to the LandAid Big Quiz 2024 in Birmingham.

We are so excited to welcome you to this brand-new event, the first of its kind for the charity. You are one of many people putting the fun into fundraising and raising ever vital funds for young people facing homelessness. With quizzes happening in Birmingham, Bristol, Cambridge, Glasgow, London and Manchester, there's a whole load of fun in store on Thursday 4 July.

Sit down, grab a brew and be sure to read this pack in its entirety so you are fully prepared for the event (please also share this with the rest of your team).

Be sure to follow us on socials so you don't miss any of the action.

Use our handle: @landaidcharity

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WHAT DO I NEED TO KNOW?

Where

The Bierkeller
Birmingham,
21-22 Essex Street,
Birmingham, B5
4TR

(There is an entrance
next to the main
doors which leads
directly up the stairs,
please look out for
LA Staff and/or
Event Staff)

Key Timings

Thursday 4 July

18:45: Venue Opens
19:30: Quiz Starts
22:30: Event Ends

(The event will see
LandAid speakers and
some other breaks
throughout the night)

Please bring

Your best quiz
name

A bank
card/contactless
payment method
(for drinks and
raffle if wanted)

Pens and scrap
paper for those
manic scribbles

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HOW CAN I BOOST MY FUNDRAISING?

As an incentive to fundraise, all teams who can achieve a fundraising total of £300 or more (equivalent to £50 per person) will receive an exclusive Joker Card, which will double their points in a round of their choice.

Ensuring your fundraising page is up to date is the best way to increase your totals. Profile pictures, adding your whole team to the page, and a personal/team blog post can boost your total massively.

Self-donations are also a great way to encourage others to donate to your page(s). By seeing your donation, supporters will know the page is active and you are involved in the event so are more likely to offer their support.

Finally, share the link far and wide; your mum, dad, grandma, brothers, cousins, maybe even your dog? The more people who hear about you supporting our cause, the more likely they are to support you too!



WHERE IS MY MONEY GOING?

Malia's Story

Malia was made homeless at just 16 years old. She had been moving between her mum and dad for some time, and their relationship had broken down to the point where she had nowhere else to turn.

Malia approached the local council and was referred to her local youth homelessness charity and LandAid Partner, End Youth Homelessness, Aberdeen Foyer. The Foyer was able to cover the cost of her first month's rent and also helped cover some of the refurbishment costs to keep the flat warm for winter and feel like a home.

Malia had never lived in a space that wasn't temporary before, so was incredibly happy to receive this support. She said "Everyone needs help from time to time. It does get better; you just have to ask. Now I have so much support on my life, I don't know what to do with it!"



ANY OTHER QUESTIONS?

1. **How can I connect and share my experience with others?** You can use the hashtag #LandAidBigQuiz on Instagram, X and LinkedIn
2. **How many people can be in my team?** We recommend between four and six team members, with the maximum being six
3. **What does my entry fee cover?** Entry fees cover your entry to the Big Quiz, all event materials, some light snacks and a welcome drink
4. **Where is the nearest Train Station and Car Park?** Birmingham New Street is located 0.3 miles/ 6-minute walk away. The Arcadian Car Park is 0.2 miles / 4-minute walk away.
5. **Help, I still have a question.** Please email us at quiz@landaid.org



FIND US HERE



what3words: ///pints.itself.wishes

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Thank you for choosing
to support LandAid and
young people experiencing
homelessness.

