



Showcase & Awards 2024

Royal Windsor Racecourse

Community Award



Proudly partnered by



RACING POST



Objectives

‘ To work in close collaboration with a designated charity partner, aligning the racing community with a charitable mission’

Our Aim:

- Out of the 26 charity partners that we worked with last year, our aim was to find a charity partner within the racing community of whom we can support and work alongside to increase awareness and raise vital funds.
- To make the chosen charity feel a part of Windsor Racecourse and the strong racing community.
- To raise over £100k for the chosen charity.
- To create a longstanding legacy with the chosen charity.

Last year we were approached by a trainer whose wife unfortunately had been diagnosed and lost her life to Ovarian Cancer. After meeting with Target Ovarian in 2023 we made a vow to do everything we could to increase awareness of this charity and strive to deliver a raceday tailored just for them.

Why did we choose to work with this charity:

- We chose to work with this charity as it has a significant racing and personal link as two members of our staff, who work in our casual team, are in remission from this horrible disease and deliver our racedays along side us.



Delivery

Starting last season, we invited Target Ovarian to be our lead partner on ladies' day, we flooded the racecourse with their colours to show them what could be achieved when working alongside the racing industry.

We allowed them to 'spread to the word' and raise awareness for their forthcoming event in 2024.

How we delivered this in 2024:

- Staff involvement – All staff were dressed in the colours of the charity throughout the evening. A member of our own staff, who is in remission for ovarian cancer, attended the event on behalf of the racecourse.
- Site involvement – All trees on site were wrapped for the evening in the charity colours.
- Interview of awareness – Joanna Barker , Founder of Target Ovarian was interviewed by our raceday commentator.
- Horse Rugs – Target Ovarian horse rugs were worn
- Arranged for regular adverts to be shown throughout the day on all screens around the
- racecourse, with QR codes to donate.
- Race partnership on the day – Royal Windsor Racecourse donated a special race title for the evening ' Support Target Ovarian Cancer & save lives' alongside a complimentary racecard and TV ad.
- Stablehand wore Target Ovarian pin badges along with all equine staff
- Charity stand and bucket collections were onsite throughout the evening
- Social media presence with posts linking to the charity prior and on the event day itself.
- Donation of prizes by the racecourse to raise funds for their silent auction
- Preferential rate maintained for all their future charity events



Results

Key Headline Results:

- The racecourse contributed to raising over £100k by donating a significant prize to the silent auction along with a heavily discounted rate which allowed more money to be donated to the charity, a piece of artwork from our resident artist, a race title, complimentary QR codes & donation points throughout the site for racegoers to donate.
- Through local and national media coverage the charity reached over 10,000 people, this was made possible by the complimentary race title, TV ad and racecard exposure donated by Royal Windsor Racecourse.
- On the day bucket collection raised £2k.
- Giving the charity a platform to engage and talk to over 4500 racegoers on the day to spread awareness
- Through the connections of the charity, we also reached a wider audience that had never been racing before. The success of the event has encouraged many to return.

Proven legacy of our community involvement:

By strengthening the relationship with our chosen charity, we have established this event as a yearly tradition. Our involvement will continue to evolve and grow, bringing the racing community and charity closer together in support of this unbelievably amazing cause.

Choosing to work so closely with one specific charity enabled us to spread the word amongst our own team encouraging them to be more aware of the charity and what they overcome daily.

The Target Ovarian team spent time with our staff to explain why they do what they do and involved them as much as they could in every aspect of their day.



Supporting Information

'A Summer's Evening at the Races' took place on Monday 10 June at Royal Windsor Racecourse. The event was a great success, raising over £100k for Target Ovarian Cancer. Event Managers Laura & Hannah were amazing and worked extremely hard to ensure all ran smoothly. Our guests really enjoyed the evening and of course the horseracing! I would also like to say how fantastic Catering Manager Bevis and this team, were on the day – outstanding first-class service –they were excellent.

- Anabel Fielding, Trustee of Target Ovarian

'In the UK, there are 41,000 women living with ovarian cancer and another 7,000 diagnosed each year. Shockingly over 4,000 people lose their lives every year – that is 11 women every day. Thanks to this event, we can continue to improve early diagnosis, fund life-saving research, and provide much-needed support for those affected by ovarian cancer, we couldn't have done this without the support of Royal Windsor Racecourse.'

Events like these are vital to helping us achieve our ambition of doubling survival rates by 2050. We are grateful to our incredible supporters for taking us that one step closer'

- Lauren Josman, Head of Philanthropy & Partnerships.

A picture paints a thousand words....

- Please watch the YouTube link to 'A summers Evening at the Races '



'We are so grateful to the committee & racecourse for organising such a wonderful event, a special evening of horseracing and to unite in our goal to stop ovarian cancer devastating lives. - Annwen Jones OBE

'What a triumph! We had the most wonderful evening racing at Royal Windsor raising funds for ovarian cancer, such a worthwhile charity. Brilliantly well organised but also an evening which really heightened awareness of this awful disease. Delicious food and am impressive auction but best of all the evening had the most special warm, inclusive and fun atmosphere' Anna Lisa Balding