

Rail Aid is back for 2021

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Rail Aid is back – bigger and better for 2021!

Last year, Railway Children's extensive events programme was wiped out as a result of COVID-19 restrictions. Just one of the key events cancelled was the annual Railway Ball, an event that has been running for 20 years and raises £500,000 annually. Rail Aid was then designed to ensure vulnerable children continued to get the critical support they needed despite the significant drop in income.

Rail Aid 2020, dubbed 'the railway's answer to Children in Need', invited every part of the rail industry to fundraise in support of Railway Children's work, and was launched in direct response to the unprecedented challenge faced by young people and the charity. The fundraising activities were designed to appeal to staff from all corners of the sector, and the final event was uplifting, inspiring continued support and reinforcing Railway Children's position as the industry's favourite charity.

Rob Capener, Railway Children's Director of Fundraising & Marketing said: "In 2020, like so many charities, Railway Children saw most of our fundraising opportunities disappear overnight. Rail Aid helped us generate the income we needed to continue our work during what has been one of the most difficult periods of time for children on the streets everywhere. We couldn't have done it without our supporters in the rail industry."

James Bain, Worldline CEO said: “Last year was a difficult year for so many across the industry. Despite this, Rail Aid represents the industry at its very best – working together to make sure we can protect the most vulnerable children.

“It was great to see so many of our organisations and their employees get involved in what was a fun filled series of events and this is why we are delighted to announce that Rail Aid will be back even bigger and better for 2021. Watch this space for this year’s events and a new dance-off challenge.”

This year, one of Rail Aid’s first events to launch will be the InterCity Challenge – a cycling challenge which will involve cycling 260 miles in three days! The InterCity Challenge will take participants between all of Railway Children’s UK project locations – Leeds, Manchester, Birmingham and London over the 27th, 28th and 29th August, with participants supported every step of the way. After so many of these events have been cancelled in the last year, Rail Aid is excited for this challenge to inspire people to get back out there and be active for a great cause!

There are opportunities for everyone across the sector to get involved at every level in Rail Aid 2021. Sponsor an event as a company, sign up as a partner, take up a fundraising challenge or simply make a donation.

To find out more about our work and how you could get involved with Rail Aid this year, including signing up for the InterCity Cycling challenge, check out our website at: <https://railaid.co.uk>.

Photo credit: Rail Aid