



# FUNDRAISE FOR FOODCYCLE!

**HELP US RAISE VITAL FUNDS TO MAKE FOOD  
POVERTY AND LONELINESS A THING OF THE PAST**



**WANT TO HELP US CREATE A SOCIETY  
WHERE NO-ONE IS HUNGRY OR LONELY?**

**HERE IS EVERYTHING YOU NEED TO GET  
FUNDRAISING FOR FOODCYCLE!**

# WELCOME TO TEAM FOODCYCLE!



## Thank you so much for your interest in fundraising for FoodCycle!

We rely entirely on the generosity of our supporters to fund our vital work supporting people who are hungry and lonely. We need people like you to help us with our vision to make food poverty, loneliness and food waste a thing of the past for every community.

From bake sales to bike rides, abseiling to zumbathons... however you want to fundraise, it will make a real difference to our work and help us continue to provide nutritious meals and friendly conversation to communities.

This pack is chock full of ideas about how to organise your own fundraising activity. Inside you will find hints, tips and inspiration to kickstart your fundraising.

Whatever event or challenge you decide to organise or take part in, we're here to support you every step of the way.

## WHAT'S INSIDE

Lettuce get going	3
Making a difference	4
A-Z of ideas	5
Make your fundraising even more fabulous	6
Top tips for your online fundraising page	7
Sponsorship / Donation form	8-9
How your money helps	10
Get involved as a company	11
Ready, Steady, Fundraise	12
Foodie Fundraising	13
Fundraising poster	14
Invitation template	15
Bunting template	16
Food label template	17
How to pay in funds	18
Cash counting form	19
Spread the word	20





# LETTUCE GET GOING...



To get your fundraising activity off to a flying start, here are a few things to think about...



What type of fundraising do you fancy?  
We've got lots of ideas in this pack to inspire you!



When would be a good time for your event? Will you need to give people notice to attend? Will you need lots of preparation or training time?



Set yourself a target. Aim high and if you're getting close, aim higher!



Create an online donation page at Just Giving -  
**[www.justgiving.com/foodcycle](http://www.justgiving.com/foodcycle)**

Online donations will be paid directly to FoodCycle and donors have the option to gift aid too. You can also use the form in this pack to collect off-line donations.



Tell the world about your fundraiser! Set up a social media page and ask friends and family to share it. Contact your local newspaper or radio station who might be interested in covering your event. Use the poster in this pack to advertise your event.



Fundraising is lots more fun when there are a few of you involved, so encourage friends, family and colleagues to join you.



Don't forget to thank everyone who supports you.  
And if they're interested in finding out more about our work send them to our website - [www.foodcycle.org.uk](http://www.foodcycle.org.uk)



**Don't forget, we are here to help you every step of the way whatever your event.**

**Please email [fundraising@foodcycle.org.uk](mailto:fundraising@foodcycle.org.uk) or call 020 7729 2775 and tell us about your plans**

# MAKING A DIFFERENCE

More people are living in food poverty than ever before. The Food Foundation reports that 23.4% of families are experiencing food insecurity, and children in the UK grow up shorter than their European counterparts due to malnutrition. Meanwhile, 6.4 million tonnes of edible food is wasted in the UK every year.

In our most recent survey 72% of FoodCycle guests said they felt lonely and the majority of them eat most or all of their meals alone when not at FoodCycle.

Week in, week out, we nourish the hungry and lonely in our communities with delicious meals and great conversation, using food which would otherwise go to waste.

***"I think it is a wonderful service. Living alone I find it difficult to cook for myself. I suffer from depression and socialising is very important for me. Thank you to all the fantastic volunteers."***

By raising funds for FoodCycle, you're helping vulnerable people access hot, nutritious food and friendly conversation.

# 88%

**of guests say that coming to a FoodCycle meal makes them feel part of their community**

# 92%

**of guests said they feel happier after attending a FoodCycle meal**

# 79%

**eat more fruit and veg thanks to FoodCycle**





# **A-Z of ideas**

There are so many different ways you can fundraise for FoodCycle!  
Think about your interests, skills and who you know, there's bound to be something fun you can do to fundraise.  
Here's our alphabet of ideas to get you thinking ...

**Abseil, Auction, Afternoon Tea, Art exhibition**

**Bingo, Bake sale, BBQ, Board game night, Birthday donations instead of gifts**

**Car Boot, Car wash, Cycling, Come dine with me competition**

**Danceathon, Dress up/down day, Duck race**

**Ebay/Etsy sales, Easter Egg hunt, Eurovision party**

**Facebook Fundraiser, Footie competition, Foreign currency collection**

**Golf tournament, Gala dinner, Guess how many game, Garden party**

**Head shave, Hike, Harry Potter party**

**Ice cream tasting, International food party**

**Jumble sale, Jump out of a plane**

**Karaoke night, Kick a habit (and get sponsored!)**

**Live streaming, Loose change collection, Lego contest**

**Marathon, Matched giving from your employer, Murder mystery**

**Netball tournament, Nighttime walk, 'Name that' quiz**

**Original recipe competition, Open mic night, Obstacle course**

**Pamper party, Poker night, Pancake race**

**Quiz, Quickest time contest**

**Raffle, Rock climbing challenge, Run**

**Sponsored swim/silence/salsa, Supper Club, Sports Day, Sweepstake**

**Tombola, Treasure hunt, Three legged race, Tuck shop**

**Upcycle, Uniform free day**

**Vinted sales, Virtual fundraising, Vegetable growing/selling**

**Wine & Cheese night, World record attempt, Window cleaning**

**X-box contest, X-factor competition**

**Yoga, Yo-yo contest**

**Zumbathon, Zipwire, Zero waste challenge**

# MAKE YOUR FUNDRAISING EVEN MORE FABULOUS!



## Dress up

Dress up as a fruit or vegetable to add some fun to the experience. Get creative with your outfit – there are plenty of suppliers online, or create your own at home!

## Track your progress

If you want to measure your miles, you can use platforms like Strava or Map my Run - there are lots of different apps available too. Keeping track of how you're doing in your challenge can help you stay motivated, and it's a great way to keep your supporters updated.

## A picture paints a thousand words

Don't forget to share some snaps of your fundraising - a fundraising page on JustGiving generates 13% more money if there is a picture.



## The more the merrier

Multiply your fundraising results by roping in family, friends, neighbours, colleagues, community groups, local businesses, school, in fact anyone who knows you!

**Contact us if you are under 16 for a consent form to complete with your parent/guardian.**



And don't forget your four-legged friends - dog walking, a pet pic competition in the office, cat-sitting, or even a duck race! (Ok technically 2 legs...)



# TOP TIPS FOR YOUR ONLINE FUNDRAISING PAGE



## THE BASICS

You can set up a fundraising page by visiting [www.justgiving/foodcycle](http://www.justgiving/foodcycle). Your funds (and any Gift Aid) will automatically be transferred to FoodCycle.

Don't forget to complete the summary section - this can boost your donations by 65%! Grab people's attention by adding your reasons for taking part - people are more likely to make a donation if they know why the cause is important to you.

## GET SNAP HAPPY!



Adding a picture is a great way to get people's attention. While you are preparing for your event keep your page updated with new photos and remember to upload one once you have finished.

## START SPREADING THE NEWS

Share your page on your social media channels and email it to your friends and family. You could also share it with you school or workplace or send the link to your local media using our template press release.



## TALK ABOUT TARGETS

Declaring your fundraising goal is a great way to encourage people to help you hit your target.

Let people know what a difference their support means to FoodCycle by sharing some top stats on how their money could be used. For example - just £10 could stock up a Project's store cupboard for the week, £50 could buy a set of aprons for volunteers.

You can find more information about the impact of our work [here](#).

## KEEP IN TOUCH

Remember to post regular updates about your fundraising. It encourages people to re-visit your page, and to share your cause with their friends. Updates on how close you are to your target can be a great way to persuade people to help you hit your goal!





# SPONSORSHIP DONATION FORM

**You can also create an online donation page at**

Name \_\_\_\_\_

**Sponsor / Donors: Please register your donation below**

## Just Giving -

**and don't miss the Gift Aid section as this can increase**

**www.justgiving.com/**

**your donation by 25%. Please give your home address**

## Foodcycle

Date \_\_\_\_\_

**as we cannot claim Gift Aid if it is a work address.**

[illegible]





By ticking this box I confirm that I would like FoodCycle to reclaim Gift Aid on this and any other donation made in the past four years or the future. I am a UK taxpayer and I understand that if I pay less Income and /or Capital Gains Tax than the amount of Gift Aid claimed on all my donations in the relevant tax year, it is my responsibility to pay any difference.

[illegible]

# HOW YOUR MONEY HELPS

**£25** could provide healthy cooked meals for vulnerable people

**£100** could fund kitchen equipment to help prepare delicious meals

**£250** could train a Project Leader to manage volunteers and their local FoodCycle project

## ALL THE GEAR (TO HELP YOUR IDEA)

We want you to have a fantastic time taking part in fundraising for FoodCycle.

But we also want you to keep yourself and others safe and on the right side of the law!

Our fundraising team are whizzes at all the legalities involved in fundraising events so please do contact us to chat through your ideas at [fundraising@foodcycle.org.uk](mailto:fundraising@foodcycle.org.uk)

There is too much to cover here so check out our [fundraising FAQs](#) on our website but here are a few basics to help you think smart and safe...



Keep money in a lockable box if possible. If you're using tins or buckets to collect donations, ensure you have safety seals (FoodCycle can supply these), and that two people are present to count and transfer the money.

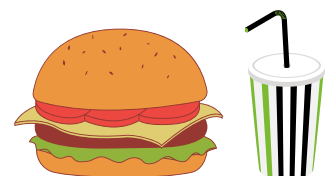
Raffles, lotteries and auctions have all sorts of legalities attached so please get in touch and we can help you run things appropriately.



Health & Safety! We know it's not exciting, but it is important.

Think about your venue and capacity/exit points. Do you need a First Aider? Has any electrical equipment been tested? Will you be moving heavy equipment?

Planning on serving food or drink? There's lots to consider in terms of food safety, allergens licensing etc so please get in touch and we can talk you through what you need to know.





# GETTING INVOLVED AS A COMPANY

Organising a fundraising event is a great opportunity to bring together colleagues - motivating each other to complete a challenge and helping to make a difference to vulnerable people across the country.



Face your Fundraising activity as a company team – there's strength in numbers! Or pitch different departments against each other and see who can raise the most.



Find out if your workplace offers matched funding which could really boost your fundraising and help us raise more funds for FoodCycle.



Your workplace might have an internal newsletter, or chat platform for staff where you can tell colleagues about your fundraising efforts too.

**Sponsor your boss to make the tea**

**Turn the board room into a cinema for a movie night**

**Organise an office raffle**

**Charge colleagues £5 for a fancy dress day**

**Hold a bake sale in the office**

**Bust office jargon by fining anyone who uses it**

**Host a lunchtime quiz**

**Ask the boss to give each department a fiver and five days to see who can generate the most funds**

**Enter a team into a challenge event**

## FUN IDEAS FOR FUNDRAISING AT WORK

**Bring your dog/Mum/kid to work day**

**Host a lunchtime TED talk - find colleagues with an interesting skill or experience they'd like to share**

**Recreate the school tuckshop and sell treats for a week**

**Get sponsored to cycle/run/pogo stick to work for a week**

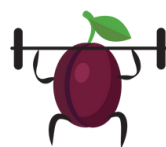
**Set up a car wash in the company car park**

**Put up a poster up in your staff room and encourage your colleagues to list their skills. Then invite bids to receive a lesson with that person and their skill.**

If you have any questions about getting your company involved in fundraising or need tips and advice about getting involved as a corporate, contact:  
**Jess Phillimore: [jess@foodcycle.org.uk](mailto:jess@foodcycle.org.uk)**



# Ready, Steady, FUNDRAISE!



**If getting active is your thing check out some of these sporty suggestions**

## Fancy a challenge?

We have a range of places in challenge events across the country - check these out at [www.foodcycle.org.uk/challenge](http://www.foodcycle.org.uk/challenge)

If these aren't quite your cup of tea or you have another event you've already signed up to, you can still join Team FoodCycle!

Whether you like to run, swim, cycle or bounce, we'd love to support you on your fundraising journey. Get in touch and tell us about your event and we will provide a vest/t-shirt, heaps of motivation and maybe even a cheer on the day!



## Old favourites



Keep it old skool with a good old fashioned sport's day - this is an easy idea you can host in your back garden. You just need a few spoons, LOTS of eggs and if you need some jumping sacks, giant laundry bags make a great alternative. Charge an entrance fee and sell refreshments to get those donations rolling in.

## Sporty skill share

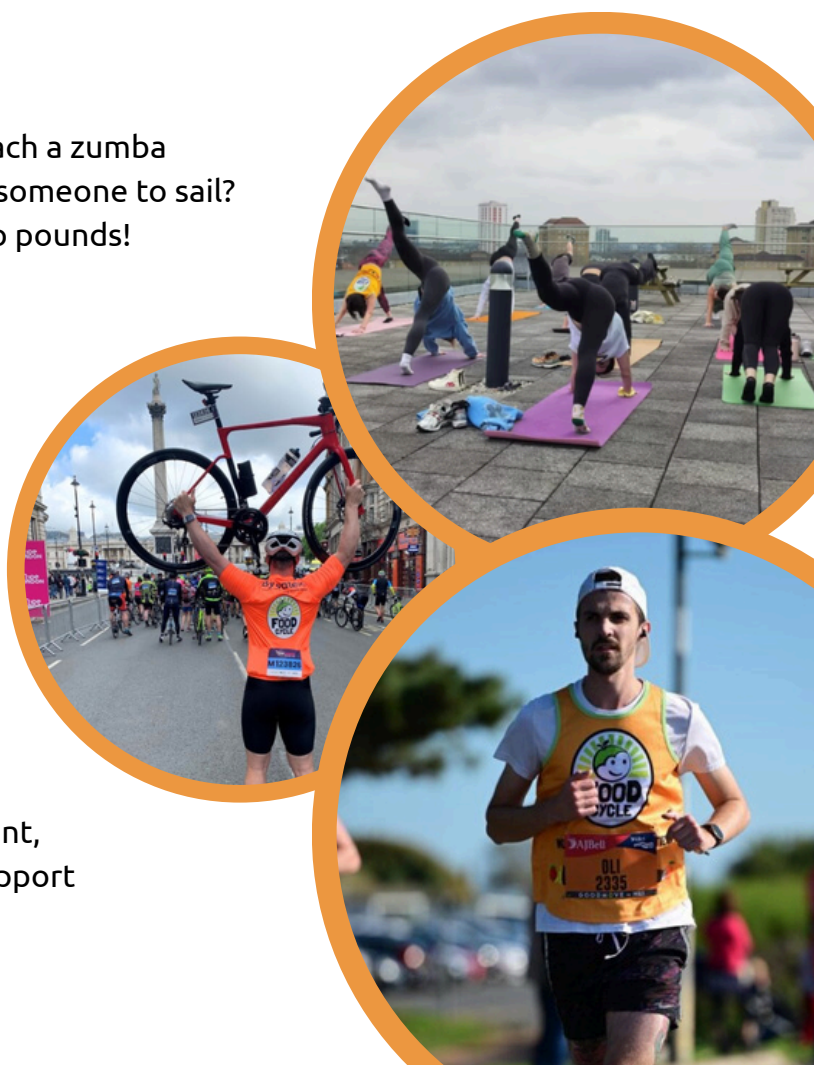
Do you belong to a sports club? Could you teach a zumba session, arrange a golf competition, or teach someone to sail? There's always a way to turn your passion into pounds!

## Get sponsored

Get sponsored to run, walk, cycle, hop backwards, whatever your thing might be. Check out the sponsor form and guide to setting up your Just Giving page in this pack.

## So many options to get active

There are so many sporty ways to fundraise! Arm wrestling, beat the goalie, stair climbing competition, sky dive, abseil, tennis tournament, danceathon, disco... get in touch so we can support you with whatever your idea might be.





# FOODIE FUNDRAISING... YUM!

**We're all about food, so what better way to fundraise for FoodCycle than by putting your culinary skills to the test? Here are a few ideas to get you started...**

If you're more Mary Berry than Marco Pierre White, bake some delicious treats and sell them in your work place, school or community event. You'll find food labels and bunting templates in this pack to help. Don't forget to clearly mark all ingredients and allergens.

How about a supper-club? Find an appropriate venue where you can host, it might be possible to hire your local FoodCycle Project Kitchen or a Community Centre. Or consider a private soiree at home. You could sell tickets in advance, pick a theme and rope in some extra hands to cook and wash up! Check out the invitation template in this pack.

**Don't forget Health & Safety and food hygiene. FoodCycle are whizzes at this so get in touch if you have any concerns and check out our food safety training videos on our volunteer website**

If healthy competition is your thing, why not host your very own 'Come Dine With Me'? Find some foodie friends to take part and charge an entry fee. You could contact local businesses to donate a prize for the top chef.

If people are always raving about your cooking, how about hosting a cooking class? Charge a fee to participate and if you are doing it in person you could give a prize to the best result. You could also have a virtual cook-along online if your foodie friends are far and wide.

Sometimes you just can't go wrong with a classic... Host a wine and cheese night, you could charge an entry fee and ask participants to bring their own tipples and nibbles to share.

**BBQs, picnics, pancake races, Easter egg hunts, World Food Day dinners... there are lots of fantastic ways to combine food and fundraising!**

**Check out our website for lots of delicious recipes honed in our very own FoodCycle Projects, and if you fancy yourself as a bit of a Delia you can submit your own!**



# I'M FUNDRAISING FOR FOODCYCLE!

Event \_\_\_\_\_

When \_\_\_\_\_

Where \_\_\_\_\_

Contact \_\_\_\_\_

**PROCEEDS RAISED FOR THIS EVENT WILL BE DONATED TO FOODCYCLE**



**Our vision is to make food poverty, loneliness and food waste a thing of the past for every community.**

With community dining, week in, week out we feed the hungry and give company to the lonely in our communities; providing delicious meals and great conversation, and using food which would otherwise go to waste.

FoodCycle Head Office 2.16, The Food Exchange, New Covent Garden Market, London, SW8 5EL  
t: 020 7729 2775 e: [hello@foodcycle.org.uk](mailto:hello@foodcycle.org.uk)

Registered charity No. 1134423 | Company limited by guarantee no. 7101349

# INVITATIONS

Print off this page and fill in the gaps

Cut along the dotted lines and give to all your friends and family!

## You are invited to...



Event \_\_\_\_\_

When \_\_\_\_\_

Where \_\_\_\_\_

Contact \_\_\_\_\_

**HELP US RAISE VITAL FUNDS TO MAKE FOOD POVERTY AND LONELINESS A THING OF THE PAST**

## You are invited to...



Event \_\_\_\_\_

When \_\_\_\_\_

Where \_\_\_\_\_

Contact \_\_\_\_\_

**HELP US RAISE VITAL FUNDS TO MAKE FOOD POVERTY AND LONELINESS A THING OF THE PAST**

## You are invited to...



Event \_\_\_\_\_

When \_\_\_\_\_

Where \_\_\_\_\_

Contact \_\_\_\_\_

**HELP US RAISE VITAL FUNDS TO MAKE FOOD POVERTY AND LONELINESS A THING OF THE PAST**

# Make your own Bunting

Print and cut out these templates.  
Or colour your own! Lay out a long  
piece of string and fold each flag  
along the inside line and glue.







# FOOD LABELS

You can use this template to label your items for sale. The QR code will direct people to the donation page on our website.

Print off this page and fill in the gaps. Cut along the dotted lines and fold in half to stand near your food items. Make sure to note down whether your cakes contains dairy, gluten, nuts or any other allergens







Thank you for helping us raise vital funds to make food poverty and loneliness a thing of the past

Item \_\_\_\_\_

£ \_\_\_\_\_

Allergens: \_\_\_\_\_









Thank you for helping us raise vital funds to make food poverty and loneliness a thing of the past

Item \_\_\_\_\_

£ \_\_\_\_\_

Allergens: \_\_\_\_\_









Thank you for helping us raise vital funds to make food poverty and loneliness a thing of the past

Item \_\_\_\_\_

£ \_\_\_\_\_

Allergens: \_\_\_\_\_









Thank you for helping us raise vital funds to make food poverty and loneliness a thing of the past

Item \_\_\_\_\_

£ \_\_\_\_\_

Allergens: \_\_\_\_\_









Thank you for helping us raise vital funds to make food poverty and loneliness a thing of the past

Item \_\_\_\_\_

£ \_\_\_\_\_

Allergens: \_\_\_\_\_







Thank you for helping us raise vital funds to make food poverty and loneliness a thing of the past

Item \_\_\_\_\_

£ \_\_\_\_\_

Allergens: \_\_\_\_\_



# HOW TO PAY IN THE FUNDS

## Online Fundraising Page

You can set up a fundraising page by visiting [www.justgiving/foodcycle](http://www.justgiving/foodcycle).  
Your funds (and any Gift Aid) will automatically be transferred to FoodCycle.

## Bank Transfer

You can make a bank transfer to the following account:

Account name: FoodCycle

Bank: NatWest Bank, Liverpool Street Station branch

Sort code: 50-10-05

Account no.: 21246300

Please add a reference to the payment so that we know who it is from. As the space available in the bank reference field is limited, it would be very helpful if you could also send an email to [finance@foodcycle.org.uk](mailto:finance@foodcycle.org.uk) advising us that the transfer has been made and details of your fundraising activity. This also means that we have your contact details and can be sure to thank you when we receive your donation!

## By Cheque / CAF or Other Charity Voucher

Please make your cheque or voucher payable to 'FoodCycle' and send it by post to:

FoodCycle

Unit 2.16 The Food Exchange

New Covent Garden Market

LONDON

SW8 5EL

## By Credit or Debit Card

We are unable to accept card payments over the telephone or by post, but you can donate online at [foodcycle.org.uk/donate/](http://foodcycle.org.uk/donate/) - however please note that there is no way to add any reference details on payments made via the site, so please drop us a line at [finance@foodcycle.org.uk](mailto:finance@foodcycle.org.uk) to tell us about your fundraising.



# THANK YOU!

## WE REALLY COULDN'T DO IT WITHOUT YOU!

# CASH COUNTING FORM

Thankyou for collecting donations for FoodCycle! You can use this form to help you count the cash! Please ensure there are two people present and use the form below to count and record the value of your fundraising.

Date ..... Details of fundraising.....

Denomination	Quantity	Total
£50 note		
£20 note		
£10 note		
£5 note		
£2 coin		
£1 coin		
50p coin		
20p coin		
10p coin		
5p coin		
2p coin		
1p coin		
<b>TOTAL</b>		

Signed (counter 1) ..... Name (counter 1) .....

Signed (counter 2) ..... Name (counter 2) .....

Please indicate the paying in method below (see previous page for options)

- |  |   |
|--|---|
| <input type="checkbox"/> Bank Transfer     | <input type="checkbox"/> Cheque/CAF or charity voucher    |
| <input type="checkbox"/> Debit/Credit card | <input type="checkbox"/> Handed to FoodCycle staff member |

Please email the completed form to [fundraising@foodcycle.org.uk](mailto:fundraising@foodcycle.org.uk)  
Or by post to FoodCycle, Unit 2.16 The Food Exchange, New Covent Garden Market, LONDON, SW8 5EL

# SPREAD THE WORD

Tell your friends, family, colleagues and contacts what you're doing and why you're doing it! You could send an email, or post on social media to let people know you're taking part in the challenge and fundraising for FoodCycle.

It's also worth contacting your local media - most radio stations and newspapers have online news desks where you can submit details about your event and a picture. We can also help you write a press release.

FoodCycle is on Instagram, Facebook, X, TikTok and LinkedIn, so remember to tag @FoodCycle and #FoodCycle.

We're here to support you every step of the way, so please do get in touch if you have any questions.

Do follow us on our social media channels as well for any updates and don't forget to tag us in any posts relating to #FoodCycle.



[fundraising@foodcycle.org.uk](mailto:fundraising@foodcycle.org.uk)



[@foodcyclehq](https://www.instagram.com/foodcyclehq)



[@foodcycle](https://www.facebook.com/foodcycle)



## THANK YOU FOR SUPPORTING FOODCYCLE!



FoodCycle is a registered charity no. 1134423

