

FareShare Midlands

Fundraising

Pack

Thank you for your interest in fundraising for FareShare Midlands!

We're really excited to have you on our team. Your support is vital to our work fighting food poverty and tackling food waste in the midlands. Please use this information pack to support your fundraising efforts.

You might want to use the resources and tips provided to help you reach your fundraising target. If there is anything you need, please get in touch with us by emailing fundraising@faresharemidlands.org.uk

Thank you for your support, and good luck!



faresharemidlands.org.uk

Registered charity
number 1146847



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About us



FareShare Midlands take good quality surplus food from the food industry and get it to over 550 frontline charities reaching more than 50,000 vulnerable people every week.

**In the last year, we distributed
24,819,045 meals
to vulnerable people in the Midlands!**



Our work ensures food is delivered to organisations that need it most, including foodbanks, children's centres, lunch clubs and homeless hostels across the midlands.

FareShare Midlands is the region's largest food redistribution charity. We distribute food to charities and community groups across the region - from Herefordshire in the West to Lincolnshire in the East, from Yorkshire in the North to Northamptonshire in the South, and the cities, towns and rural areas in between.



Alongside this, we are committed to supporting the incredibly hard working volunteers who keep FareShare going, including training programmes to help them access employment in the food industry and beyond.



Where your fundraising goes

Every pound you raise will help us put good food to good use!

More than 3.9 million children live in poverty in the UK.

Your fundraising will mean we can continue to get good food to vulnerable men, women and children at a time when they need it most.

£100

could provide
400 meals for
homeless people

£200

could provide
800 lunches at
a school
holiday club

£500

could provide **2,000 meals** at a day centre
for elderly people

How to Plan an Event

An event is a great way to raise money and awareness for FareShare Midlands. You could do anything, from inviting family and friends for a meal at your house to arranging a larger concert, club night, or picnic.

See our A-Z list of fundraising ideas on page 5 for more ideas!

What do you want to do?

Choose something that you like doing! Brainstorm lots of ideas of fundraising activities, and try to get as many friends and family as you can to help you. Don't try to do everything yourself - chances are if you think it would be a fun thing to do, other people will too! Think of ways you can maximise the amount you raise.

What's your budget?

Consider your budget. This doesn't mean you need to be a maths whizz - just try not spend more than a third of what you expect your event will raise (but preferably even less!) See how much you can get for free in terms of venues, printing for adverts, donated goods and people's time - you will be surprised at just how much local businesses are happy to help local causes.

Why did you choose FareShare Midlands?

Tell everyone why you are fundraising for FareShare Midlands and how the money you raise will help to provide food for vulnerable people living in food poverty in the local community.

Who is your target audience?

Decide who will be your target audience for this event. How many people will you expect to be attending?

When will you hold your event?

Choose a date, try to allow a few months and think carefully to arrange everything. Consider what else is happening locally, will it clash with other fundraising events locally? Once you have a date you can plan what needs to be done and when.

Where will it take place?

Decide where you are going to hold your event. Do you need to book a venue? Don't be afraid to ask if they will give you the venue free of charge!

Spread the word!

How you are going to publicise your event. Do you need posters? Can you create a Facebook event and ask people to share it? Enlist the help of everyone you know: work colleagues, friends, family, and all of your social contacts! Get everyone you know to publicise your event. You could even send a press release to a local newspaper or radio station.

A-Z of Fundraising

Afternoon Tea, Arts and Crafts Stall, Auction, Antiques Fair
Bake Sale, BBQ, Battle of the Bands, Bingo, Bring and Buy
Coffee Morning, Concert, Carol Singing, Competition
Dance Event, Dog-walking, Dress Down Day, Darts Tournament
Egg and Spoon Race, Eighties Night, Easter Egg Hunt, Expert Talk
Football Tournament, Fashion Show, Fancy Dress, Film Night
Games Night, Gardening, Give Something Up, Guess How Many
Head-Shaving, Hair Braiding
International Food Night, Italian Evening, I'm a Celeb Challenges
Jazz Night, Jewellery-Making, Jumble Sale
Karaoke Night, Kite-Flying Day, Knitting Marathon
Late Night Walk, Line Dancing, Lottery
Masquerade Ball, Murder Mystery, Marathon
Non-Uniform Day, Netball Tournament, Nearly-New Sale
Obstacle Course, Old Clothes Sale, Odd Jobs for Donations
Pub Quiz, Pancake Flip, Plant Sale, Pot Luck Dinner
Quiz Night, Quilt Making
Raffle, Race Night, Rugby Sweepstakes, Rugby Sweepstake
Sports Day, Skydiving, Sponsored Silence, Swear Jar, Scrabble
Tombola, Treasure Hunt, Talent Competition
Under-the-Sea Party, Uniform for Teachers
Valet Service, Vegetarian Night, Variety Show
'Who's the Baby?' Quiz, Wine Tasting, Word Search
X-Factor Party, Xmas Fayre
Yoga Marathon
Zumbathon

Getting Started

Set up your fundraising page

See the next page for step by step guidance on how to do this



Spread the word!

This can be done before, during and after your fundraising activities. Whether online or offline (but ideally both), tell everyone in your social networks about what you are doing, why you are doing it and how they can support you make your activities a success.



Enjoy yourself!

When it comes to the actual event or activity, make sure you enjoy yourself and get something really positive out of the experience. Take lots of photos to share with your networks and ours to encourage others to follow in your footsteps.



Tell us all about it and send in the money you've raised!

We'd love hearing about how you got on and seeing your photos so please get in touch with us after your hard work to share your experiences.

Mary took part in a sponsored walk to raise funds for FareShare Midlands and raised £560. She planned her walking route round her local area, taking in a few of her friends houses along the way. She used this opportunity to talk to her friends and neighbours about FareShare Midlands.

"For people to realise poverty is on our doorstep but help is ready was a great motivator. People sponsored me there and then and seemed genuinely pleased I was doing this, some thought it was my birthday as I had balloons on my rucksack!"

How to set up a JustGiving page

1. Go to www.justgiving.com/fareshare-em and click 'Fundraise for us'
2. Log into your JustGiving account. If you haven't got one yet, click 'Sign Up' to create one.
3. Once you are logged in, you will be directed to a form to set up your page.
4. You will need to choose your JustGiving web address – the link you will use to share with friends and family to encourage them to donate.
5. Click 'Create your page'
6. Click 'Edit' on the left hand side to amend your title, target, summary and story. Make sure you include some information on why you chose to sign up to the challenge!
7. Choose a page colour theme – select 'choose a page colour theme,' pick your favourite and 'save changes.'
8. To add photos, click on 'add photos' and you'll see an option to 'select photo', choosing an image from your device, add a caption and press 'upload photo' to finish.
9. Under 'edit this page' you can 'add a video' by pasting the URL of your YouTube video link, then 'save.'

Please visit the JustGiving Help section or get in touch if you have further difficulties.



Sarah (pictured left) took part in Miles for Meals, FareShare Midlands' virtual fundraising challenge and raised £573.

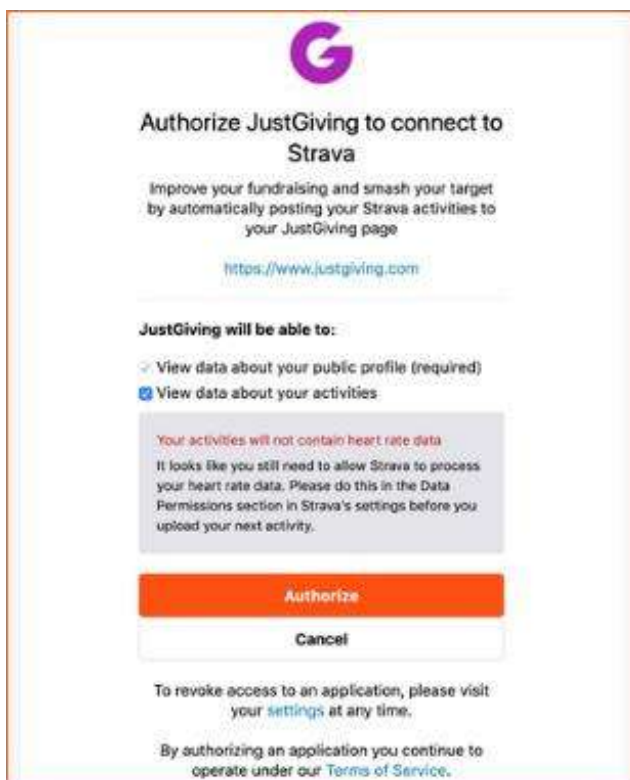
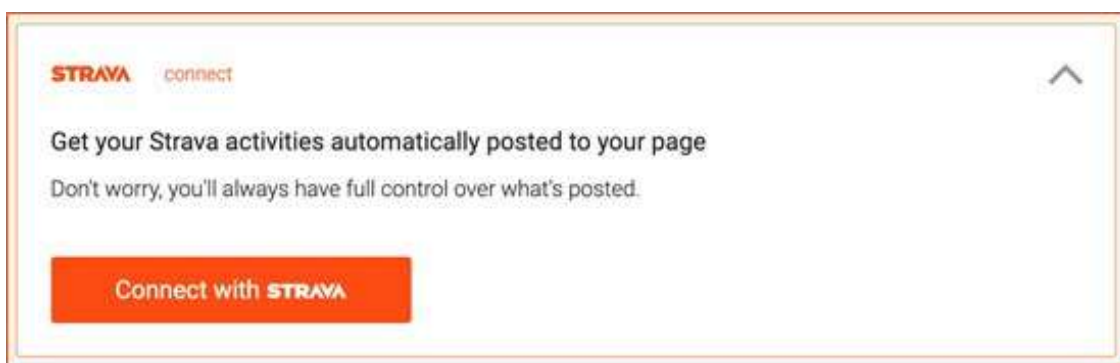
"I personally thanked all my donors. I also sent a mid-challenge email to my contacts to thank donors and encourage further donations."

Active Challenges: How to link your page to Strava

If your fundraising challenge is sports based, Strava is a great tool for tracking your miles. You can link your JustGiving page with the Strava mobile app to make it easy to show your supporters how committed you are to your challenge and provide visuals to keep them engaged. Share your training and challenge miles with these simple steps...

Fundraisers that share their fundraising activity on their page raise 40% more!

1. Login to your JustGiving account and view the Fundraising Page you wish to connect to. Scroll down slightly on your Fundraising Page. Select the 'Connect Strava' button.



2. You'll then need to login, or register with Strava.
(You may be offered a paid premium account but you do not need to sign up for this. Tracking your miles on strava and linking this with JustGiving is free)
3. Once you are logged in, you will need to confirm some Strava permissions on JustGiving and select and save your fitness settings/preferences.

Fundraising and the Law

We would like your fundraising to go as smoothly and safely as possible, so here are some rules you will need to consider.

Raffles

If you hold a small raffle on the day of your activity you do not need a license, so long as ticket sales and the draw itself take place during the main event. (It is okay if your event last more than one day.) Tickets must be sold for the same price with no discounts applied. You must make it clear who is running the raffle.

Any other type of raffle will need a license from your local council and printed tickets. Please visit www.gamblingcommission.gov.uk for the latest advice.

Collections

If you are holding a street collection, you will need to obtain a permit from your local council. If collections are taking place on private land, such as in a shop, permission needs to be sought from the owner or the individual who is responsible for the premises.

Holding a Fundraising Event

If you are planning a fundraising event you will need to contact your local council to confirm any special licenses such as alcohol or public entertainment.

Food safety laws apply when food is available whether it is for sale or not. Please ensure you follow food hygiene procedures. Contact your local council for food hygiene regulations at events.

Keeping Safe

FareShares' public liability insurance can only cover events organised by FareShare. If you are organising your own event or taking part in an organised event, check with the providers or venue that they have adequate insurance to cover the activity. Ensure your venue has been checked for health and safety hazards and that there is first aid and fire fighting equipment and an emergency procedure in place in case it is necessary to evacuate the building.

Top Tips!

Donors often base their donation amount on those on the page already. Send your page to a couple of people you think will be generous first to get your fundraising off to a good start.

Use social media to share your page and update on your progress.

Set up an online sponsorship page at [Justgiving.com/fareshare-em](https://www.justgiving.com/fareshare-em)

Ask your employer how they can support you – they may have a matching scheme or allow you to advertise on internal emails or intranet or they may hold a collection.

Thank your supporters. It goes without saying but when you are in the middle of preparing and fundraising for an event, it can sometimes get forgotten.

Think about gaining support from any clubs or social groups you may belong to – whether this is your pub quiz team, yoga classmates or your improv troop!

Ask again!
Don't worry about having to remind people you have already approached. Update them on your progress and say what their support would mean to you and to the people FareShare help.

Keep in touch!
We want to help as much as possible so let us know how we can support your efforts.

Sharing on Social Media

Social media is a great way to draw attention to your fundraiser. Share as much as you can with photos, information about what you are doing, why you have chosen FareShare Midlands and links to donate!

Here are some ideas for captions:

I am raising money for FareShare Midlands - the region's largest food redistribution charity! They take good quality, surplus food and get it out to over 550 frontline organisations who support vulnerable people living in food poverty.

Anything you can donate will make a big difference. Just £1 provides 4 meals for people in need.

FareShare Midlands turns an environmental problem into a social solution, by redistributing surplus food to over 550 frontline organisations. Please support me in raising essential funds for their fight against hunger and waste.

Try to make your posts as personal as possible. Tag our channels in all your social media posts and we'll share them where we can!

Facebook @FareShareMidlands

Twitter @FareShareMids

Instagram @FareShareMidlands

LinkedIn @FareShareMidlands



Please remember to thank everyone for attending your event and the team that helped you to make the event a success. Let them know how much has been raised and how many nutritious meals they have helped to provide for local people living in food poverty.

Every £1 raised helps to provide 4 meals.

How to Send Us the Money You've Raised

Cheques

If you are fundraising offline, ask your supporters to donate by cheque, postal order or Charities Aid Foundation (CAF) voucher. Please make payable to FareShare Midlands. You can post these directly to us at the address at the bottom of this page. Please do include a covering letter telling us who you are and how you raised the money.

Online Fundraising

An easy way to collect donations is by setting up your own JustGiving page for FareShare Midlands. It's very easy to do and totally secure. The money donated is sent directly to FareShare Midlands.

Bank Transfer

You can pay the money you have raised by bank transfer. Please email fundraising@faresharemidlands.org.uk for details on how to do this.

Thank you for supporting
FareShare Midlands!