

FareShare Midlands

Fundraising Pack

Thank you for choosing to fundraise for FareShare Midlands!

Your support is vital in helping us fight hunger, tackle waste and create opportunities in the Midlands.

Please use this information pack to support your fundraising efforts. If there is anything you need, do get in touch:
fundraising@faresharemidlands.org.uk



**Tackling Hunger
Fighting Waste
Creating Opportunities**

faresharemidlands.org.uk
[@FareShareMidlands](https://www.instagram.com/FareShareMidlands)

FareShare Midlands is a Company Limited by Guarantee (no. 757440) and a Registered Charity (no: 1146847)



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About us

FareShare Midlands is the region's largest food redistribution charity, taking good quality surplus food from the food industry and getting it to frontline charities all over the Midlands.



We support over **550 local groups**, including food banks, community cafes and school breakfast clubs



Every week our food reaches more than **67,000 vulnerable people**



In 2022, we redistributed enough food to make over **13 million meals**



Through **training, work experience and job interviews**, our employability programmes support people into work



Where your fundraising goes

£100

could provide **400 meals** at a day centre for elderly people

£200

could provide **800 lunches** at a school holiday club

£500

could provide **2,000 meals** for people at a homeless shelter

More than 4.3 million children live in poverty or food insecurity in the UK.

Every pound you raise will help us put good food to good use, ensuring we can continue to get good food to those who need it most.

How to Plan an Event

An event is a great way to raise money and awareness for FareShare Midlands. You could do anything, from a bake sale to a sponsored run, a charity concert to a quiz night.

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 people as you can to help you. See our A-Z list of fundraising ideas on pages 5 and 6 for ideas.

What's your budget?

Consider your budget. 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 and donated goods - you will be surprised at just how much local people and 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 raised will help provide food for local people living in food poverty.

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, to avoid it clashing with other fundraising events.

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!

Consider ways you can publicise your event, such as with posters, or a Facebook event. Enlist the help of everyone you know: work colleagues, friends, family, and all of your social contacts! You could even send a press release to a local newspaper or radio station.

A-Z of Fundraising

A

Afternoon Tea, **A**rts and Crafts Stall, **A**uction, **A**ntiques Fair

B

Bake Sale, **B**BQ, **B**attle of the Bands, **B**ingo, **B**ring and **B**uy

C

Coffee Morning, **C**oncert, **C**arol Singing, **C**ompetition

D

Dance Event, **D**og-walking, **D**ress **D**own **D**ay, **D**arts Tournament

E

Egg & Spoon Race, **E**ighties Night, **E**aster **E**gg Hunt, **E**xpert Talk

F

Football Tournament, **F**ashion Show, **F**ancy Dress, **F**ilm Night

G

Games Night, **G**ardening, **G**ive Something Up

H

Head-Shaving, **H**air Braiding

I

International Food Night, **I**talian Evening, **I**'m a Celeb Challenge

J

Jazz Night, **J**ewellery-Making, **J**umble Sale

K

Karaoke Night, **K**ite-Flying Day, **K**nitting Marathon

L

Late Night Walk, **L**ine Dancing, **L**ottery

M

Masquerade Ball, **M**urder Mystery, **M**arathon

A-Z of Fundraising

N

Non-Uniform Day, **N**etball Tournament, **N**early-New Sale

O

Obstacle Course, **O**ld Clothes Sale, **O**dd Jobs for Donations

P

Pub Quiz, **P**ancake Flip, **P**lant Sale, **P**ot Luck Dinner

Q

Quiz Night, **Q**uilt Making

R

Raffle, **R**ace Night, **R**ugby Sweepstake

S

Sports Day, **S**kydiving, **S**ponsored **S**ilence, **S**wear Jar, **S**crabble

T

Tombola, **T**reasure Hunt, **T**alent Competition

U

Under-the-Sea Party, **U**niform for Teachers

V

Valet Service, **V**egetarian Night, **V**ariety Show

W

'**W**ho's the Baby?' Quiz, **W**ine Tasting, **W**ord Search

X

X-Factor Party, **X**mas Fayre

Y

Yoga Marathon

Z

Zumbathon



Getting Started

Step 1: Set up your fundraising page

See the next page for guidance on how to do this!

Step 2: Spread the word

This can be done before, during and after your fundraising activities. Both online and offline, 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.

Step 3: 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.

Step 4: Tell us about it and send in the money you have 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.

Did you know?

Every £1 you raise helps us to redistribute 4 meals to frontline organisations

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!"

Setting up a JustGiving page

- Step 1:** Go to www.justgiving.com/fareshare-em and click 'Fundraise for us'
- Step 2:** Log into your JustGiving account. If you haven't got one yet, click 'Sign Up' to create one.
- Step 3:** Once you are logged in, you will be directed to a form to set up your page. 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.
- Step 4:** Click 'Create your Page'
- Step 5:** 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!
- Step 6:** Choose a page colour theme – select 'choose a page colour theme,' pick your favourite and 'save changes.'
- Step 7:** 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.
- Step 8:** Under 'edit this page' you can 'add a video' by pasting the URL of your YouTube video link, then 'save.'



Sarah 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."

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



Fundraising and the Law

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

Raffles

You do not need a licence to hold a raffle as long as ticket sales and the draw itself take place during your 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 gamblingcommission.gov.uk for the latest advice.

Keeping Safe

FareShares' public liability insurance can only cover events organised by FareShare. If you are organising your own 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 kit, fire fighting equipment and an emergency procedure in place in case it is necessary to evacuate the building.

Holding an 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.

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.

Top Tips!

Get the ball rolling

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.

Utilise social media

Use social media to share your page and update on your progress. Facebook event pages are particularly good for this!

Could your employer help?

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.

Ask everyone for support!

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!

Keep asking!

Don't worry about reminding 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.

Thank your supporters

It goes without saying but when you are in the middle of preparing and fundraising, it can sometimes get forgotten!

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, why you have chosen FareShare Midlands and links to donate! Try to make it as personal and fun as you can.



Social Media Caption Ideas

- 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 local 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.

Make sure to tag us in your posts!

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 it 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!

FareShare Midlands is a company limited by guarantee (no:757440) and a registered charity (no:1146847).

10 Wilson Road, South Wigston, Leicestershire, LE18 4TP



Thank you so much



to all of our



fabulous fundraisers!

