



# FOODCYCLE 50 CHALLENGE

## FUNDRAISING PACK



# WHAT IS THE FOODCYCLE 50 CHALLENGE ?

Spread a little hap-pea-ness this spring! Taking place from 1st –30th April 2021, you'll have 30 days to complete a fitness challenge focused around the number 50 – how you clock up your 50 is up to you!

From stomping the pavement for 50 minutes every morning to mastering 50 yoga poses in a month, creativity is greatly ap-peach-iated. By taking part, you'll be getting active in April and helping FoodCycle provide nutritious meals and friendly conversation to our guests.

Each participant will also aim to raise over £100 for FoodCycle. The funds raised from the FoodCycle 50 Challenge will ensure we can continue to support the most vulnerable in 2021 – whether through the re-launch of community meals or expanding the number of projects to reach more people.

Whatever form your FoodCycle 50 Challenge takes, we're rooting for you!

## CONTENTS

---

Fundraising	3
Getting involved as a company	4
Making a difference	5
Making the most of the FoodCycle 50 Challenge	6
How your money helps	7
FoodCycle 50 Fuel – recipes	7
Spread the word	8
Get in touch	8





# LETTUCE GET FUNDRAISING!



**£100 – individual minimum fundraising target**

## Set up your JustGiving page

- Just follow the link to the [FoodCycle 50 Challenge Campaign](#)
- Select 'Start Fundraising' on the right-hand side and register or log in to JustGiving
- Scroll down and select that you're 'taking part in an event' - search for the FoodCycle 50 Challenge

Remember to personalise your JustGiving page – add details about your challenge and why you're supporting FoodCycle. Include a fundraising target to aim for (and hopefully exceed!)

## Additional fundraising advice

Whilst we'd recommend donations being made via JustGiving, we can accept cheques made out to 'FoodCycle' and sent to Jess Phillimore at FoodCycle, 2.16, The Food Exchange, New Covent Garden Market, London, SW8 5EL. Please include a note with the contact details of the donor and who they are supporting.

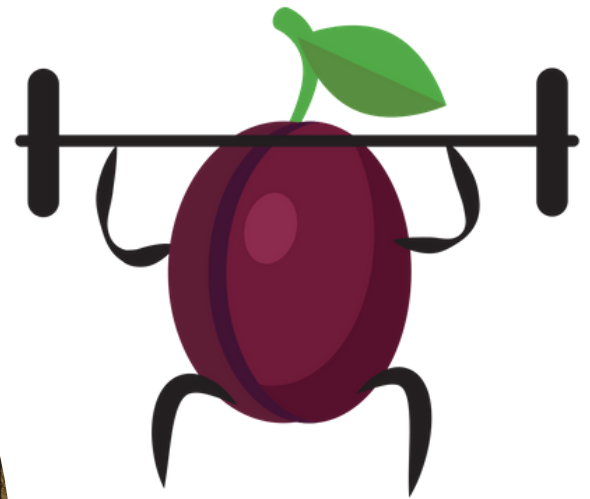


# GETTING INVOLVED AS A COMPANY

The FoodCycle 50 Challenge is a great opportunity to bring together colleagues - motivating each other to complete the challenge and helping to make a difference to vulnerable people across the country.

- Fundraise as a company team – there's strength in numbers! Or encourage multiple teams to enter and add some healthy competition to 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.

**If you have any questions about the challenge, or need tips and advice about fundraising, contact Jess Phillimore: [jess@foodcycle.org.uk](mailto:jess@foodcycle.org.uk) / 07485 325815**



**FOODCYCLE 50  
CHALLENGE**

# MAKING A DIFFERENCE

The Covid-19 pandemic has pushed more people into food poverty than ever in recent times. The Office for National Statistics reports that 2.6 million households are struggling to cover expenses such as energy and food. Meanwhile, 5 million tonnes of edible food is wasted in the UK every year. Many of the people we serve regularly skip meals and have only basic cooking facilities.

**“Someone put me in touch with you because they knew our personal circumstances and that we were struggling. You guys lifted our spirits yesterday ... thank you for all your hard work. You really are making such a difference to people.”**

In the beginning of 2020, 75% of FoodCycle guests said they were lonely. Social isolation during the pandemic has meant more people need our support than ever before. Even as restrictions begin to ease, in the aftermath of the pandemic we know thousands of people across the country will need to rely on FoodCycle’s services.

**“It has made my day hearing from you. I go to the meal every week and I was hoping someone would call me and now you have. It’s such a blessing to receive a call.”**

By taking part in the FoodCycle 50 Challenge and raising funds for FoodCycle, you’re helping vulnerable people access hot, nutritious food and friendly conversation.

# 62%

**guests said they relied on FoodCycle as they simply could not afford to buy food**

# 88%

**guests look forward to coming to a FoodCycle meal**

# 81%

**have tried more types of food thanks to FoodCycle**



**FOODCYCLE 50 CHALLENGE**



# MAKING THE MOST OF THE FOODCYCLE 50 CHALLENGE

## 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.

## FoodCycle 50 – Fun Facts

- If you aim to cycle 50 miles per week throughout April, you'll clock up just over the distance between our FoodCycle projects in the South West!
- It's approximately 50 miles between our projects in London – try walking this distance throughout April – that's 12.5 miles per week.
- If you roller-bladed 50 miles throughout April, you'd cover the distance between our North East projects nearly five times.



# HOW YOUR MONEY HELPS

**£25** could provide 17 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

**£1,000** could provide over 700 meals for vulnerable guests through our Cook and Collect service

## FOODCYCLE FUEL

We know that having a nutritious and balanced diet is the key to staying healthy but it's even more important when undertaking a physical challenge.

Our brilliant chef supporters have provided recipes for some delicious dishes to help fuel your challenge.

From chickpea burgers to parsnip dahl, we'll be uploading a host of recipes on our website and social media channels to help you get match fit.

Find all the recipes [here](#).



# 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.

FoodCycle is on Twitter, Facebook, Instagram and LinkedIn, so remember to tag @FoodCycle and #FoodCycle50Challenge.

## Helpful resources

Use our [range of templates](#) to spread the word about your challenge and help smash your fundraising target. This includes a [template press release](#) you can edit to help engage your local newspaper or radio station about your FoodCycle 50 Challenge.

# GET IN TOUCH

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 #FoodCycle50. You'll also be invited to join our private Facebook group, just for FoodCycle 50 participants.



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



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



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

