



# FOODCYCLE FUNDRAISING PACK

Help us raise vital funds to make food poverty and loneliness a thing of the past

[www.foodcycle.org.uk](http://www.foodcycle.org.uk)

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



@foodcycle



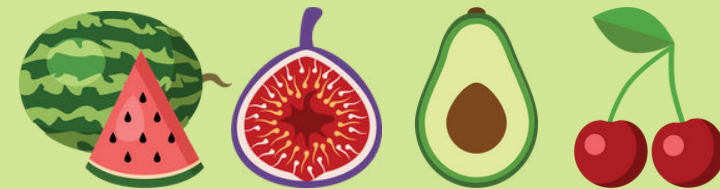
@foodcyclehq



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# WELCOME TO FOODCYCLE



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If you're reading this then you've decided you want to raise some vital funds to help FoodCycle continue to nourish communities countrywide. Just for that, we think you're wonderful. Fundraising is not only integral to helping charities like ours continue, but it is also loads of fun!

In this nifty little pack, you'll find some awesome ideas to help you get creative with fundraising as well as some of our top tips for making your fundraising easy peasy lemon squeezy. We love seeing what our supporters are up to, so make sure you let us know where your fundraising journey takes you!



# ABOUT FOODCYCLE



We support people who are hungry and lonely by serving tasty lunches and dinners in towns and cities across the country.

Many of our guests struggle to afford the basics to eat and many will eat alone without company or conversation.

During the pandemic, we had to change the way we support our guests and run our Projects. Some services were 'On Pause' but where possible, we have run a Cook and Collect takeaway service, providing hot, nutritious meals and food for those in need. As restrictions ease, we are restarting community meals.

We know that many people are struggling with loneliness and are feeling isolated, so also launched our hugely successful Check-in and Chat service, where volunteers call guests for a weekly natter.

**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

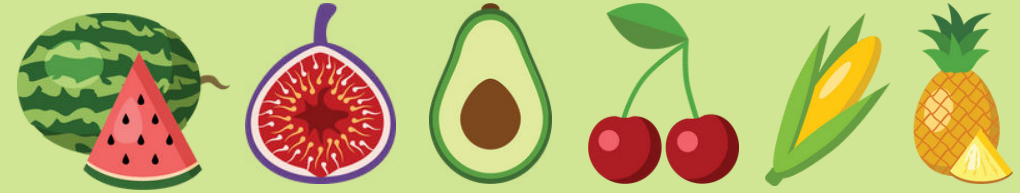
**81%**

have tried more types  
of food thanks to  
FoodCycle





# FOODCYCLE'S AIMS



## **Connect communities**

Help strengthen and build resilient communities by bringing people together to share healthy, delicious meals.

## **Support mental health and wellbeing**

Enhance the health and mental wellbeing of all by creating welcoming spaces for people from all backgrounds and walks of life to have conversations together.

## **Nourish the hungry**

Improve nutrition and reduce hunger by cooking healthy meals for those in need, leading to improved food knowledge and changes in behaviour.

## **Promote sustainability**

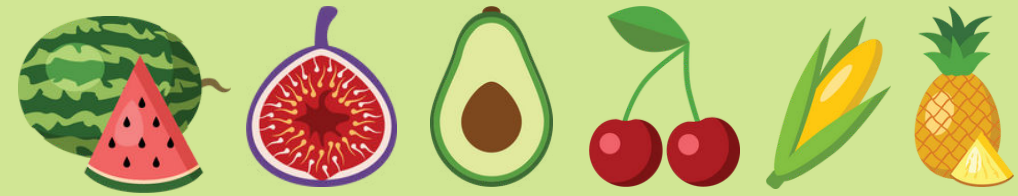
Change attitudes to food and society's impact on the environment by cooking with surplus ingredients.

## **Inspire change**

Share the virtues of our community dining model and the voices of our guests to gain greater support and speed our expansion, enabling us to help more people and more communities.



# WHO WE SUPPORT



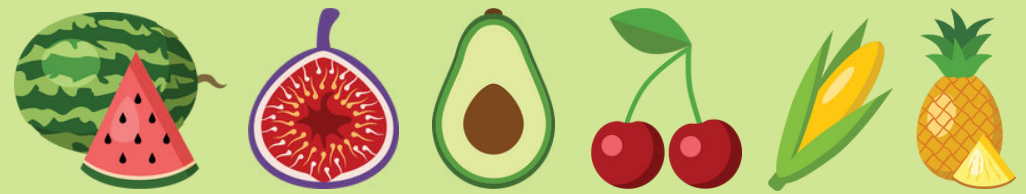
"It has been a lifesaver throughout the pandemic and it's nice to get a warm cooked meal, especially in the colder months."

"When my benefits weren't sorted we were short of food and used to go three or four days without any food."

FoodCycle supports some of the most vulnerable people in society, including low income families, the homeless, people dealing with mental health issues, refugees and long-term unemployed.

At every meal, volunteers and guests sit down together to eat a meal together. Conversation flows, barriers are broken down and friendships are formed.

# FUNDRAISING TIPS



## Set up your own personalised fundraising page

Keep track of your donations and let your supporters know how you're getting on with your challenge. You'll be able to set yourself a target to reach and you can have a look at other people's pages for inspiration. Sites like JustGiving make this easy - see below for how to get started.

### Using JustGiving

Head to FoodCycle's [JustGiving page](#) and click the orange 'Fundraise for Us' button at the top of the page. Once you've created an account you can personalise your page – add details about your challenge and say why you're supporting FoodCycle. Include a fundraising target to aim for (and hopefully go beyond).

### Stay safe

To ensure that your fundraising is safe for both you and others around you, make sure to follow the latest government coronavirus guidelines at the time of your event. If you're handling food always be health and safety aware. You can read up on food hygiene regulations [here](#).

## Spread the word

- Let locals know what you're up to by putting up posters around the local area. Reach out to the community for support - they may be able to help with sourcing a venue for an event or prizes for a competition.
- You could even get in touch with your local newspaper for a feature and become a local celebrity!
- Social Media is a great way to share information about your fundraising, and to ask for donations.
- Why not call your supporters or send them a personalised email? Also, make sure you have a way for people to donate who haven't got online access.



**Keep us updated with your fundraising activities by tagging us in your social media posts!**



@foodcycle



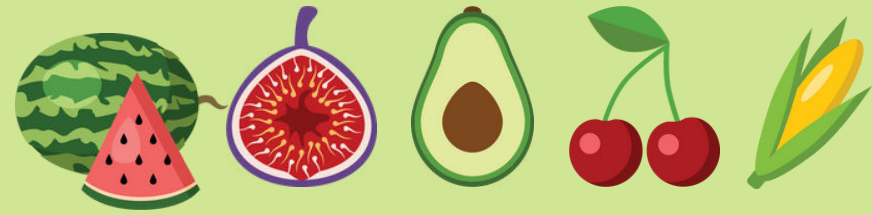
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# VIRTUAL FUNDRAISING



**If you're unable to host a fundraising event in person, why not host a virtual one? There are lots of video conference providers such as Zoom, Teams or Google Meet to connect you to participants**

- Host a virtual quiz with friends, colleagues or family
- If you have a particular meal you love to cook, why not share this with family and friends - host a virtual cooking session and ask for donations
- Get sponsored to last a week without social media, or perhaps with no technology at all
- Host a virtual Zumba or Yoga class
- Start a 'Bad Word' jar. It doesn't need to be a swear word - what about 'Covid' or 'Brexit' to make it relevant?
- Set up a Facebook birthday fundraiser. Try to boost your funds by hosting a zoom call on your birthday



# FOODIE FUNDRAISING



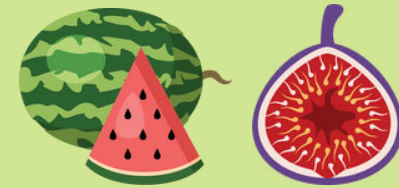
**We're all about food, so what better way to fundraise for FoodCycle than by putting your culinary skills to the test? Here are a few ideas to get you started...**

- Put all that lockdown banana-bread baking to the test by holding a cake sale for the local community
- Run a supper-club! Sell tickets in advance, make sure you have an appropriate venue where you can host and rope in some extra hands to help cook and serve
- Start a Come Dine With Me style competition among your friends and charge for entry tickets
- Share your culinary genius by holding a cooking class or virtual cook-along of your favourite meal for your friends
- Host a weekly cheese and wine tasting night which friends can buy tickets for - a great excuse to catch up whilst also supporting FoodCycle's work





# FUNDRAISING THROUGH SPORT

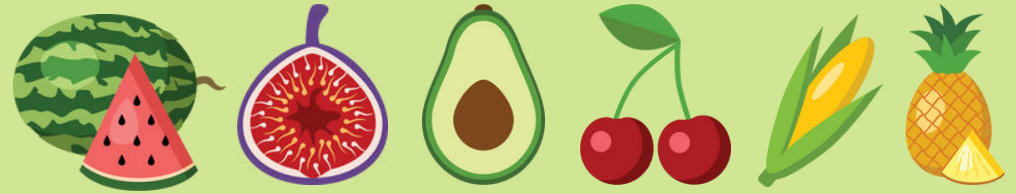


**What better way to raise money than by keeping fit and pushing your body to your limits?**

- Set yourself the challenge of walking, running, or cycling a certain distance each month. Try asking for a pound per kilometre travelled
- Run a fitness class - you don't need any equipment and can always hold it in a park to allow lots of people to join
- Host your own sports day for friends, family or colleagues
- Encourage all of your colleagues or friends to get sponsored to cycle to work for a week
- Run a half or full marathon and, for bonus points, try the challenge dressed as a fruit



# HOW TO DONATE



**Thank you for raising money for FoodCycle! Your fundraising will support lonely and hungry people across the country.**

**By bank transfer to the following account:**

Account name: FoodCycle,  
NatWest Bank, Bethnal Green Road Branch  
Sort code: 50-10-05 Account no: 21246300  
Include your surname as the reference, then send us an email letting us know you've made a bank transfer so we can confirm receipt.

**On our website:**

[www.foodcycle.org.uk/get-involved/donate](http://www.foodcycle.org.uk/get-involved/donate)

**Via our Just Giving page:**

[www.justgiving.com/foodcycle](http://www.justgiving.com/foodcycle)

**By cheque / CAF or other charity voucher:**

Make your cheque or voucher payable to 'FoodCycle' and send it by post to:  
FoodCycle 2.16, The Food Exchange, New Covent Garden Market, London SW8 5EL





# HOW YOUR FUNDRAISING 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 meal portions at our community meals for vulnerable guests

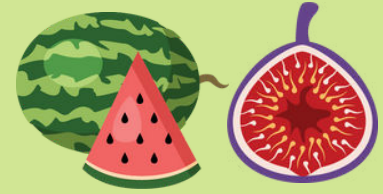
"It makes you feel really loved and cared for. I know it's also helped people from broken families going through difficult times too"

"I'm an NHS worker sometimes finding it hard to go out for food and also money is a problem and I sometimes struggle to afford food"

"I used to come along to the meals and since lockdown I have been coming to collect food. I also collect food for two of my friends who have been unable to leave the house."



# FREQUENTLY ASKED QUESTIONS



## **Q.** What happens to the money I raise?

**A.** All of the money you raise goes towards supporting more lonely and hungry people at our Projects. 87% goes towards nourishing communities with food and conversations, 12% is reinvested in our future and the final 1% is used for governance.

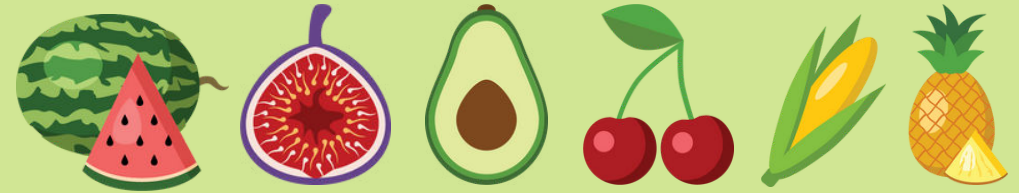
## **Q.** How should I organise Gift Aid?

**A.** Gift Aid is a scheme where charities are able to claim back an extra 25p for every pound donated by a UK taxpayer through HMRC. This can be really valuable for FoodCycle, so let us know if you are eligible for Gift Aid and we can send you a form to complete. Otherwise, supporters can add Gift Aid to their JustGiving donation. There are some exceptions when Gift Aid can't be claimed which you can read [here](#).

## **Q.** How do I ensure my fundraising is legal?

**A.** It's important to be aware of the guidance regarding fundraising. For certain fundraising efforts, such as raffles and street collections, a licence may be required. For more information, refer to your local council's guidance.

# CONTACT US



We're here to support you every step of the way and love hearing about your fundraising, so please get in touch with any questions or updates by emailing [fundraising@foodcycle.org.uk](mailto:fundraising@foodcycle.org.uk) or calling 020 77 292775 .

Follow us on our social media channels for any FoodCycle updates and don't forget to tag us in any posts relating to your fundraising.



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We are proud members of the Fundraising Standards Board (FRSB) and are committed to accountability, transparency and professionalism at all times. You can view our Fundraising Promise [here](#).



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**FUNDRAISING  
REGULATOR**

