

**FOODCYCLE 15
CHALLENGE**

**HELP US CELEBRATE OUR
15TH BIRTHDAY!**



**EVERYTHING YOU
NEED TO KNOW TO
GET FUNDRAISING
FOR OUR 15TH!**



WHAT IS THE FOODCYCLE 15 CHALLENGE ?

JOIN US IN CELEBRATING OUR 15TH BIRTHDAY!

During the last 15 years we have dished up almost 3.5 million meals and with your help we'd like to dish up even more!

We are full of fun 15th fundraising ideas and we would love for you to join in the fun!

Could you run 15km? Host a disco with hits from 15 years ago? Hold a dinner party and charge your guests £15? Cycle 15 miles between our FoodCycle projects?

How you clock up your 15 is up to you and we will support you every step of the way!

It would be fantastic if each participant could aim to raise £115 or more for FoodCycle. All funds raised during the FoodCycle 15 Challenge will help us continue to provide nutritious meals and friendly conversation to our guests for years to come.

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READY, STEADY, FUNDRAISE!

To get your FoodCycle 15 Challenge 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?

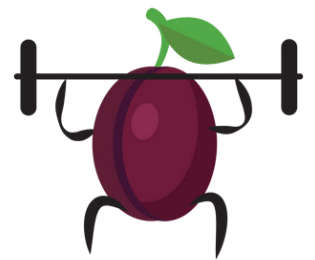


Set yourself a target. Aim high and if you're getting close, aim higher!



Create an online donation page at Just Giving -
www.justgiving.com/foodcycle

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



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

Please email 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 taking part in the FoodCycle 15 Challenge and 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



MAXIMISING YOUR FOODCYCLE 15 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.

A picture paints 15,000 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.

FoodCycle 15 – Fun Facts



If you want to party like it was 2009 (when FoodCycle was born!) topping the charts that year were Black-eyed Peas, Beyonce and Justin Timberlake.

Why not host a throwback disco and charge an entrance fee?
You could have a competition for best dressed from that era!

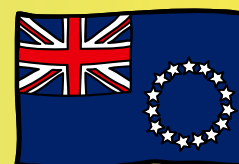
Did you know a Scrabble board is 15 by 15 squares?

A board games night is a great way to fundraise with friends.



Lots of our FoodCycle projects are 15 miles apart. How about a sponsored cycle between Sunderland and Newcastle? Or from Bath to Bristol?

How about a 15 themed quiz? Which chemical element has the number 15? Which flag has 15 stars on it? In which country would dialing 15 get you through to the emergency services?



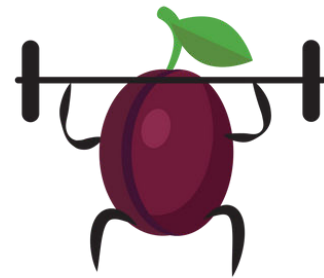


**Just Giving -
[www.justgiving.com/
Foodcycle](http://www.justgiving.com/Foodcycle)**




www.justgiving.com/
Foodcycle

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GETTING INVOLVED AS A COMPANY



The FoodCycle 15 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.

-  Face your FoodCycle 15 Challenge 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 £15 to make the tea

Turn the board room into a cinema for a movie night

Organise an office raffle

Charge colleagues £1.50 for a fancy dress day

Host 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 £15 and fifteen days to see who can generate the most funds

Enter a team into a challenge event

15 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 the challenge, or need tips and advice about fundraising, contact:
Jess Phillimore: jess@foodcycle.org.uk / 07485 325815**



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 15. 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

There is too much to cover here so check out our fundraising FAQs on our website but here are a few things to help you think smart and safe...



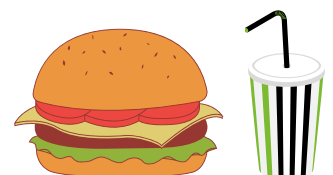
Keep money in a lockable box if possible. If you're using tins or buckets to collect donations ensure you have safety seals (FoodCycle can supply these), and that two people are present to count and transfer the money.

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 its 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.



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**

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HOW TO PAY IN THE FUNDS

Online Fundraising Page

You can set up a fundraising page by visiting 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 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/ - 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 to tell us about your fundraising.

THANK YOU!

WE REALLY COULDN'T DO IT WITHOUT YOU!



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 #FoodCycle15.

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 #FoodCycle15.



fundraising@foodcycle.org.uk



@foodcyclehq



@foodcycle



Registered with
FUNDRAISING
REGULATOR

FoodCycle is a registered charity no. 1134423