



FUNDRAISING IDEAS

The Trussell Trust

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Registered Charity in England & Wales (1110522) and Scotland (SC044246).
Registered Limited Company in England & Wales (5434524)



welcome

Thank You for fundraising for The Trussell Trust!

People like you make changing lives possible. So whether you raise pennies or thousands of pounds, we want to say thank you on behalf of all the people whose lives will be transformed because of you.

This booklet is full of ideas, tips and know-how to make your fundraising easy, fun and effective.

If there's anything else you need to know or if you'd like to discuss ideas of your own just give our fundraising team a ring on 01722 580177.

Happy fundraising!

who will I help?

The Trussell Trust works in Salisbury, the UK and Bulgaria to give people in crisis hope, practical help and a brighter future. You can fundraise for a specific project, or, better still, you can raise the funds and let us use them where they are needed most. Whichever project your money goes to, it will make a big difference:



UK Foodbanks

13 million people live below the poverty line in the UK. Our growing network of foodbanks provide three days emergency food to men, women and children in crisis in the UK. Our vision is to open a foodbank in every town so that no-one has to go hungry.



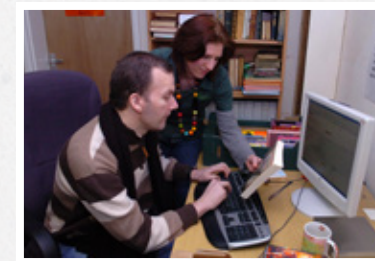
This relieved young family were helped by the foodbank after redundancy followed by benefit delay meant that they could not afford food.

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UK Social Enterprises

From charity shops to jewellery making, our social enterprises help to generate funds whilst providing volunteering opportunities for people with mental, social and physical difficulties.



Bulgaria

150 children are abandoned every month in Bulgaria. Our House of Opportunity Programme provides two years of life skills training, employment experience and accommodation in family-style homes to orphanage leavers in Bulgaria.



After being abandoned to an orphanage where she was 'treated like an animal' and narrowly avoiding being trafficked, Iva joined the House of Opportunity. It transformed her life. She now lives independently, has a job and says she owes it all to HOP.

five easy fundraisers

Let's start with something easy. Fundraising doesn't have to be hard, so why not try one of these simple ideas first? Could you get your friends, family, colleagues or classmates to do it with you too?

- 1** Sacrifice three luxury items from your weekly shop, or give up your weekly coffee/pint and donate what you would have spent.
- 2** Dress up as a superhero/someone famous/something silly/a tin of beans/a chicken for a day and get people to sponsor you.
- 3** Do a 24 hour fast for foodbanks or give up lunch for a week and donate what you save.
- 4** Crazy races - anything from snails or babies to rubber ducks. People pay £1 to enter or place a bet. Give a prize to the winner.
- 5** Get sponsored - fast from facebook, climb a mountain, do a silence, dye your hair Trussell Trust green or do the chores for a week.



Fraser Henney waxed his legs for Bulgaria Summer Camp... ouch!



Why not turn your next party into a fundraiser? Could you ask for donations instead of presents? Ken and Sue Woodward held a 'Pirate' party at the Shrewton Social Club, put out a mini shopping trolley and asked for donations to The Trussell Trust promising to double them - great idea!

sporting



Whether you're a seasoned athlete or an exercise-phobe, there's a sporting activity for everyone. Why not try something new? This is one of the easiest ways to get sponsorship... And it's a great way to get fit(ter).

Run, fundraiser, run!

Join an existing race - there are many open races across the UK from 5Ks to marathons, join one and get sponsored. Or could you start your own? Got kids? Why not organise a buggy push?

Pedal against Poverty

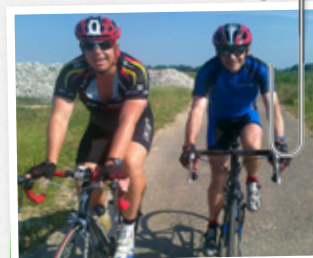
Hold a static spin bike challenge and get sponsored to 'cycle' the distance from your town to Paris/Oslo/Naples/China(!), or, actually do it!

Start a footie/netball/tiddlywinks tournament...

Or if you're already part of a team, why not challenge another team to a friendly? Could your rugby team take on the local police or Royal Marines?!

Or, why not...

Do a sponsored walk, or a swimathon, row the Atlantic (if you're not into big waves, do this in the gym and get a team involved), try a triathlon, organise a golf day, or hold an arm wrestling contest...



Chris Scott cycled 600K in 6 days through the Pyrenees, he says: 'The Trussell Trust is tackling poverty and exclusion in really practical ways. It's got a great vision that I want to support and be a part of. The Trussell Trust is extremely well run. It gets an amazing amount of value from every £1 donated.'

seasonal

spring

Lent

Get sponsored to give up facebook/beer/chocolate etc. Or, empty your pockets of loose change every day during Lent and donate the proceeds.

Easter Egg Hunt

Ask children/friends/colleagues to pay a pound or two to follow the Easter bunny's chocolatey trail. Or, hold an egg-painting contest...

summer

Pimm's O'Clock anyone?

What better way to while away a summer's eve than with a Pimm's party for all your friends? Ask them to pay bar prices and you'll earn a few quid in no time... Or if Pimm's isn't your thing, how about a BBQ?

Open garden

Have you got a blooming brilliant garden? Why not open it to the public and charge entry? You could raise even more by selling cream teas or plants too.

Summer fete

On your village green, or even with friends in your garden or living room, this one's always a winner...

autumn

Bonfire party

Hotdogs, jacket potatoes, bonfires, 'Design a Guy' contests, fireworks. Remember to keep it safe though.

Get knitting!

Join the knitting craze that's sweeping the nation. Take orders for scarves, hats, mittens, tea cosies from friends and colleagues and donate proceeds.

Harvest

Collect non-perishable food for your nearest foodbank.

Schoolgirls Laura and Emily did an 'alternative halloween' by giving gifts of oranges to neighbours and asking for donations for the foodbank in return



winter

12 Days of Christmas

Do 12 charitable acts over the 12 days of Christmas, anything from getting sponsored to wash up Christmas lunch to running a marathon.

Carol singing

Spread a bit of festive cheer by singing in the streets. Or how about at work? Could you sponsor your directors to busk at the office party?

Santa Dash

How many people can you get to dress up as Santa and do a sponsored fun run through your town? Extra points for anyone who makes it round as a two-person panto-style reindeer.

at work

Make work more fun and help a great cause at the same time... Whether you hold a 'bad taste' dress down day, or black tie dress up day, gunge the boss or get them to man reception for a day, the possibilities are endless...

Get baking/knitting/making

Get your sweet-toothed colleagues to part with some change for your tasty cakes. Or sell cards, tea cosies, homemade sweets - whatever you're good at making. Why not have a lunch-break bring and buy sale?

Donate a day's wages

And ask your company to match fund your donation.

Go green

Go green for a day - walk or cycle to work and donate the money you save to The Trussell Trust. Get the whole office involved.

Office olympics

Create an olympic atmosphere, make a paper torch, devise a few contests (most spins in an office chair, elastic band firing etc), ask colleagues to pay to participate. Or, hold a lunchbreak fun run or a 5-a-side tournament.

Could you nominate us as your business' charity partner or Charity of the Year?



LA Fitness and Downton Leisure Centre have both held static spin-bike fundraising challenges and got their staff and members to join in. Why not borrow a spin-bike and ask your colleagues to pay to see how far they can go? Or ask them to get sponsored...

with friends



mmmm...wine tasting

Get a selection of great wines, a bit of cheese and ask friends to pay to come and taste them. Donate proceeds. Easy and fun. Or, why not ask your local wineshop if they'd host a charity wine tasting evening, or donate a couple of bottles to your night?! Always worth an ask!

* Please drink responsibly

'T' for Trussell

Host a tea party for the Trust. Bake scones, cupcakes, cucumber sarnies or whatever tickles your fancy, invite friends and ask them to pay to enter, or go big and invite the whole community!

Foodbank dinner

Create a dinner using items you'd find in a foodbox, show a foodbank video as a starter and ask diners to donate at the end.

Pamper party

Invite the girls round for an evening of nails, facemasks, chocolate and girly chat. Definitely a great way to put the 'fun' in fundraising.



group ideas

Get your church, scout group, dance class, youth group or WI involved and do something together...

Quiz Night

Speaks for itself. Find yourself a quiz master, some prizes, a bite to eat if you fancy it and then sit back and see who's the brains of the bunch.

Dance-a-thon

Get sponsored to dance till you drop. Hold a salsa/samba/ceroc/breakdance demo or workshop and sell tickets.

Fete

Get people to bake cakes, run stalls, guess the number of baked beans in the tin, paint faces, splat the rat and enjoy all the fun of the fair.

Fashion show

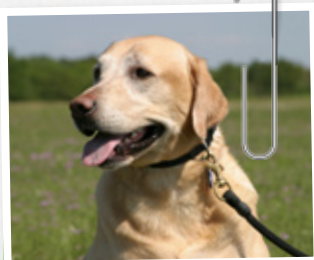
From doing a mini-fashion show with friends to going big and getting shops and designers involved, this is always a great night.

Car Treasure Hunt

Lay a series of clues and challenges, get into car teams, the first team to complete them wins!



Chaos Curb are donating proceeds from album sales!



A group of friends from Dinton came up with the novel idea of a sponsored dog walk and raised £192. Organiser Harriet says: 'I don't think we realise how much people on our doorstep need help', which is why she raised funds for Salisbury foodbank.

Nordic Walking

A growing fad to hit the UK, this walking style uses poles which means you use more muscle groups and it's a healthy, low impact way to get fitter.

Auction of promises

Slave for a day, shave head, bake a bespoke cake, cook someone dinner: everyone has something they can auction off.

Vicar kidnap!

Kidnap your vicar, teacher, scout leader etc and hold them ransom until you raise your fee.



Nominate us for a retiring collection...

Salisbury Symphony Orchestra raised £950 by holding a retiring collection for The Trussell Trust at their autumn concert!

start a local fundraising group



Local fundraising groups become our voice in your community. By organising events from balls to bouncy-castles, you can help us to change lives long term. Start big or small - from two people to twenty - and we'll provide you with resources and know-how to run your own events and raise funds and awareness.

Call 01722 580 177 or email fundraising@trusselltrust.org

for schools

How much can you raise? How about holding an inter-form fundraising contest? Here are a few ideas to get you started but feel free to come up with your own interesting, unusual or crazy schemes.

Talent show

Discover the next Justin Bieber, watch your teachers strut their stuff and find out your friend's weird talents... put on a talent contest and charge entry on the door.

Non-uniform day

An easy way to raise buckets of cash! Get everyone to come to school in their own clothes and pay £1 for the privilege or do a themed dress up day.

Teachers v pupils quiz

Can you outwit your teachers? Try a teachers v pupils challenge and get people to pay to watch.

Charity gig

Pop, punk, choral or classical? Put on a gig and sell tickets in aid of The Trussell Trust, or hold a retiring collection at an existing concert.

Sponsor a House of Opportunity

Could your class 'twin' with a House of Opportunity in Bulgaria and raise funds for a group of young orphanage leavers?

Bishop Wordsworth's School nominated us as their Charity of the Year and raised £880 from their carol concert. They also held a non-uniform day raising over £700. Could we be your school's Charity of the Year?



Tuck shop

Sell cakes, sweets or fruit to fellow pupils at break time, an easy winner.

Gunge a teacher

How much would you pay to gunge or sponge your teacher? Set a target sponsorship amount and when you hit it get gunging!

Spelling bee

Antidisestablishmentarianism, definite, receipt etc... Find the school's top speller, pay a fee to enter or to watch.

Guess the baby

Ask teachers to bring in a photo of them as a baby, make a quiz, sell it and give a prize to whoever matches the most babies to teachers.



Students might be renowned for not having much money but you also have lots of energy, time and ideas which means you can do some great fundraisers! Why not nominate The Trussell Trust to your RAG committee, do a sponsored 'prison break' or 'bed push', hold a street collection... the possibilities are endless, send us your photos!

Universities

out of the ordinary

Challenges that are epic, unusual, daring or strange always capture attention. So, let your imagination run wild. And send us photos of your extraordinary fundraising escapades...

Will and Steve hitch-hiked from Salisbury to Malaysia

Crazy but true they made it all the way without paying for transport once...

Robert Stiby climbed Ben Nevis to celebrate his 70th birthday... And his grandson carried the cake to the summit on his head!

From his six-year-old grandson to 70 year-old Robert, the whole family made it to the top and raised a whopping £4,100.

Alex ran 315km non-stop over three days!

It sounds crazy, and it is. Alex ran from Salisbury to Norwich non-stop without sleeping. Maybe not something to try unless you're an ultra-marathon runner...

And it doesn't have to be something athletic...

Historian Rex Sawyer donated all the proceeds from his book 'Tisbury and the Nadder Valley Through Time' to The Trussell Trust.



Richard, Tim, Kev and Steve covered a whopping 735km each as part of their epic 7 triathlons in 7 days challenge. What a feat! And they raised £6,500 too - amazing!



discover adventure

Fancy an adventure without the stress? Join a Discover Adventure challenge and leave the organisation to them whilst you fundraise for us!

Choose your challenge:

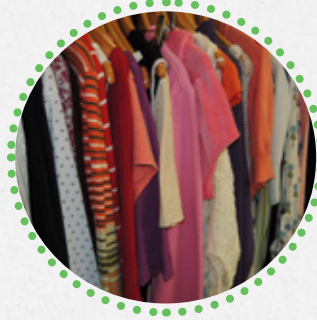
- Spire to Spire Trekathon: Walk from Winchester to Salisbury Cathedral.
- London to Paris cycle ride
- Sahara Desert Trek
- UK coast to coast Lakes and Dales cycle
- Moroccan Three Peaks
- Cycle or trek the Great Wall of China
- Snowshoeing in Sweden
- Climb Kilimanjaro or do the Everest Base Camp Challenge
- Around the clock sailing challenge to Channel Islands

Plus many more at www.discoveradventure.com



Trek Bulgaria: 'A truly amazing trip!' In 2010 trekkers aged between 18 and 60 trekked Bulgaria's Rila and Pirin mountains to raise funds for our Bulgaria projects..

latest crazes



Swishing

Get friends, colleagues etc to bring in clothes to swap. Everyone pays £1 to enter then sells their wares dividing profit between themselves and The Trussell Trust. What better way to update your wardrobe and help a good cause?!

Come Dine With Me

Create your own version of a favourite TV show and ask friends to pay a couple of £1's to join in. You could even do your own X-Factor...

Random acts of kindness

Tweet your twitter followers or facebook your friends and ask them to donate £1 to The Trussell Trust as a random act of kindness that spreads a little love. Or simply get everyone to text £1 (see page 20 for details).

planning your event

1 Dates, times etc

What time of year would be best? What else is happening? Are there other big fundraising events coming up at the same time? Consider any clashes, locally or nationally, that might make it harder for your event to be a success. Remember to give yourself time to manage the planning process and allow sufficient flexibility – particularly if you will need other people to help.

2 Where's it going to happen?

Book your event as early as you can, that way you have more time to plan and to publicise. Is it in a public place? Do you need an events licence?

Check out the practicalities of the venue itself - does it have a kitchen? Toilets? Do you need an alcohol licence? What's its legal capacity? Do you require disabled access? Also, make sure you book the venue before printing posters etc.

3 Promoting your event

Get anyone and everyone you know to publicise what you're doing! Use Facebook, Twitter and other social media – a quick, simple and effective way of promoting events at little or no cost.

Visit The Trussell Trust events page for poster templates...

4 Who can help

Ask your contacts in schools, businesses, churches etc to help you promote the event. Some may even have useful links to caterers etc. Why not ask your workplace to match-fund any donations you get: for every £1 you raise they give you £1 - easy! Lots of local businesses are often happy to donate prizes for raffles etc too.



Get your street, office, school, church or family together to share a 'Big Lunch' in June and ask everyone to bring a tin for the foodbank or donate £1 to The Trussell Trust!

Download your Big Lunch starter pack: www.thebiglunch.com

18 promoting your event

Whether you're seeking sponsorship or selling tickets, promoting your event will help make it a success. The key is to let as many people know as possible. So make it the hot topic of conversation at work, tell your friends, tweet it, make posters, pester the press. Do whatever it takes to make sure that people know what you're up to and why. Here are a few top tips...

Posters, invitations, sponsor forms

We've whipped up a few poster templates and event invitations to make things easy. You can download them at www.trusselltrust.org/fundraise. Or, if you want to make your own we're happy to send you logos or photos of our projects. Contact fundraising@trusselltrust.org. Any fundraising materials you produce and use should by law include our name and registered charity number - The Trussell Trust is a registered charity (No. 1110522)

Ask friends, family, local shops, venues etc to put up posters and give out flyers or sponsor forms.

Social media

Social media is an amazingly powerful tool to promote your event. And it's free!!

Facebook Tips


1. Create an event and invite all your friends
2. Post regular status updates
3. Change your timeline cover
4. Share your JustGiving link

www.facebook.com/trusselltrust

 Like Liking our facebook page is a great way to let us know about your event, find out latest Trussell Trust news and to see what other fundraisers are up to.

Twitter Tips

1. Use a #hashtag when tweeting
2. Tweet regularly about your event
3. Change your twitter background
4. Don't forget to use [@trusselltrust](https://twitter.com/trusselltrust) with your tweets. We will remind our followers about your event.

 [@trusselltrust](https://twitter.com/trusselltrust)

If you use twitter why not **follow us** and keep up to date with everything Trussell Trust related.

Local newspaper

Local press love local news. Contacting your local newspaper or radio station about what you're up to can help promote your event, make your fundraising more successful and it also helps to raise awareness of The Trussell Trust. You might even inspire more people to get fundraising for us too!

Top tips for contacting the press:

1. Make sure that you have a story. Think about other fundraising events that make the news to give you an idea about what kind of story your local press are looking for. Highlight anything interesting or unusual and mention any celebrities, schools, churches or businesses who are part of the event. Don't forget to say when, where and why you are doing your event, including a bit of background information on who The Trussell Trust are and why you are supporting us.
2. Use The Trussell Trust's press release template to help you write your piece Find this at: www.trusselltrust.org/fundraise
3. Contact the newsdesk at your local press. Usually you can find their details online or in the paper itself. Email the press release then always follow-up with a phonecall to make sure that they got it, this also gives you the opportunity to tell them in person why it's a great story for a great cause! For radio, offer interviews with the organiser/volunteers.
4. Don't be scared of talking to local press - they need your stories!
5. Photos: Make sure you take photos of your fundraising and/or invite a press photographer to your event. Even if your photo doesn't make it into the paper we would love to see them!
6. Give our PR team a call if you get stuck or please let us know if you think your event has national interest: **01722 580 182** press@trusselltrust.org

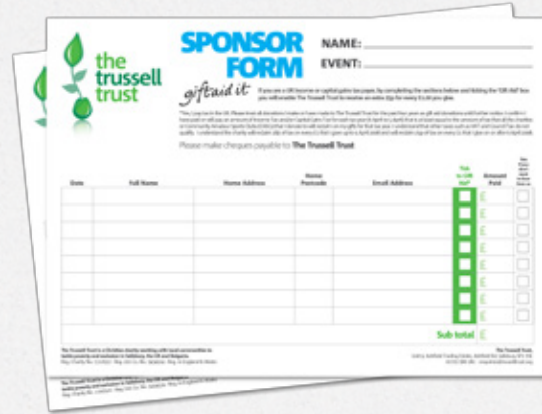
20 money and sponsorship

There are many ways to handle the donations you receive. We've made a sponsorship form that you can download at:

www.trusselltrust.org/fundraise

One of the simplest ways to handle sponsorship or ticket sales is to set up your own JustGiving page online. See below for details or give our events team a call for more information:

01722 580177



giftaid it *Make your gift go further*

Make your fundraising go further... Just ask sponsors who are UK taxpayers to tick a Gift Aid box. This enables us to claim an extra 25p per £1 you donate at no extra cost to you. A £10 donation will be transformed into £12.50! This makes a huge difference and all you need is the person's name, postcode and a tick in the Gift Aid box (see example sponsor form). Please ask your supporters to sign a Gift Aid form if they are eligible to do so.

Remember to ask your supporters to tick the Gift Aid box



Tick to Gift Aid*	Amount Paid	If you don't want to hear from us
<input type="checkbox"/>	£	<input type="checkbox"/>

online



Justgiving:

An easy way to collect online sponsorship money is to set up your own totally secure JustGiving page.

Go to www.justgiving.com

You can ask people to sponsor you by email or on facebook by sending them a link to your JustGiving page. It's fuss free and very effective.

text message



JustTextGiving: donations from mobile phones

A quick and easy way to donate money to the Trussell Trust anytime, anywhere from your mobile phone. To donate text FBUK12 £2 (or £5 or £10) to 70070 it's that simple!

The good news is we receive 100% of every donation and there's nothing else you need to do.



legal matters

Whilst we're sure you won't break the law on purpose, some fundraisers like raffles, lotteries and competitions with prizes have strict rules about how they are organised and some require licences - Find out more at www.gamblingcommission.gov.uk

Make sure you check with your local authority before holding events where collecting money on the streets or running market stalls are concerned.

Remember, the Trussell Trust cannot accept liability for any loss, damage or injury suffered by anyone participating in a fundraising event. Where necessary you should arrange adequate public liability insurance cover.

Remember to include our name and charity number on all your publicity material - The Trussell Trust is Registered Charity No. 1110522

If you're not sure whether your event requires a licence or special permission have a look at The Institute of Fundraising's website: www.institute-of-fundraising.org.uk



by cheque or bank transfer



All cheques need to be made payable to The Trussell Trust. To donate money by bank transfer directly into The Trussell Trust charity account, please call the **Fundraising Team** on **01722 580 178**

health and safety

Fundraising should be fun! Let's keep it that way... The best way to avoid any accidents or mishaps is to apply plenty of common sense. If you're using any equipment for your fundraising event, make sure you follow the manufacturer's instructions and guidelines. Always thoroughly check anything that's a possible source of problems by doing a risk assessment.

If your event is going to involve lots of people, make sure that there are enough qualified, or appropriately briefed people to supervise.

If your event involves food preparation make sure you follow food hygiene rules for safe preparation, storage, display and cooking of food. The last thing you want to do is make people ill – they'll remember the event but for the wrong reason!

If in doubt, seek advice from the website below.

Events which involve strenuous activities such as running, swimming, etc. should clearly state that a medical check-up is recommended - particularly where a level of fitness is required. Often, great ideas arise out of a sense of bravado so it's really important no one is putting themselves or others at risk by attempting something that's too demanding, or even dangerous.

Where appropriate, it's a good idea to have a first aider at the ready or to arrange for St John Ambulance to attend your event.

Useful advice on all things related to health and safety, including risk assessment can be found at: www.hse.gov.uk

Now you should be all set to get fundraising.... HAVE FUN!

thank you



On behalf of everyone at The Trussell Trust, thank you for helping us to change lives.

It's people like you that make what we do possible.

P.S We'd love to hear how your event went and to see your photos... Please send them to us at: fundraising@trusselltrust.org



thank you!

