



THE TRUSSELL TRUST FOOD BANK WINTER FOOD RAISING & FUNDRAISING IDEAS

THANK YOU FOR HOSTING A TRUSSELL TRUST FOOD BANK WINTER FOOD DRIVE & FUNDRAISER



Food banks have to be here for people in local communities who have no other options – but right now they are at breaking point and food donations are not keeping up with the need.

Can you help your local food bank by raising funds, food and other essentials to help them get through these difficult winter months?

Your support can help make a huge difference. By bringing together your community, friends or colleagues to host a food drive and fundraiser this winter, you'll be providing much needed supplies to help ensure food banks can continue to be here for people facing hunger in our communities.

This pack contains information on how to run a food drive for your local food bank - as well as some ideas to help you fundraise at the same time to make even more of an impact. This pack has all the information you need to get started!

Thank you so much for your support.



HOW TO RUN A FOOD DRIVE AND FUNDRAISING IDEAS

-  **1. FIND YOUR LOCAL FOOD BANK** at trusselltrust.org - Find a food bank.
 -  **2. FIND OUT WHAT ITEMS** your local food bank is currently most in need of. You'll find a list on their website. If you have any questions you can get in touch directly via email or phone.
 -  **3. SET UP A WINTER COLLECTION POINT** for your colleagues and friends to drop off their food donations. This could be as simple as a table, large box or a trolley.
 -  **4. USE THE POSTER INCLUDED** on the next page. Just print it off, insert the name of your local food bank and their most-needed items and display above your collection point.
 -  **5. CONTACT THE FOOD BANK** ahead of dropping off food donations to find out when and where it's best to deliver.
 -  **6. WHY NOT FUNDRAISE ALONGSIDE YOUR COLLECTION?**

To help your local food bank even more, here are a few ideas:

Create a [JustGiving page](#) and encourage people to make a financial donation (see page 5 with more details on JustGiving).

Turn your food collection into a competition. £5 to guess how many items are included. Whoever has the closest guess wins a prize!

Organise an event. Get your people together, virtually or in person. Ask everyone to donate to your local food bank JustGiving page.

Organise a quiz night for your friends and show off your amazing general knowledge skills.

Bake Off. Run a classic bake sale but add some competition. Get people to submit their lemon sponge cakes or Victoria sponges for judging. Charge for baking submissions and for selling the cakes.
 -  **7. FINALLY - CELEBRATE YOUR SUCCESS!** Share how much you've collected with your community, friends or colleagues in newsletters, on your intranet, or in a meeting – including any winners if you turn it into a competition!
- You could even try and get a picture of your collection point and winner, and story in your local media. Good luck! The food bank may be able to provide information on the impact of your donation. They can also let you know how you can support the food bank all year round.

THANK YOU SO MUCH...



...for supporting your local food bank by holding a food drive and fundraising event.

Your support will mean the food bank can continue to support members of your community who may be facing hardship and hunger today.



Food donations for

.....

.....Food bank



ITEMS WE NEED*

No fresh food, alcohol-based items or infant formula please.

- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____

*Please make sure all items are in date



You can visit your local food bank's website at trusselltrust.org - Find a food bank



THANK YOU FOR YOUR SUPPORT



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LET'S GO!

Hopefully, you now have lots of ideas of how to gather your colleagues and friends together to have fun and help your local food bank to fight hunger this winter.

Time to set up your local food bank JustGiving page...

JustGiving is usually the easiest way to fundraise for your local food bank.

Please note, if your local food bank isn't registered on JustGiving, be sure to add their registered charity number to your page. This can be found on their website. Visit Find a Food Bank at trusselltrust.org to search for your local food bank.



Here are some top tips on making the most of your fundraising page on JustGiving:

Upload a picture. People need to know who you are, so you should upload a profile photo.

Set a target. People who set a target on their page raise more than people who don't. Make sure to tell people what the money raised could do, so for example: '£250 - This could help your local food bank to stock up on the most needed items during a difficult winter'.

Tell your story. Explain what drove you to raise money for your local food bank. You can edit the 'My Story' section of your fundraising page at any time.

Use your QR code. You can find your personal QR code in the settings menu when logged in to your account area and make it easy for people to find your page and donate.

**THANK YOU FOR
YOUR SUPPORT
THIS WINTER**





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Find your local food bank at www.trusselltrust.org

