



FareShare's Big Birthday Fundraising Pack

30 years and still not past our sell-by date!



Welcome

to FareShare's 30th Birthday Fundraising Pack!

Thank you so much for choosing to join FareShare as we celebrate 30 years of fighting food insecurity and food waste.

Your commitment to our big birthday fundraising campaign isn't just generous – it's life changing. By giving your time and energy to raise money, you're helping turn surplus food into essential meals for people going hungry across the UK.

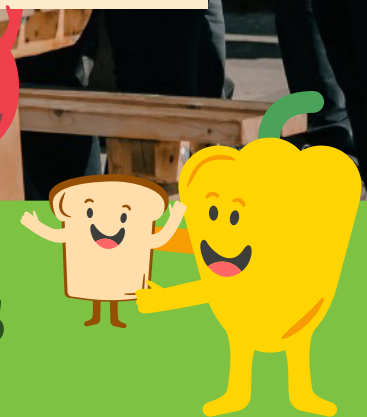
In this pack, you'll find everything you need to get started, spread the word and maximise your fundraising success – all sprinkled with some very silly culinary jokes.

So, let's raise a toast (and some cash!) to three decades of incredible achievements and many more to come. Here's to making this year our most delicious yet!



Since we started, we've given out food equal to **over 665 million meals.**

**30 years
and still
not past our
sell-by date!**



We're kneaded more than ever

FareShare was born of the belief that good food shouldn't go to waste, especially when people are going hungry. What started as a simple idea has grown into the UK's leading force against food poverty.

As we mark our 30th anniversary, our work has never been more needed. Heartbreakingly, one in six people are struggling to get enough to eat. Yet over 4 million tonnes of good-to-eat food is needlessly wasted each year – when it could provide billions of meals for families, children, older people and others who face hunger daily.

By fundraising for FareShare, you're helping to bridge the gap between unused food and empty plates, getting meals to people in need across the UK. With rising prices pushing more families into poverty, your support is truly vital right now.

Thank you for turning surplus into sustenance and **hope into action.**

"A couple of free meals a week helps us keep warmer and keep the lights on in the winter."

Individual accessing FareShare food in Milton Keynes

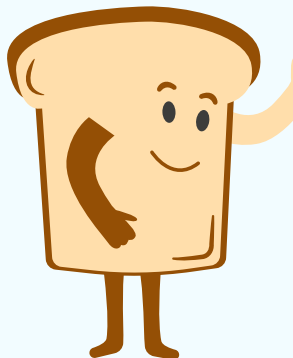
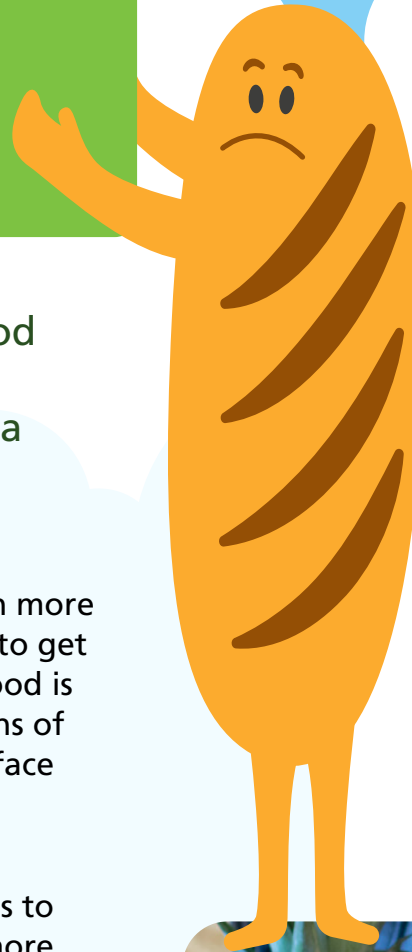
1 in 4

households with young children face food insecurity

Food equal to

11 billion meals

is wasted every year in the UK



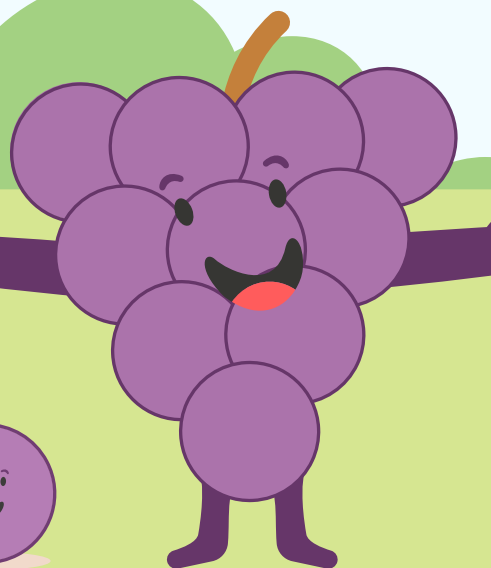
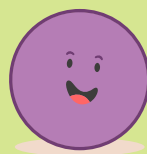
A bunch of grape fundraising ideas!

To mark three decades of fighting food poverty, we've cooked up FareShare's **30 for 30** fundraising challenges!

Choose from a menu of 30 deliciously different ways to raise money, all themed around the number 30. Pick your favourite challenge, or mix and match a few to multiply your impact and have even more fun.

Whether you're a whizz in the kitchen, a keen quizzier, or someone who loves a quirky dress-up day, there's an idea for everyone. Get ready to push your creativity, rally family, friends and colleagues, and raise vital funds to stop people going hungry.

Let's make our
**30th year one
to remember.**

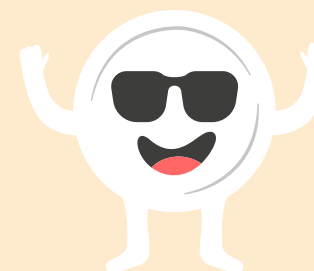


Three ways to set yourself up for success...

Choose wisely: Doing something fun, surprising or really tough will make people more likely to donate or get involved.

Team up: You don't have to go it alone. Get friends or colleagues involved to share in the fun and lighten the load.

Be positive: If you believe in yourself and share your excitement about what you're doing, it will win you more support!



Get cooking!

11. 30 Day veg pledge

Go vegetarian or vegan for 30 days and ask for pledges based on your commitment.

12. 30 Minute coffee morning

Organise a quickfire coffee morning at work and ask people to drop in and donate for a cake and a cuppa.

13. 30 Hour cook-a-thon

Keep cooking for 30 hours straight, focusing on meals that could be made from surplus food – then sell it all at the end.

14. 30 Cupcakes bake-off

Compete with friends or colleagues to bake the tastiest batch of 30 cupcakes, then sell them to raise money.

Get active!

1. 30 Mile run

Jog one mile each day for 30 days to hit a total of 30 miles. Too easy? Do it all in one go!

2. 30 Burpees a day

Commit to 30 burpees daily for 30 days. It's more exhausting than it sounds!

3. 30 Minute silence

Shh! Hold a sponsored 30-minute silence each day at work for 30 days.

4. 30km Cycle

Cycle 30 kilometres, all in one go or over several rides. Choose a hilly route to make things interesting.

5. 30 Day walking challenge

Walk for 30 minutes a day, every day, for 30 days.

6. 30 Hour dance-a-thon

Choose some upbeat tunes, get your friends together and boogie around the clock non-stop!

7. 30 Day swim challenge

Swim for 30 minutes every day, do 30 laps daily or commit to dunking in the sea every day for 30 days.

8. 30,000 Steps challenge

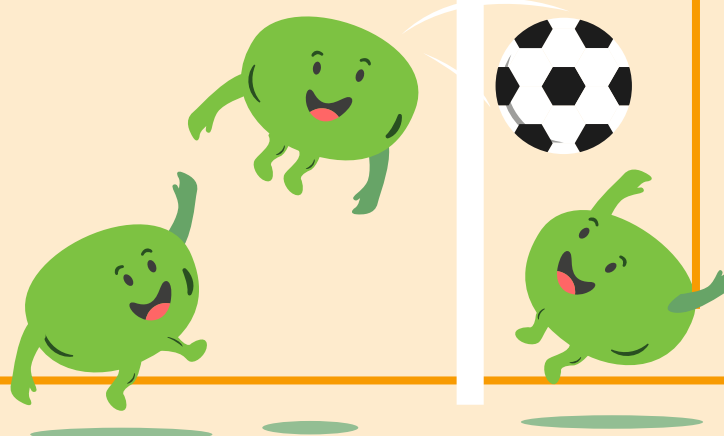
Walk 30,000 steps in a day, or set a bigger goal of 300,000 steps over 30 days.

9. 30 Days, 30 workouts

Get a group together and try a different type of physical activity every day for 30 days – from aerobics to zumba.

10. 30 Hour football match

Get your mates together to keep a kickaround going for 30 hours (with subs if you need a rest!)



Get creative!

15. Dress from 30 years ago

Host a theme day at work where everyone dresses in 90s fashion and pays a few pounds to participate.

16. 30 Hour livestream

Gamers: team up! Team up with friends, stream for 30 hours non-stop and invite others to make a donation.

17. 30 Day abstinence challenge

Is it chocolate? Cheese? Beer? Give up your favourite treat for 30 days and ask people to sponsor you.

18. 30 Question quiz

Design a 30 for 30 quiz and sell it to friends and colleagues for a chance to win a prize.

19. 30 Hours of singing

Get sponsored to sing everything you say for 30 hours straight – no talking allowed!

20. 30 Day digital detox

Challenge yourself to stay off social media for 30 days, or ditch your phone for 30 hours (except in emergencies!)

21. £30 Online sale

Sell one or more things you no longer need on eBay, Vinted or Facebook Marketplace and raise £30.

22. 30 Days of fancy dress

Get sponsored to dress up for 30 days straight. You could go for a full costume, or just wear different hats every day.

23. 30 Clues treasure hunt

Set up a treasure trail with 30 clues, a fee to enter and a prize for the person who completes it fastest.

24. 30 Day hairdo challenge

Wear a different hairdo every day (the more creative the better!), or dye your hair green for 30 days.

25. 30 Songs karaoke night

Choose 30 songs and each singer has to pick theirs from a hat. Charge for tickets on the door.

26. 30 Word story competition

Invite people to submit super short stories and pay to enter, then crown a winner.



27. 30 Books in a year

Bookworms, assemble: challenge yourself to read 30 books in 12 months and get sponsored.



Get giving!

28. 30 Acts of kindness

Get sponsored to perform a different random act of kindness each day for 30 days.

29. Raffle 30 prizes

Ask for gift donations from 30 local companies and raffle them off to raise money.

30. 30 Friends in 30 days

Chat to a new person every day for 30 days, post about each encounter and get sponsored.



A recipe for fundraising success

For collecting donations and sponsorship, JustGiving is the best thing since sliced bread. Setting up a fundraising page is as easy as pie, just follow these quick steps:

JustGiving™

Ready!

Set!

Dough!

1. Get started

Set up your online fundraising page at www.justgiving.com.

2. Set a target

Fundraisers who aim for a specific amount raise 46% more on average.

3. Tell your story

Say why you're raising money for FareShare to encourage others to support you.

4. Show impact

Include statistics or examples of how our work helps, so people can see the difference their money will make.

5. Add photos

Personalise your page with images. Using photos could help you raise 14% more.

6. Start big

Ask someone who can give generously to donate first, as this encourages others to do the same.

7. Share your page

Use WhatsApp, email and social media to ask friends and family to donate.



JustGiving™

JustGiving is
secure, easy to
use and slices
through our
admin costs
because the cash
comes straight
to us.



Not your cup of tea?

No problem! If you're collecting cash, there's a sponsor form and a paying-in slip in this pack, which tells you exactly how to send us your dough.



"Some days I would not have had anything to eat for myself and my family. Now I am eating different kinds of food, I am eating more fruit and vegetables, I am... making more healthier choices."

Individual receiving FareShare food,
Northern Ireland

Sizzling tips to bake loads of dough

The key to fundraising success is how you spread the word about what you're doing. You need clear and inspiring communications that reach as many people as possible. But if publicity's not your cup of tea, don't worry – and we're here to help!

Whether you're reaching out via WhatsApp, email or social media (ideally all three!), we've got simple and effective strategies for encouraging people to donate, and oven-ready templates to help you get started.

Here are our big tips for getting the message out:

1. Spill the beans

Explain why you're so passionate about FareShare and its mission. Say why it matters to you and how our work makes an impact. Personal stories resonate with others, so people will want to support you.



2. Share your goals in a nutshell

Let people know exactly what your event or challenge involves, why it's so challenging for you, and how much money you want to raise. You could even ask everyone to give a specific amount.



3. Don't put all your eggs in one basket

List all the groups you're part of, online and in real life. They could include family, friends, colleagues, neighbours, local groups and online communities. Then share news of your fundraising as widely as you can.



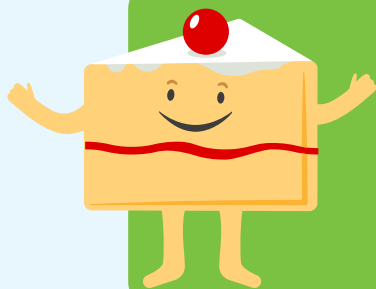


4. Recruit some sous-chefs

Get family and friends to share your fundraising with their networks too, so you reach even more people. Long lost relatives and friends of friends may well want to support you when they hear what you're doing.

5. Go bananas with updates

Get people invested in your challenge by sharing how it's going on social media and JustGiving. Post photos, celebrate milestone moments, shout out donors and give updates on your fundraising total.

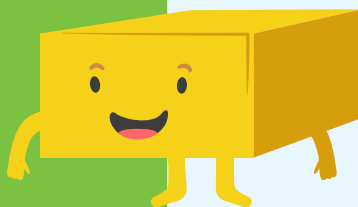


6. Make donating a piece of cake

Include links to your fundraising page on everything you send out, and generate a QR code from JustGiving for posters and leaflets. If you're collecting cash, have a designated pot or bucket.

7. Butter people up

Show your gratitude to supporters at every opportunity. As well as thanking people when they donate, tell them how much their encouragement and engagement mean to you too.



Fundraising at work?

Don't forget to:

- use your work intranet or communication channel to promote your fundraising
- ask your company if they'll match what you raise
- update your email signature to promote your fundraising

"It's not just food; it's family, and I feel cared for in this country – no longer alone!"

Food service user, East of England

Oven-ready fundraising templates

You can use the templates below to create emails and WhatsApp messages promoting your fundraising. Just change the parts in green to the details of your challenge, and personalise it for whoever you're sending it to.

WhatsApp template:

Exciting news!

I'm taking on a challenge: **Running 30 Miles in 30 Days**. It's in aid of FareShare, a charity that fights hunger and tackles food waste.

I'd love your support to help me stay motivated. Here's the link – it takes one minute: justgiving.com/fareshare.

Thanks so much, it means a lot to have your support.

Email template:

Email subject line: **Running 30 Miles in 30 Days**

Hi **Name**,

I wanted to tell you about something I'm doing that's really exciting (and a bit nerve-wracking!): **Running 30 Miles in 30 Days**.

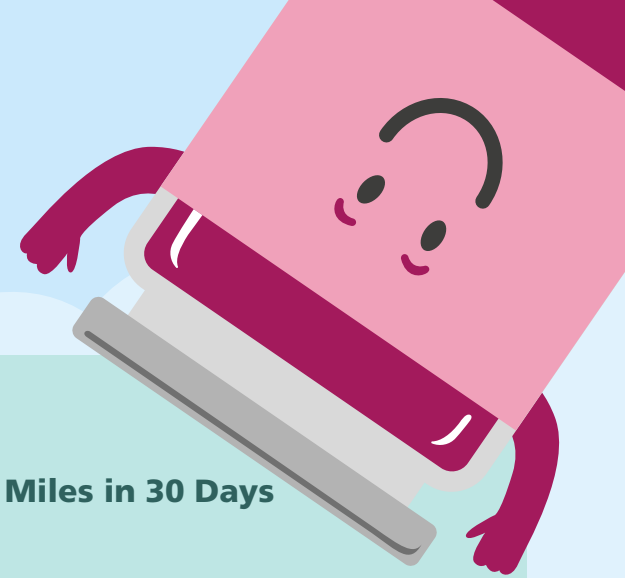
It's a big challenge for me because **I haven't done much running before, and I'll have to commit to a one-mile run at 6am each day to fit around my work.**

I'm raising money for FareShare, a charity that fights food waste and stops people going hungry across the UK. I was shocked to learn that one in six people are struggling to eat right now, so their work is more vital than ever. And it means a lot to me because **I strongly believe no one should go hungry when there is food to spare.**

I'd love it if you could support me by making a donation. It will really help me stay motivated when the going gets tough. Here's a link to my fundraising page – it only takes a minute to donate: justgiving.com/fareshare.

Just £10 could turn surplus food into 50 meals for people in urgent need, so your donation will make a real difference.

Thanks so much, it means a lot to have your support.



Inspiring stories from some good eggs

You have the power to make amazing things happen. Read these inspiring stories to see what's worked for others and get advice to spice up your campaign.

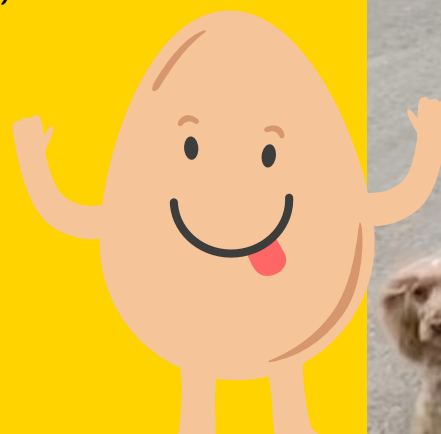
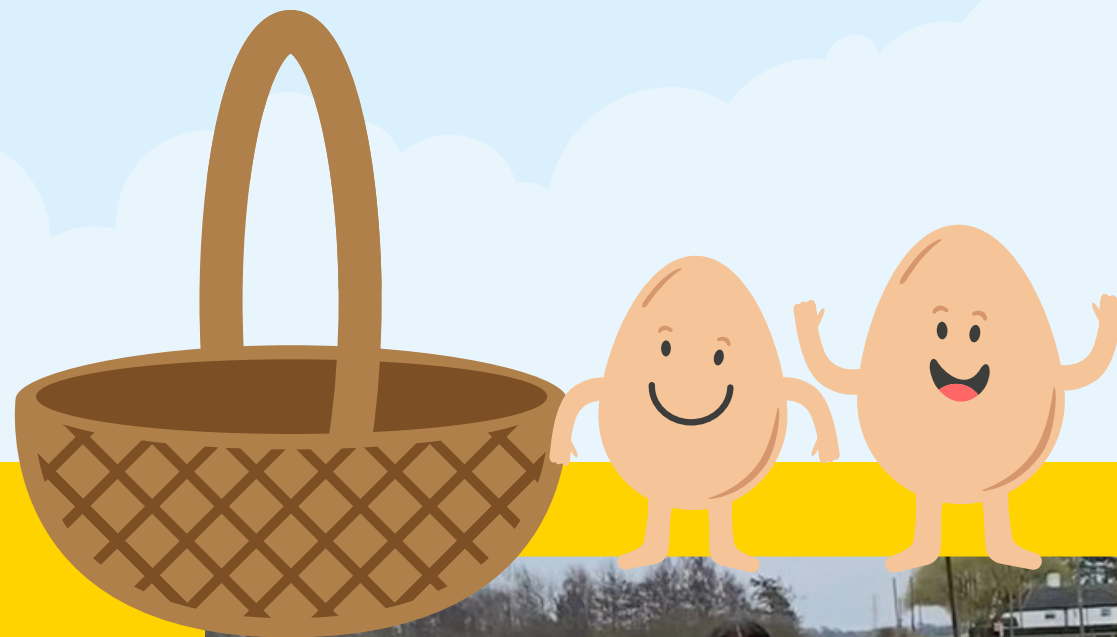
Walking 100 miles in all weathers

Heroic hiker Lydia raised **£465 by walking 100 miles in a month**, come rain or shine.

"I wanted to fundraise for FareShare as it is such a good cause and donations go such a long way," she says. "The challenge encouraged me to walk new routes, getting outside, pushing myself that bit further."

Lydia boosted her fundraising by promoting it at work.
"My company put out a post on our internal social media channel, which really helped me to gain sponsors."

Although she had to brave bad weather, Lydia loved taking on the challenge.
"To be able to raise money for such a good cause is such a rewarding feeling."





£100

could provide enough food
for **500 meals**

79%

of people we support now **worry
less about food**

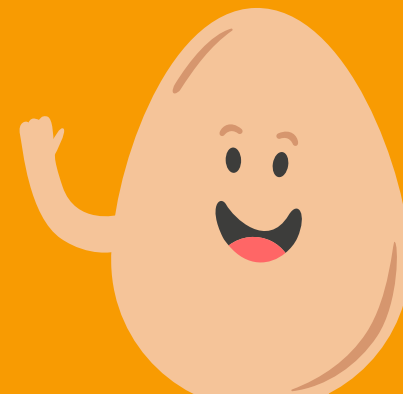
From quizzes to cocktail classes

After setting an ambitious target of **£10,000**, **staff at tech company Phoebe Software** pulled out all the stops to raise money.

Their amazing efforts included a raffle, a disco, bingo, quizzes, a 10,000 steps a day challenge, and even a cocktail masterclass.

Lead fundraiser Dave explains his top tips for companies looking to raise money for FareShare: *“Organise events that people will enjoy doing and would do as a social activity anyway, and then ask for a charity donation.”*

And crucially, don't be afraid to keep asking people: *“Have no shame in chasing staff to get involved with events and chasing for donations,”* he says.



Your kindness will nourish those who need it most

By fundraising for FareShare, you're stepping up to say enough is enough – food belongs on plates, not in bins.

You're helping to make sure people get good food, which changes everything. It improves people's health and supports their mental wellbeing. It means they're less stressed and reduces money worries. And it helps them to feel less isolated.

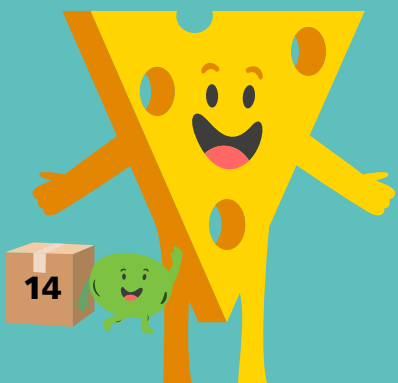
Last year, we redistributed 54,000 tonnes of food, reaching over 1 million people. That's the equivalent of four meals every second!

People supported by our network of charities and community groups said:

84%
ate more fruit and veg

3 in 4
felt less lonely

81%
felt better about their wellbeing



Happier, healthier and stronger

The money you raise will be life-changing. Here's what someone at a food service in Sussex says about the incredible impact of our support.

"The most important change in my life is having a decent meal a day. I no longer have to skip a day or two because my benefits have had to be spent on electricity to charge my wheelchair."

"I'm actually healthier and slowly getting healthier and stronger. Even my GP has noticed a change. I was pretty desperate when I first visited... I probably had one slice of bread and margarine a day and only ate a hot meal every five days."

"I now have a purpose, a sense of worth. Something I didn't have before."

How to send us your dough

The easiest way to collect money for FareShare is by setting up a fundraising page at justgiving.com/fareshare. If that's not your cup of tea, here are some other options...

Pay by cheque:

Make cheques payable to "FareShare" and send them to:
FareShare Fundraising, 19th Floor, Millbank Tower,
21-24 Millbank London SW1P 4QP.

Direct bank transfer:

Contact our fundraising department at fundraiser@fareshare.org.uk, and we'll give you our bank account details for a direct transfer.

Pay in online:

Complete the donation form at: <https://fareshare.org.uk/get-involved/fundraise-for-fareshare/paying-in-your-donation/>. Don't forget to mention your fundraising event in the comments box to help us keep track of your amazing efforts.

Got questions?

For any further support or queries about your fundraising, please reach out to us at fundraiser@fareshare.org.uk.



Thanks a bunch!



Thank you – and good luck!

As you start this journey, remember: every step you take helps to slash food waste and stop someone going hungry. We're so grateful for everything you're doing, and we can't wait to hear all about your success. Thank you for being amazing.

fareshare.org.uk

 @UKFareShare

 @FareShareUK

 @FareShareUK



FareShare is a registered charity in England & Wales (1100051) and Scotland (SC052672)

