



WELCOME TO TEAM

# ZERO HERO



Thanks for cracking down on  
food waste with FareShare.  
Your zero waste fundraising  
starts here.



# Looking for **INSPIRATION?**

This pack has everything you'll need for the Zero Waste Challenge, from fundraising tips to an abundance of zero waste resources. By fundraising through your own battle against food waste, you're supporting FareShare's work across the UK:

- Tackling food waste
- Getting good food to people who need it

## ***Fight your food waste. Strive for zero.***

**Aim:** To take on FareShare's Zero Waste Challenge, strive for zero food waste (or as little as possible) to go in the bin. The rules are simple. Eat anything edible and explore new ways to use your food waste. From banana skins to broccoli stems, we've got plenty of recipes and tips to help you cut out waste completely.

Whilst you work to prevent food waste in your own kitchen, fundraise to help FareShare prevent food from going to waste across the UK. We've got a bunch of different ideas to help you fundraise or self-donate during your #ZeroWasteChallenge.

**Every year enough good food for 10 billion meals is wasted in the UK.**

\*Figures from World Wide Fund for Nature and WRAP





# How to be a #ZEROHERO

## Getting started

Not sure where to begin?

- Create your fundraiser on [JustGiving](#).
- Take stock of the unused ingredients in your cupboards, and read through our [waste-free recipes](#) and [tips](#).
- Download our [weekly meal planner](#) to help plan your waste-free journey.
- Decide how you're going to fundraise – check out our ideas on page 6.



## When?

The #ZeroWasteChallenge kicks off on Friday 1 November. Commit to either two weeks or the whole month if you've got the thyme! However long you choose, we'll be with you every step of the way, and you'll learn plenty of waste-reducing tips and tricks that will last a lifetime.

## Who?

Take on the challenge solo or encourage your household to get involved. [Join our Facebook community](#) to meet other like-minded Zero Heroes and get support.





# One challenge **LIFE LONG HACKS**

Although we're only challenging you to be a Zero Hero for November, you'll learn plenty of tips and tricks that will last a lifetime, saving the planet whilst saving you money.

We know that the Zero Waste Challenge may be a little... well, challenging! That's why we'll be checking in via email every bite of the way and providing extra support in our [Facebook community](#). If you really find yourself in a pickle, you can always donate £5 to your own page and take a day off.



## **TOP TIP**

Before you throw any part of your food item in the bin, check to see if it is edible. If not, can you find another use for it? Crafts? Planting? Composting?





# Waste less **GIVE MORE**

Your fundraising will help FareShare to continue saving good food from going to waste and get meals to over 1 million people across the UK. You're our #ZeroHero.

## Start fundraising

Romaine calm, help is at hand:

1. **Create your fundraiser on JustGiving.** Check out our [handy guide](#) to help make your page a success. Make sure to personalise your page to let everyone know why you're taking part.
2. **Set your fundraising target.** Remember, for every £1 you raise, you'll help FareShare redistribute five meals to those in need.
3. **Spread the word.** Let your friends, family and colleagues know that you're taking part, and share your fundraiser on social media using **#ZeroWasteChallenge** and tagging **@FareShareUK** (or **@UKFareShare** on Facebook).



"I am struggling to pay for everything... I rely on this food and the food bank, I couldn't manage without."

An individual who receives Fareshare food

**Create fundraiser**

**£100 raised**  
**500 meals**



# Share a plate **RAISE SOME DOUGH**

*Tonnes of fun ways to meet your fundraising target*



Whilst you work to prevent food waste in your own kitchen, fundraise to help FareShare prevent food from going to waste across the UK. We've got a bunch of different ideas to help you meet your target:

1. **Self-donate when you waste food.** Pledge to donate £3 to your own fundraiser for each item thrown in the bin, or £5 for every day you take off from the challenge.
2. **Save dough and donate the difference.** Reducing your food waste isn't just good for the planet, but can also help keep pennies in your pocket. We've got plenty of hacks and hints that'll help you turn your food waste into delicious meals so why not donate any money you save on food throughout the challenge?
3. **Host a Zero Waste Bake Sale.** Chef up some waste-free wonders and host a bake sale for your friends, family and colleagues. We've got some great recipes that'll go down a treat whilst using up those leftover ingredients from the depths of your cupboard.
4. **Host a dinner party.** Cook one of our zero waste meal suggestions and ask your guests to donate to attend. You could even host a Zero Waste Come Dine with Me or Ready, Steady, Cook challenge and charge everyone £10 to take part.
5. **Ask friends, family and colleagues to sponsor you.** Share the link to your fundraiser, or [download our sponsorship form](#) to collect donations.





# Ready to step up to **THE PLATE?**

We've got a whole bunch of useful tips and tools, to help you get to your fundraising:

- Sponsorship form
- Zero waste recipes
- Food waste tips
- Weekly meal planner
- Fundraising tips

## Less waste, tonnes more food

Your fundraising means FareShare can continue to redistribute four meals every second to people experiencing food insecurity. By joining Team #ZeroHero, you're doing something applesolutely amazing! Together, we can change lives.

## Hungry for more?

Join the **#ZeroWasteChallenge** movement on Facebook to meet other like-minded Zero Heroes. Get extra support and tips from our berry friendly community.

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Get in touch with our team:



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**FareShare**  
fighting hunger,  
tackling food waste

