

Your guide to workplace fundraising





About Trussell

We are an anti-poverty charity and community of food banks.

We work together to ensure no one in the UK needs a food bank to survive, while providing emergency food and practical support for people left without enough money to live on.

We are 1,400 food bank locations, supported by 36,000 volunteers, 12,000 churches, hundreds of thousands of community groups and schools, and millions of people around the UK.

Together, we are Trussell

Together, we can end the need for food banks.

We are incredibly grateful that you and your company have chosen to join our movement for change – standing alongside Trussell, our community of food banks, and people facing financial hardship, to end hunger together.

Over the past decade, more people than ever have been pushed into extreme poverty, unable to afford the essentials or put food on the table – and the need for emergency support from food banks has risen every year.

This can't go on.

At Trussell, our vision is for a UK without the need for food banks. To achieve this, we must tackle the underlying causes of poverty, while continuing to counter its

effects. This is why we campaign for changes to the social security system, so that everyone has enough to live on. It's also why we offer access to advice on money matters, and work alongside our community of food banks to create lasting change at a local level – as well as helping people in immediate need.

I want to say a huge thank you for playing your part in ending hunger together – and I hope you find the fundraising ideas in this guide both informative

and inspiring. Your company's support makes all the difference. It allows us to continue supporting food banks now, and crucially to work towards a future where food banks are no longer needed.

Thank you.

Emma
Emma Revie
 Trussell CEO



Our events

Tea for Trussell

Host a tea party to raise funds and bring people together in support of Trussell. Whether you're baking at home or buying from your favorite shop, invite friends, family, neighbours, or colleagues to join in!

You can host your event in person – at home, in the garden, at your place of worship – or go virtual with workmates and family far and wide. The goal? Enjoy tea, treats, and good company while raising vital funds to help those in need.

Sweet or savoury, homemade or store-bought – Tea for Trussell is all about sharing moments and making a difference together!

Step Up to the Challenge

Walk, wheel, run or swim 30 minutes every day for a month.

You can do the challenge to your own schedule, wherever you feel comfortable. Choose the month that suits you best and get sponsored for your commitment to taking on the challenge every day.

It's not the distance you travel. It's the time you give, and the money you raise to help build a future where no one needs to use a food bank.

Race Against Hunger

Join the Race Against Hunger and help end the need for food banks. Plan your own route and walk, wheel, or run at a time that works best for you.

Whether you're a seasoned runner or a first-timer, make it your challenge and help us move closer to a UK without hunger.

Do-it-yourself fundraising

As well as our flagship Trussell events, there are plenty of DIY fundraising opportunities. Why not pair one with a team away-day or group activity for a meaningful way to give back together?

Make it social

Get together to put the 'fun' in fundraising!

Foodie fundraiser

Host a brilliant breakfast buffet, bake sale, or 'bring and share' lunch.

Arts and crafts workshop

Get creative in your lunchbreak or after hours with a fun craft-based activity.

Office quiz

Pit your wits against workmates with a general knowledge battle where everyone donates to take part.

Get active

Organise a fun physical challenge.

Trek it out

Organise a company expedition, be it a long-distance walk or shorter stroll – or get in the saddle for a group bike ride.

Treasure hunt

Follow a trail of clues around the workplace or a local park.

Five-a-side

Set up a football tournament with colleagues, friends or family and raise the stakes with an entry fee for charity.

In the office

A desk-based environment needn't limit your options.

Office Olympics

Turn your workspace into an arena of quirky events! Try chair races, paper plane darts, office basketball (using wastepaper and bins), or a speedy typing showdown.

Sack off the suit

Pay a small fee to dress down in casual clothes or dress up in themed outfits.

Snack attack cart

Get a trolley loaded with snacks and drinks, rolling around the office at set times. Team members pay for a treat and support the cause.

Wheel of fortune

Spin for a small fee to win a variety of quirky prizes, like a longer lunch, a fancy coffee, or early finish on Friday!

Boss's brew

Sponsor your boss to make tea for the day.

Office baby challenge

Ask workmates to bring in a baby photo and have a contest to guess who's who. Charge a small entry fee and offer a prize.

Working remotely?

No problem! Try hosting a virtual bake-off, organise a team challenge using fitness trackers, or bring everyone together for an online escape room! Virtual fundraising opens up tonnes of possibilities – which will your team try?



Want to try more #TeamTrussell events?

Check out our full list of events at trussell.org.uk/fundraising-events

To contact the team, email fundraising@trussell.org.uk



Seven steps to fundraising success

1. Choose your activity

Pick something you're passionate about! Whether you and your colleagues follow our ideas or come up with your own, choose an activity that excites you and your team and gets people involved.

2. Plan your event

A great plan helps everything run smoothly. Set a date, gather your resources, and reach out if you need a hand - we're here to help every step of the way.

3. Create your fundraising page

Get your page up and running - it's quick and easy! Share your team's story and updates to inspire donations, and make sure to personalise it with photos and goals.

4. Start spreading the word

Shout about your fundraiser! Use every platform you have - email, social media, WhatsApp, posters - to let people know what you're doing and why. Check out our [downloadable resources](#) for extra support.

5. Get started!

It's time for your challenge or event! Don't forget to take photos to share with your supporters, and post them using #TeamTrussell - on your social feeds and in your Team Trussell Facebook group. And, most of all, remember to have fun!

6. Collect and pay in your donations

You've done the hard part, now you can collect your donations and look with pride at the total that you and your colleagues have raised! You can find information on how to send the donations on page 8.

7. Take a moment

By taking on a challenge or event, you and your workmates have done something really amazing, so take a moment to acknowledge what you have achieved. By raising funds, you are helping us build a future without the need for food banks, and we're so grateful that you are standing with us. **Thank you** for your support.

Ready to make a difference? Start your fundraiser today.

Visit our [website](#) to find out more.

How do I set up my fundraising page?

Setting up a fundraising page

We recommend you set up a Team page under the name of your company on a site like JustGiving. They will manage any donations received, and pass payments directly to Trussell.

You can share the page easily online to help boost donations, and can monitor donations received in real time. Your colleagues can also join the page, and you'll be able to add various activities all year round under the same Team name.

Make sure you update your fundraising page with your company logo, pictures of your Team and details of your challenge(s). Try to show your fundraising progress as much as possible, by updating with new information when you have it. People are more likely to sponsor you if you show them what you are doing and make it more personal.

If you can, make an initial donation yourself to kickstart your fundraising effort - this helps encourage others to support you.

Matched donations

Once you've collected your donations, your company can double the amount you've raised by matching it. We recommend you match your donations at the end of each fundraising event or campaign, so people can see the total going up and appreciate your company's generosity.

Paying in your donations

If you've set up a JustGiving page, you're all set - your donations will come straight to us automatically!

If you've collected donations directly, you can pay them in through various options:

Visit our website to find out how to donate online, by phone, or by post.

For direct bank transfers, use the following details:

Account name:
The Trussell Trust
Sort code: 16-00-21
Account number: 41129077

When making a donation, please email us at fundraising@trussell.org.uk with the amount and your reference, so we can track your donation.

Did you know?

When you set up a JustGiving page, you get your own **QR code** to make donating easier.

Top fundraising tips

You could see a...

14%

increase in donations if you add a photo to your page.

65%

increase in donations by writing a story on your JustGiving page. It helps your supporters understand why you're fundraising.

17%

increase in donations if your page includes a target.





Your fundraising changes lives

Deborah, who has personal experience of using a food bank, explains the difference your support can make, and the hope it brings when it's most needed.

As a full-time carer for her son, Deborah was struggling to get by on Universal Credit. She soon found that she couldn't afford the essentials - and had no option but to use a food bank.

“

I will never ever forget the support I had. Food banks may be described as organisations that support people - but they are actually so much more than that. They are literally keeping families alive.

The people that work there are not just doing their job but actually putting their heart and soul into it. The love and support I felt from them is unlike anything I have ever experienced. I think I can assuredly say that without the food bank I don't think I would be here today.

”



Your fundraising calendar



We're here to help you every step of the way. For more inspiration, please visit our [fundraising ideas page](#).



Get in the saddle for a fundraising challenge

Happy New Year

January

Now's the perfect time to plan team days or group activities for the year - and you can support Trussell at the same time!

Flipping good fun

February

Hold a pancake race with colleagues - perhaps with a contest for the best decorated pancake or highest pancake tower.

Spring is in the air

March

If you're feeling active, why not challenge yourself to a long bike ride? Ask colleagues to sponsor you or even join in themselves - or make it a competition with other offices.

Race Against Hunger

April

Get together as a team, set your distance and race in any way that you like. Walk or wheel, jog or run, at dawn or at dusk, at any time of year - the choice is yours!

Bank holidays with a purpose

May

Make the most of the long weekends! Join #TeamTrussell at the **Edinburgh Marathon** or test your stamina on the **London to Brighton Ultra Challenge**.

Tea for Trussell

June

Host a Tea for Trussell - it's so easy to get involved, whatever the time of year! Invite colleagues to bring in cakes and other items to sell, and help us end the need for food banks.

Summer BBQ

July

Host a summer BBQ, with games or activities that colleagues pay to enter. Alternatively, raise funds while enjoying outstanding natural beauty by joining the Peak District or Yorkshire Challenge treks.

Outdoor action

August

Get together with workmates and enjoy the weather with the South West Coast 50 Ultra Challenge or the London Summer Walk.

Step Up to the Challenge

September

Walk, cycle, run or swim for 30 minutes, every day for a month. Get active in your lunch breaks, or after work. Compete with colleagues or against other offices to double the fun!

Lunch 'n' film

October

Sell tickets to a lunchtime film with snacks and nibbles in the office. If fitness is more your thing, grab your trainers for the Bournemouth or Royal Parks Half Marathons!

Games galore

November

What better way to do some team building or spend time with colleagues than with a fundraising games lunch? Organise a board game bonanza, a quizmaster marathon, or flex your detective skills with a mystery theme.

Festive fun

December

Hold a Christmas cake and goodies stall. Instead of a Secret Santa, donate what you would spend instead. Alternatively, send a virtual Trussell Christmas card - raising funds and awareness.

Any questions?

Drop us a line at fundraising@trussell.org.uk

Thanks so much for joining #TeamTrussell. Your company's generous support will make a real difference: for our community of food banks, and for everyone they help.

Get in touch

We hope you will find everything you need for your fundraising activity in this guide. But we are always here for you!

For more about the work of Trussell and how we're working towards our vision of a future without the need for food banks, please visit **our website**.

To find out more about volunteering opportunities, food donations and other ways to get involved, visit:
trussell.org.uk/support-us

trussell.org.uk

    **trussellUK**

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