

Your guide to workplace fundraising





Welcome to Braintree Area Foodbank

Play your part in this incredible mission by fundraising in your own way, or by joining one of our events. Whether you're planning an in the office event or getting out and about, you're never alone – we'll support you every step of the way.

This guide is packed with ideas, tools, and tips to help make your fundraising a success. We're here to help and, together, we can create lasting change.

Thank you for standing with us – your support means everything.

Find out more Discover how your fundraising helps our foodbank.

Visit our website
braintreearea.foodbank.org.uk

Together, we can end the need for our foodbank.

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

Since opening in 2012 we've seen more people than ever being pushed into poverty, unable to afford the essentials or put food on the table. This has caused the need for emergency support from our foodbank to rise each year.

This can't go on.

At Braintree Area Foodbank, our mission is to lift people out of hardship. To achieve this, we are taking steps to tackle the underlying causes of poverty that our clients present with, while continuing to counter its effects.

We offer advice on money matters, debt, benefits, employment, mental health, addiction and more whilst working alongside our clients to create lasting change in their lives.

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 support makes all the difference. It allows us to continue supporting those struggling most in the Braintree District, working towards a future where they no longer need the foodbank.

Thank you.

Henry Hopkins
Charity Manager



Our events

Afternoon Tea

Host a tea party to raise funds and bring people together in support of Braintree Area Foodbank. Whether you're baking at home or buying from your favourite 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 – Afternoon Tea is all about sharing moments and making a difference together!

Rise 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.

Unite at work

Unite with colleagues for team building fundraising events!

Whether advocating for us to be your charity of the year, or hosting an office event.

Discover creative ideas to make a difference together at work.



Want to get involved in more events?

Check out our full list of events at braintreearea.foodbank.org.uk/support-us/fundraise or email us for more information.

Do-it-yourself fundraising

As well as our flagship 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?



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 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.

Tag #BraintreeAreaFoodbank on social media too!

5. Get started!

It's time for your challenge or event! Don't forget to take photos to share with your supporters - post online too! And don't forget to have fun!

6. Collect & pay in your donations

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

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.

Every step you take
brings us closer to a
future without hunger



Your support in action:

£12

helps us provide a parcel of 3 days emergency food to someone who can't afford to eat, keep warm or pay the bills.

£20

allows us to deliver food & essentials to a housebound client who can't get out due to health conditions

£35

helps us provide a parcel of 3 days emergency food to a family of 4 who can't afford to eat, keep warm or pay the bills.

£50

helps us keep our support hub, Food & More, open each day. Providing vital support services to clients in need, including homelessness, employment, mental health, addiction and more.

£67

could increase a households yearly income by up to £700 through our dedicated, in-house, Citizens Advice Advisor.

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 us.

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:
Braintree Area Foodbank Ltd
Sort code: 40-52-40
Account number: 00029229

When making a donation, please email us at:
info@braintreearea.foodbank.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

Megan, 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.

Megan was served a section 21 notice, a no fault eviction, which led her and her children to end up in a hostel. Having previously worked full time, she had to move onto benefits. She soon found that she couldn't afford the essentials - and had no option but to use a food bank.

“

Having worked full-time, obviously it affects your pride, emotional wellbeing, you know, you feel a bit ashamed really.

You know, to be in that situation, that's how I felt at first, but everyone was so friendly and make you feel calm and if you want a cup of tea and stuff. So it was a good experience.

It was really amazing having citizens advice there because I needed to sort out my debt relief order, as the place I was working with stopped doing them, and it was just so nice to go in there and for him to help me with that and luckily it got completed.

So that was definitely, you know, a weight off my shoulders.

I don't think everybody knows the extent of what the food bank can help you with.

”



Your fundraising calendar



We're here to help you every step of the way. For more inspiration, please visit our **fundraising ideas page**.

January

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

February

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

May

Bank holidays with a purpose
Make the most of the long weekends! Join the Edinburgh Marathon or test your stamina on the London to Brighton Ultra Challenge.

June

Afternoon Tea
Put the kettle on and host a fundraising tea party! Invite colleagues to bring in cakes and other items to sell and help us support those most in need.

September

Rise to the Challenge
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! **Find out more.**

October

Lunch 'n' film
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!



March

Spring is in the air
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.

April

Unite at work
Unite with colleagues for team building fundraising events! Discover creative ideas to make a difference together at work. **Find out more.**

July

Summer sun
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.

August

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

November

Games galore
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.

December

Festive fun
Hold a Christmas fair or pop-up stall. Instead of a Secret Santa, donate what you would spend instead. Alternatively, send a virtual Foodbank Christmas card - raising funds and awareness.

Any questions?

Drop us a line at info@braintreearea.foodbank.org.uk

Thanks for joining #BraintreeAreaFoodbank.
You and your company are truly amazing!
Your support means so much to us and
everyone we support.

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 our work 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:
braintreearea.foodbank.org.uk/support-us

braintreearea.foodbank.org.uk



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