

Football vs Hunger

Welcome to Trussell FC

Fundraising pack



Welcome to your **Football vs Hunger** fundraising pack



Football has always been more than just a game.
It's a force for change.

Millions of people across the UK are facing hunger and hardship because they cannot afford the essentials (such as food, or heating their homes) - but there are solutions that could change this. Hunger isn't just a food problem; it's a money problem. If everyone has enough money to live on, we'll end hunger for good.

Four out of five football fans agree that food banks should not need to exist in the UK.

Our Football vs Hunger campaign calls on you to stand with us and call for a future where no one needs a food bank to survive.

Last year, we called on football fans and teams to join Trussell FC and sign our Football vs Hunger charter. This year, as the FIFA World Cup approaches, we're calling on football fans to galvanise and raise funds in their local communities, to help Trussell end hunger across the UK.

Football has always been about more than just the game. It's about community, belonging, and being part of something bigger.

That's why we're launching Trussell FC, a World Cup fundraiser with a bigger purpose than football. As the world comes together to celebrate the biggest tournament on the planet, millions of people will be facing hunger and hardship this summer. Trussell FC is about turning the energy, passion, and unity of the World Cup into something meaningful. It's about fans helping fans, and communities backing communities. We're building a team, and every donation, every share, every conversation helps tackle hunger and supports people who need it most.

We're asking you to support Trussell's Football vs Hunger fundraiser in your community - whether that's with your friends, family, your office, church, community group, school, or your football team!

Together, with your support, we can help relegate hunger to history.

Fundraising ideas



1. Host a five-a-side tournament

Host a five-a-side tournament with your team, friends or colleagues. You can charge an entry fee for teams and a small donation for spectators. You can maximise donations by running other events at the same time, like keepy-uppy competitions and penalty shoot-outs.

3. World Cup sweepstake

Run a World Cup sweepstake this summer! Whether it's with colleagues, family or friends, pick your teams from a hat and create a sweepstake using the resource on pages 10-11.

2. Wear Your Kit to Work Day

Bring the excitement of the World Cup into the office with a Wear Your Kit to Work Day. Encourage your colleagues to wear their team's kit or scarves to the office for a day. You can charge a small donation or even tie it into a match day to encourage friendly competition.

4. Host a watch party

Host a watch party somewhere with a big screen! This could be in your office, your local community centre, or even your local pub if you have permission.

Charge a donation for a ticket and create an atmosphere around the game.

5. Fantasy World Cup League

Organise a fantasy football league based on World Cup matches. Participants can pay an entry fee to join and select their teams before the tournament begins, with points being awarded based on real-life player performances.





7. World Cup bingo

Create bingo cards featuring common match events like goals, fouls, corners, or VAR checks. Sell cards before the game starts and have participants mark events as they happen. Award prizes for completed lines or full cards, and donate the profits from the game.

9. World Cup bake-off

Organise a bake-off inspired by countries in the tournament, and encourage participants to create themed cakes and treats. Charge an entry fee for bakers and award prizes for best taste or presentation. Donate the proceeds of the bake-off to Trussell.

8. Football themed quiz

Organise a football-themed quiz for your office, family or friends, and test how much your friends know about their favourite teams or players. Charge a small donation per team or entry.

10. Football games night

Host a football game night, either alongside a match screening or during half-time! Charge a small fee to participate in activities like FIFA tournaments, table football, or trivia. Offer small prizes for winners and donate entry fees to Trussell.

6. Penalty shoot-out contest

Set up a goal and invite participants to test their skills in a penalty shoot-out competition. Charge an entry fee for a set number of shots, with prizes for top scorers or most creative kicks.

You can run this as a standalone event or alongside a larger football-themed day. Add leader boards, knockout rounds, and even a 'beat the goalkeeper' feature for extra excitement.



How to set up your fundraising page

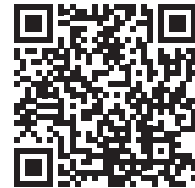
1. Follow the link to our Football vs Hunger page and click 'Register your Fundraiser.'
2. Click 'Add' to create your fundraising page and set up an account.
3. Follow the prompts and create your fundraising page. Add a photo and a story to maximise the impact of your fundraising page.



Set up your fundraising page

Click the link below or scan the QR code

[Register your Fundraiser](#)



Tips for hitting your fundraising targets

- **Add a story, a cover image and a profile picture!** A personal touch helps supporters connect instantly. Did you know fundraisers who share their story typically raise 144% more?
- **Share your fundraising page on social media!** Let everyone know about the incredible thing that you're doing. Sharing your journey could inspire someone to donate.
- **Provide updates!** Make sure to thank donors who support you, and share updates on the day of your event, or as your fundraiser is happening.

Frequently asked questions

Keeping your fundraising legal

It's important to remember you might need to consider certain legal rules and regulations when planning your event.

We've provided some information below to help, but do get in touch with our fundraising team if you have any questions, or visit the [Institute of Fundraising's website](#).

- **Rules and licenses.** Some fundraising events, such as raffles, lotteries, and competitions with prizes, have strict legal rules about how they're organised, and some require licenses. You can find out more at www.gamblingcommission.gov.uk
- **Local authorities.** If you're holding an event where you'll be collecting money on the street or running a market stall, for example, make sure you check with your local authority first to make sure you have permission.
- **Liability and insurance.** Trussell cannot accept liability for any loss, damage, or injury suffered by anyone participating in a fundraising event. If needed, you should arrange adequate public liability insurance cover. Remember to include our name and charity number (Registered Charity No. 1110522) on all your publicity material.

Tips for a safe fundraiser

It's important to consider the health and safety of others and yourself when organising a fundraiser.

Here are some helpful tips to avoid any mishaps.

- **Equipment.** If you're using any equipment for your event, make sure you follow the manufacturer's instructions and guidelines.
- **Checks.** Always check anything that might be a source of problems by doing a risk assessment first.
- **Supervision.** If your event is going to involve lots of people, make sure there are enough qualified or appropriately briefed people to supervise.
- **Food hygiene and preparation.** Make sure you follow food hygiene rules for safe preparation, storage, display, and cooking. The last thing you want to do is make people ill - they'll remember the event for all the wrong reasons!
- **Medical check-ups.** If an event involves strenuous activities (like running, swimming, etc.), you should let people know clearly that a medical check-up is recommended. It's really important that no one is putting themselves or others at risk by attempting something that's too demanding or even dangerous.
- **First aid.** Where appropriate, it's a good idea to have a first aider on hand, or even to arrange for St. John Ambulance to attend your event.
- **Risk assessment.** Risk assessment advice and more can be found online at www.hse.gov.uk

Share your Football vs Hunger story with us

We love hearing about your fundraisers and events, and it's always amazing for us to see what our supporters have been up to! When you share pictures or your story with us, you are helping to let others know the importance of the charity's work. Your photo/s may be shown in magazines, newspapers, and other printed and online material. This includes on the internet, on social media, on television, and in any other promotional materials.



Share your images

Please share your images and story with our fundraising team using the link below or by scanning the QR code, or email fundraising@trussell.org.uk for more info.



Share your images



Recipe ideas

Football pitch traybake (serves 20)

Ingredients

- Butter (300g)
- Caster sugar (300g)
- Eggs x6
- Self-raising flour (300g)
- 1 tbsp vanilla extract
- 2 tbsp milk
- 350g of icing sugar
- Green and white icing pens
- Chocolate footballs or Maltesers

Method

1. Preheat the oven to 180C/160C Fan/Gas 4 and grease a 30x20cm/12x8in rectangular cake tin with butter. Line the tin with baking paper.
2. In a large bowl, cream together the butter and sugar. Add the eggs one at a time, mixing until the egg is completely mixed.
3. Stir in the vanilla extract and fold in the flour using a large metal spoon, stirring until no traces of flour are visible. Gently stir in the milk to loosen the mixture.
4. Spoon into the prepared cake tin, spreading evenly with a spatula. Make a slight dip in the centre with the tip of the spatula.
5. Bake for 35 minutes. Let cool before icing.
6. Cover the cake with green icing to look like grass, and pipe football pitch lines using your white icing. Add chocolate footballs for decoration.

Football shirt shortbread biscuits (20 biscuits)

Ingredients

- 125g unsalted butter
- 55g caster sugar
- 180g plain flour
- Coloured icing tubes

Method

1. Preheat the oven to 190C/170C Fan/Gas 5.
2. Beat the butter and the sugar together in a bowl until smooth.
3. Stir in the flour until thoroughly combined. Turn onto a clean work surface and knead the dough just enough to bring the mixture together into a smooth ball of dough.
4. Use a rolling pin to gently roll out the dough until it is 1cm / ½in thick. Cut into the shape of football shirts.
5. Bake in the oven for 15-20 minutes, or until pale golden-brown. Set aside to cool on a wire rack.
6. Once cooled, decorate as your national team's kit and add your favourite player's number.

Football cake pops (Serves 12)

Ingredients

- 400g of pre-made chocolate sponge cake
- 200g of white chocolate
- 100g chocolate icing, or a black icing pen.
- Lollipop sticks or skewers

Method

1. Break the chocolate cake into pieces and blend in a food processor until it turns to crumbs.
2. Divide the mixture into 12 balls and place them in the fridge to firm up for a few hours.
3. Make a hole in each of the balls with a lolly stick or skewer and dip the stick into melted chocolate, before placing it back in the hole, to ensure it sticks. Leave to set for 30 mins.
4. Re-melt the chocolate and, using a teaspoon, pour the chocolate over the cake pop. Work quickly to get a smooth finish. Place the sticks in an upturned colander to ensure they dry evenly.
5. Once the white chocolate is dry, use the black icing pen to pipe the distinctive black hexagons.

















































World Cup sweepstakes

How to run your sweepstake

1. Print and cut out the team tickets, fold them, and put them in a hat.
2. Ask participants to pay an entry fee per team, for example £10 per team, to create a prize fund.
3. Once participants have picked a team, use the table below to keep track of which teams they've picked.
4. When the tournament ends, present half the prize money to the person with the winning team, and the other half of the prize money to Trussell.

Team	Drawn by	Team	Drawn by
Algeria		Japan	
Argentina		Jordan	
Australia		Mexico	
Austria		Morocco	
Belgium		Netherlands	
Bosnia and Herzegovina		New Zealand	
Brazil		Norway	
Canada		Panama	
Cape Verde		Paraguay	
Colombia		Portugal	
Croatia		Qatar	
Curaçao		Saudi Arabia	
Czechia		Scotland	
DR Congo		Senegal	
Ecuador		South Africa	
Egypt		South Korea	
England		Spain	
France		Sweden	
Germany		Switzerland	
Ghana		Tunisia	
Haiti		Turkeiye	
Iran		United States	
Iraq		Uruguay	
Ivory Coast		Uzbekistan	

<p>Group A</p>  <p>Mexico Fifa rank: 15th</p>	<p>Group A</p>  <p>South Africa Fifa rank: 60th</p>	<p>Group A</p>  <p>South Korea Fifa rank: 25th</p>	<p>Group A</p>  <p>Czechia Fifa rank: 41st</p>
<p>Group B</p>  <p>Canada Fifa rank: 30th</p>	<p>Group B</p>  <p>Bosnia-Herzeg. Fifa rank: 65th</p>	<p>Group B</p>  <p>Qatar Fifa rank: 55th</p>	<p>Group B</p>  <p>Switzerland Fifa rank: 19th</p>
<p>Group C</p>  <p>Brazil Fifa rank: 6th</p>	<p>Group C</p>  <p>Morocco Fifa rank: 8th</p>	<p>Group C</p>  <p>Haiti Fifa rank: 83rd</p>	<p>Group C</p>  <p>Scotland Fifa rank: 43rd</p>
<p>Group D</p>  <p>USA Fifa rank: 16th</p>	<p>Group D</p>  <p>Paraguay Fifa rank: 40th</p>	<p>Group D</p>  <p>Australia Fifa rank: 27th</p>	<p>Group D</p>  <p>Turkiye Fifa rank: 22nd</p>
<p>Group E</p>  <p>Germany Fifa rank: 10th</p>	<p>Group E</p>  <p>Curaçao Fifa rank: 82nd</p>	<p>Group E</p>  <p>Ivory Coast Fifa rank: 34th</p>	<p>Group E</p>  <p>Ecuador Fifa rank: 23rd</p>
<p>Group F</p>  <p>Netherlands Fifa rank: 7th</p>	<p>Group F</p>  <p>Japan Fifa rank: 18th</p>	<p>Group F</p>  <p>Sweden Fifa rank: 38th</p>	<p>Group F</p>  <p>Tunisia Fifa rank: 44th</p>
<p>Group G</p>  <p>Belgium Fifa rank: 9th</p>	<p>Group G</p>  <p>Egypt Fifa rank: 29th</p>	<p>Group G</p>  <p>Iran Fifa rank: 21st</p>	<p>Group G</p>  <p>New Zealand Fifa rank: 85th</p>
<p>Group H</p>  <p>Spain Fifa rank: 2nd</p>	<p>Group H</p>  <p>Cape Verde Fifa rank: 69th</p>	<p>Group H</p>  <p>Saudi Arabia Fifa rank: 61st</p>	<p>Group H</p>  <p>Uruguay Fifa rank: 17th</p>
<p>Group I</p>  <p>France Fifa rank: 1st</p>	<p>Group I</p>  <p>Senegal Fifa rank: 14th</p>	<p>Group I</p>  <p>Iraq Fifa rank: 57th</p>	<p>Group I</p>  <p>Norway Fifa rank: 31st</p>
<p>Group J</p>  <p>Argentina Fifa rank: 3rd</p>	<p>Group J</p>  <p>Algeria Fifa rank: 28th</p>	<p>Group J</p>  <p>Austria Fifa rank: 24th</p>	<p>Group J</p>  <p>Jordan Fifa rank: 63rd</p>
<p>Group K</p>  <p>Portugal Fifa rank: 5th</p>	<p>Group K</p>  <p>DR Congo Fifa rank: 46th</p>	<p>Group K</p>  <p>Uzbekistan Fifa rank: 50th</p>	<p>Group K</p>  <p>Colombia Fifa rank: 13th</p>
<p>Group L</p>  <p>England Fifa rank: 4th</p>	<p>Group L</p>  <p>Croatia Fifa rank: 11th</p>	<p>Group L</p>  <p>Ghana Fifa rank: 74th</p>	<p>Group L</p>  <p>Panama Fifa rank: 33rd</p>

World Cup bingo

How it works

1. Print this pack and use the template to create your own custom bingo cards.
2. Choose a big game, host a watch party, and hand out your bingo cards.
3. Ask participants to pay an entry fee, for example £10 per bingo ticket, to create a prize fund.
4. Ask participants to tick off actions as they happen - for example, VAR checks, corners, goals, and fouls.
5. Award half of the prize fund to the first player to get a full house, and donate the other half to Trussell.

Example bingo card

Penalty awarded	Handball	Extra time	Red card shown
Camera shows celeb in the crowd	Player dives	Yellow card	Manager looking stressed
Missed penalty	0-0 at half-time	VAR controversy	Missed open net
Shot missed	Commentator says 'unbelievable'	Handball appeal	Dramatic celebration

Template bingo card

World Cup bingo



trussell.org.uk

      **TrussellUK**

Trussell is the operating name of The Trussell Trust, a registered charity in England & Wales (1110522) and Scotland (SC044246).
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