

Your community fundraising guide



Welcome to #TeamTrussell



We're thrilled to have you on board with #TeamTrussell as we work towards a future without the need for food banks.

Find out more

Discover how your fundraising helps support food banks.

Visit our website
trussell.org.uk

Play your part in this incredible mission by fundraising in your own way, or by joining one of our Trussell events. Whether you're planning a solo challenge or getting your community involved, 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.

Together, we can end hunger

More people than ever before are unable to afford the essentials. The need for food banks has risen sharply in recent years - but, together, we can change that.

By playing your part, you're helping food banks across the UK provide support to people in financial crisis. With your help, we're building stronger communities and creating a future where no one faces hunger.

Trussell annual statistics for 1 April 2023 to 31 March 2024:

3.1M

emergency food parcels provided to people facing hardship

1.14M

parcels provided for children

94%

increase in parcels provided compared to five years ago



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



Your support in action:

£12

helps support a food bank to provide an emergency food parcel to someone who can't afford to eat, keep warm or pay the bills.

£218

helps support a food bank to respond to increased need for one week.

£37

helps support food banks to provide an emergency food parcel to a household.

£766

helps fund the bespoke system that produces vouchers and connects food banks with local organisations who refer people for support. This vital system helps everyone who needs emergency food access it quickly.

Seven steps to fundraising success

1. Choose your activity

Pick something you're passionate about! Whether you 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 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 - post online using #TeamTrussell and in your Team Trussell Facebook group. And don't forget 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 you have raised! You can find information on how to send the donations on page 7.

7. Take a moment

By taking on a challenge or event, you 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.

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!

Top tip

Make a donation to kick-start your fundraising - this helps encourage others to support you.

How do I set up my fundraising page?

Go to justgiving.com

Create your page on JustGiving to make donating quick and easy. Share your story, updates, and progress all in one place, making it simple for your supporters to get involved!

Make sure you update your fundraising page with a picture and details of your challenge - people are more likely to sponsor you if you make it personal.

Top tip

Make a donation to kickstart your fundraising - this helps encourage others to support you.

Shout about it

Spread the word! Share your fundraising page on social media, email, and with everyone you know - family, friends, colleagues, and your networks.

Use #TeamTrussell and tag us using @TrussellUK on Instagram, X and Facebook, so we can follow along and cheer you on.

Capture the moments that matter - take photos during your prep and on the big day, and share them with your supporters. They'll love being part of your journey!

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.

Some workplaces offer matched donations, increasing the amount raised - so please check if yours offers this.

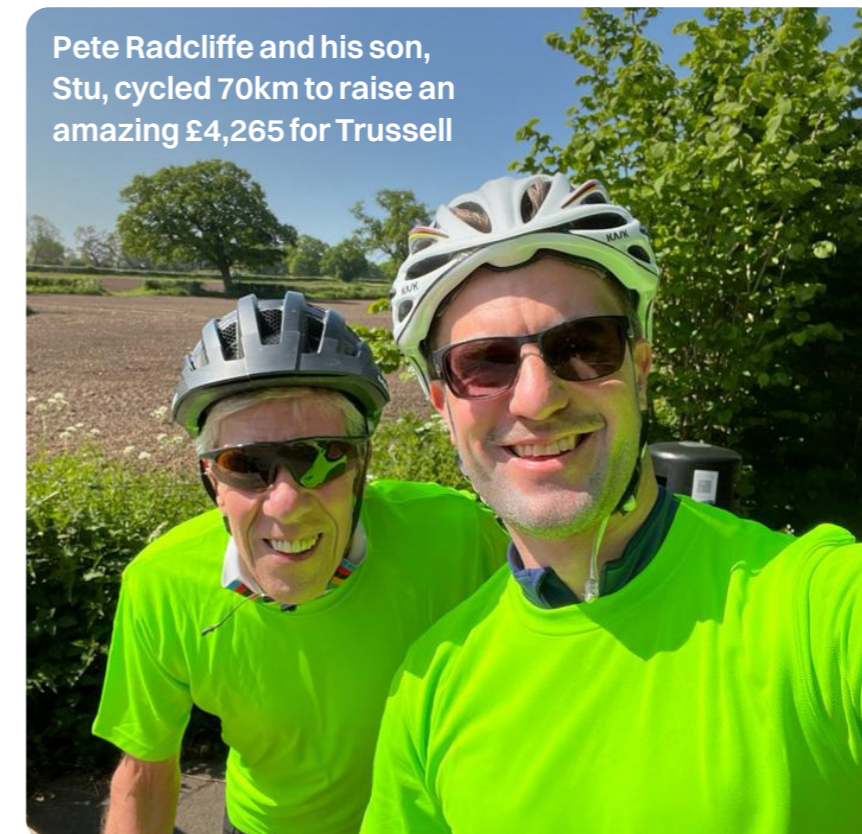
For direct bank transfers, use the following details:

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



Pete Radcliffe and his son, Stu, cycled 70km to raise an amazing £4,265 for Trussell



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, your way

Choose an activity that inspires you and make a real difference.



Make it social

Use your social gatherings to help others - turn brunch or a BBQ into a fundraising event, or get creative by giving something up for donations.

- Brunch
- BBQ
- Tea party
- Dinner party
- Give something up
- Live-streaming



Get creative

Have fun with your fundraising and make it an event to remember! Encourage creativity and community involvement. The quirkier, the better.

- Head shave challenge
- Car boot sale
- Craft sale
- Community bake off



Bring people together

Whether it's a friendly auction or a community garden party, bringing people together for a good cause is a fun way to make a big impact.

- Auction
- Car wash
- Easter egg hunt
- Garden party
- Games night
- Theatre groups
- Student fundraising



Celebrate life and support others

Turn your special occasions into opportunities to give back. Celebrate your milestones while helping those in need.

- Weddings
- Civil partnerships
- Birthdays
- Anniversaries



Let's get moving

Get active for a great cause! Whether you're organising a casual dog walk or diving into a big adventure, your challenge can make a real difference.

- Bike ride
- Bungee jump
- Football match
- Golf day
- Wild swim
- Zumba
- Skydive



Can't find what you are looking for?

Have a look through our **full list of ideas** for inspiration, and make them your own!

“

I'm fundraising for Trussell because I believe everyone deserves access to basic essentials, especially during times of crisis. With the cost of living rising and more people struggling to make ends meet, food banks provide vital support to individuals and families facing hunger.

”

Jane

One of our #TeamTrussell heroes, who walked 100 miles to raise vital funds



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 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 - 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.

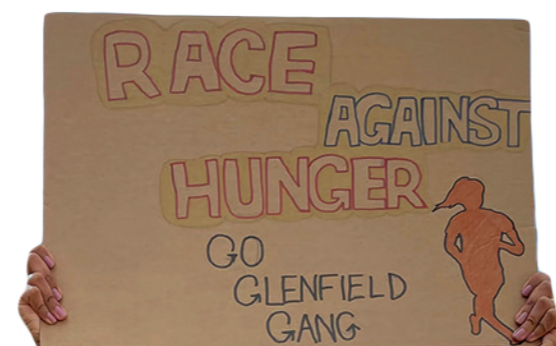
You can do the challenge to your own schedule, wherever you feel comfortable. Choose the month that suits you best and get sponsored for your commitment to taking on the challenge every day.

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.



Want to get involved in more events? Check out our full list of events at trussell.org.uk/support-us/fundraise or email us for more information.



Your fundraising calendar



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

Happy New Year

January

Start the year with purpose! Set yourself a personal challenge and turn your goals into support for families facing hunger.

Flipping good fun

February

Celebrate Pancake Day with purpose! Host a pancake-making contest, flip pancakes for donations, or enjoy a sweet treat with loved ones while supporting Trussell.

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

Put the kettle on and host a fundraising tea party! Invite friends, family and colleagues for cakes and a cuppa at your **Tea for Trussell** event.

Step Up to the Challenge

September

Walk, cycle, swim, or run every day for a month. Choose your pace, your time, and your place while helping others take steps toward brighter futures. **Find out more.**

Get cosy

October

Host a cosy autumn-themed gathering like a pamper night, a movie marathon, or a coffee morning. If fitness is your thing, take on the **Royal Parks Half Marathon** to support communities facing hunger.



Spring is in the air

March

Feel like stretching your legs? Take on a cycling or running challenge this spring. Ask your loved ones for sponsorship or set up a sweepstake on your finish time!

Race Against Hunger

April

Your race, your rules! Choose your distance, time and place - then walk, jog or run to help create a future where no one needs a food bank. **Find out more.**

Summer sun

July

Make the most of the sunshine with a garden party, or go on an outdoor adventure! From BBQs to taking on the **Peak District or Yorkshire Challenge treks**, you can make your summer one to remember.

Outdoor action

August

Grab your friends and enjoy the weather with the South West Coast 50 Ultra Challenge or the London Summer Walk.

What do you know-venber?

November

What better way to gather some family and friends than to host a general knowledge quiz or games night? Organise a board game bonanza, a quizmaster marathon, or flex your detective skills with a mystery theme.

Festive fun

December

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

Supporter success stories

Our amazing #TeamTrussell heroes help raise funds for Trussell in any number of ways - whether it's hosting an event for friends and family, or taking on a physical challenge. Here are just two of their stories.

Neil's story

Neil Atherton has worked for Arriva for 23 years, training bus drivers in Arriva's technical systems, and has so far raised more than £11,000 for the charity by walking popular bus routes; he's even been nicknamed the Bus Walker.

Neil, from Widnes in Cheshire, already walked 260 miles of Merseyside's bus routes in 2021 and 2022. In July 2023, he put his walking boots on again and walked Arriva bus routes from north to south across seven UK regions - starting in Durham and ending in London. "In my job, I speak to people who struggle to make ends meet, and I know many of them rely on food banks to feed themselves and their families," says Neil. "So I'm determined to do my little part to make sure people have the food they need."



Laurie's story

Laurie ran the Edinburgh Marathon 2023 to raise funds for Trussell, while his wife Laura ran the Isle of Skye 10k. Between them, they raised £470 to support people facing hardship.

"The food banks in the Inverness area do a great job of supporting people, especially given the difficulties lots of people are facing just now," says Laurie.

“

Given the amount of people suffering in food poverty and the amount of work that Trussell do for local food banks, we wanted to do our bit to help. The atmosphere at both events was amazing and there was so much support from the crowds and local communities. Even though both events were on really warm days, the cheering kept us both going and made both races great experiences.

”

Keeping it legal



Rules and licences

Raffles, lotteries, and competitions with prizes have strict legal rules about how they're organised and some require licenses.

Find out more [here](#).



Local collections

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

The Trussell team is here to support you but cannot accept liability for your event. If needed, you should arrange adequate public liability insurance cover.



Our charity details

Remember to include our name and charity number (Registered Charity No. 1110522) on all your publicity material.

Find out more on how to keep your event safe and legal.

Any questions?

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

Thanks for joining #TeamTrussell. You are truly amazing! Your support means so much to Trussell, the food banks in our community 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 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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