

**ATTENTION**

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FEAST

With Us

Charity registration number 1172884

# FEAST Fundraising Toolkit





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# Hello and welcome to FEAST!

Thank you for considering fundraising for FEAST - we're absolutely thrilled to have you here.

We hope this handy guide inspires and helps provide some starting points so you can get the most out of your fundraising. From all of us, good luck!



Thank you for choosing to support FEAST!



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## In 2025 we

Cooked 27,788 nutritious meals

Prevented 45,783kg of surplus food from going to waste

Saved 114,457kg CO<sup>2</sup> from entering the atmosphere

Worked with 236 volunteers



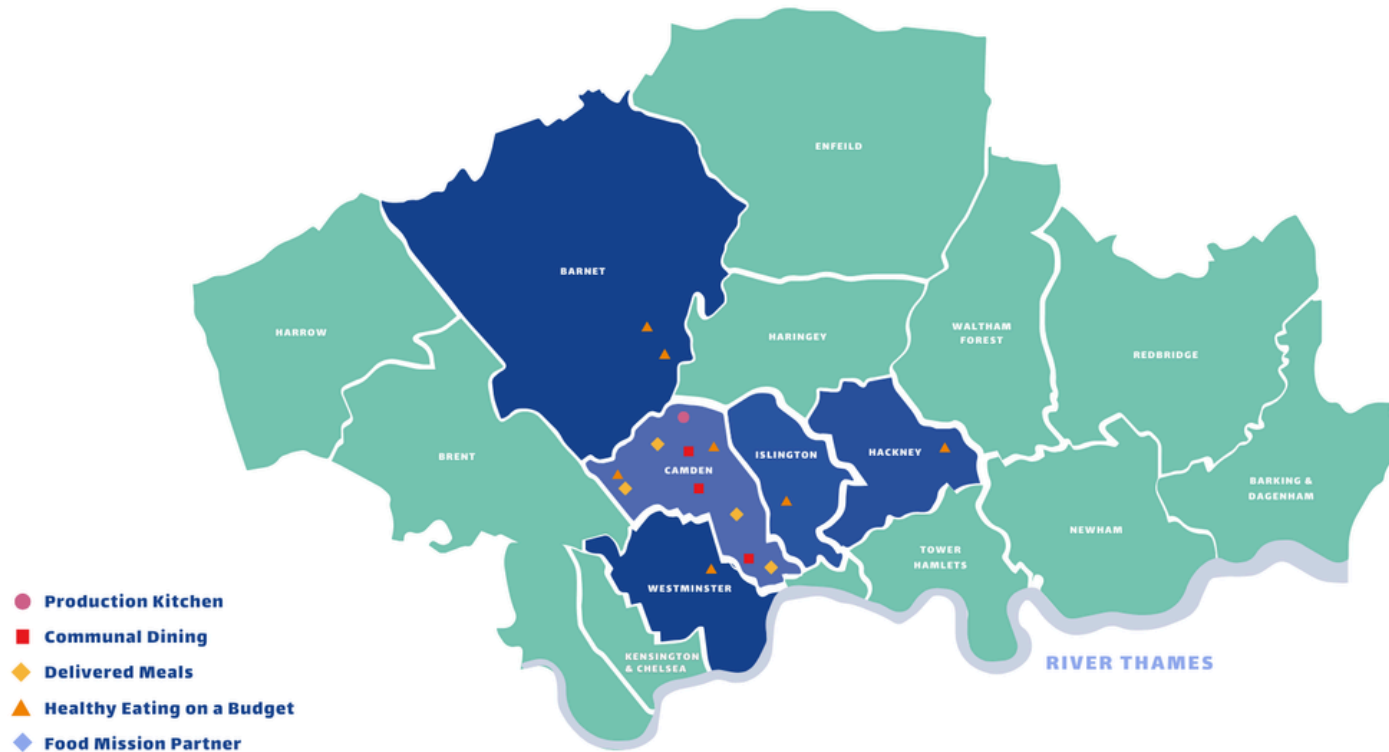
*“I’m sleeping better,  
I’m eating better, I’m  
thinking better.  
Before, I couldn’t see a  
future, but now I can.”  
-Brian, service user*



# Where we work

FEAST work with community partners across five London boroughs to deliver our services, Healthy Eating on a Budget programmes and food partnership networks.

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Your fundraising efforts will contribute to our mission to deliver and expand our services and programmes, with and for vulnerable people experiencing food insecurity.



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## Your impact

Fundraising is vital to FEAST and can have a great impact to improve the nutrition, well-being and health of people at risk of food insecurity.

### How your fundraising could help

**£250** could provide essential kitchen equipment for 5 kitchens, including knives, foil and chopping boards.

**£500** Could pay for 5 people to attend one of our Healthy Eating on a Budget sessions.

**£1000** could provide 200 nutritious meals for people experiencing food insecurity.

*“When you are living on low budgets, these meals help me a lot, even once a week.”*

*- Agnes, service user*





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# Getting started

We know it can be hard to know where to start, so here's three steps to getting your own fundraising page up and running.

- 1.** Go to <https://localgiving.org/charity/feast-with-us/> and then click '**Fundraise for us!**'.
- 2.** **Complete the short form** to set up your fundraiser, then **personalise** your page with a title, your story and a target.
- 3.** **Upload some photos**, adding a photo of yourself, to make it recognisable to people you know.

## Tip: Use your story!

Sharing your story and the reason behind your fundraising efforts can be highly effective. Take the time to write it and use it as the launch pad for your fundraiser.





# Localgiving template

This template is specifically for your Localgiving page. It outlines who we are and what we do, to help people donating understand what they're giving to.



## Fundraising page name:

[Tip: combine your personal name in this so that it recognisable]

## About:

### Part A: Start with your why: why are you fundraising for FEAST?

**Tip:** choose a photo, of you!

### Part B: Copy and paste this wording:

FEAST's mission is to improve the nutrition, wellbeing and health of people at risk of food insecurity. They work with charity and community partners to provide services and programmes in homeless hostels, mental health day centres, community centres and faith centres in Camden, Islington, Barnet and Westminster. FEAST is so much more than just a meal and through their mission they are: Feeding and Empowering All Sustainably Together.

Thank you for supporting my fundraiser!

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## How do I raise £500?

Here's some of our top tips to ask for donations that we hope will help make it feel a little less daunting.



On paper or in an app, **break your £500 target down into milestones** or £100 blocks. Then use those milestones as points to celebrate and update people following your journey.



To launch your fundraiser, **write your socials post** and an **email**, with the link to your fundraiser, then post this at a time you think people would most likely see it. See our templates on page 9.



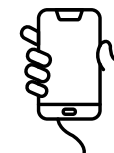
Be playful and **have fun**. One of most important things is to enjoy what you are doing. Sharing that joy, will help inspire others too.



**Be yourself** and people will support your efforts.



**Thank every donor!** From the smallest donation upwards, it helps people feel connected to you and appreciated for their support.



Research by Enthuse, has shown donations through **Facebook posts** receive the highest level of donations for sponsored challenge events. **So use your socials!** Update things like the amount raised, training milestones, funny moments and views from the places you run, cycle or swim.



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# Fundraising ideas

## Quick ideas

- **Fundraising page:** Set up a page, share it on your socials and tell everyone you know about it!
- **Bake sale:** Whip up some treats for your buddies and turn baking into a cash cow!
- **Raffles:** Get some cool prizes from businesses and spark excitement by selling those golden tickets!

## Food ideas

- **Summer picnic:** Get your friends together, bring your picnic food, and dish out tickets for the ultimate outdoor feast!
- **Brunch:** Invite people around for a big meal at home and ask your guests to contribute for a seat at the table!
- **Coffee morning:** Think brunch vibes, but with a twist: guests bring their own goodies to share, and a donation for the cookie jar.
- **Pot luck meal:** Everyone brings a dish and pays to attend!





# Fundraising Ideas

## Bigger ideas

- **Sponsored culinary tour:** Organise a food-tasting tour of local eateries, with participating locations donating a portion of their day's earnings and promoting their business on socials.
- **Drag show:** Contact a local LGBTQ+ space asking if they can work with you to run a themed event with drag, healthy snacks, and prizes, with a portion of ticket sales donated along with a mini-auction.
- **Sponsored challenge events:** Run, hike, cycle and raise funds!



## Making payments

### Online

Funds raised through your Localgiving fundraising page will be sent directly to our bank account, with nothing more you need to do to pay the funds to us.

### Other

For donations received via cheque or cash, you can deposit these to our Metro bank account. Get in touch for these details at [fundraising@feastwithus.org.uk](mailto:fundraising@feastwithus.org.uk)

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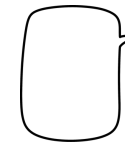
# Message templates

Here's some templates for crafting your messages.



## Asking for a donation

Join **[me/us]** in supporting FEAST - an incredible charity dedicated to feeding, empowering, and uniting communities through improving nutrition. Every donation helps provide healthy and delicious meals to those in need. Your support will also help support vital programmes that educate and empower individuals towards nutritional independence.



## Socials caption

Hello, I'm fundraising for FEAST because **[Your Reason]**. By supporting my fundraiser, you're not just donating to a charity; you're becoming part of a community committed to making a real difference. Join me in supporting FEAST and help us reach our goal of **[Your Fundraising Goal]**. Thank you for your generosity and support.



## Thank you message

Thank you so much for your **[£ amount]** donation, **[donor name]**! It means so much to have your support. Keep an eye on my socials for updates on the end result.

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# Guidance & legal

So that you can raise as much as possible to support our work, fundraising for FEAST should be done in a way that stays legal and safe. Below is some guidance on collections and raising funds in different ways. For more information on best practice and legal guidance for collections, please refer to: [The Code of Fundraising Practice and Guidance](#).

**Wording:** On all messaging, ensure that it states you are fundraising ‘in aid of FEAST’.

**Collecting on private property:** Collections taking place on private premises do not need the permission of the local authority. If you’re organising a private collection, for example at a school fair, you must receive written permission from the landowner.

**Letter of Authority:** When you have received written permission to hold your collection, please get in touch with us for a letter of authority. This shows that we are aware of and support your fundraising. This letter does not constitute official permission for any

fundraising activities and you must obtain any permits/licences from relevant authorities.

**Raffles, lotteries and prize draws:** There are strict legal requirements about the organisation of sweepstakes, raffles, lotteries and prize draws. More information about these rules can be found at the [Gambling Commission](#) and the [Institute of Fundraising](#).

**Non-commercial, equal chance gaming (bingo, casino, poker etc.):** Please refer to the [Gambling Commission | Fundraising with Race Nights](#).

**Free draws and prize competitions:** Please refer to the [Gambling Commission on Free draws and prize competitions](#).

**Promotional materials:** Please ensure that all materials promoting your event specify that it is ‘in aid of FEAST With Us’.

**Under 18's:** If you are under 18, you should always ask an adult to help you with your fundraising to make sure it’s safe and legal.



## Get in touch

Thank you for choosing to support FEAST. We'd like to wish you every success with your fundraising. We really value your support. Once you have your fundraising plans in place, get in touch with us to let us know along with any queries you may have, we'll be cheering you on. All the best, and good luck!



020 7871 0094



[fundraising@feastwithus.org.uk](mailto:fundraising@feastwithus.org.uk)



[www.feastwithus.org.uk](http://www.feastwithus.org.uk)



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