



REGISTERED CHARITY IN  
ENGLAND & WALES  
1162651

# *The Christmas Fund* *2020*

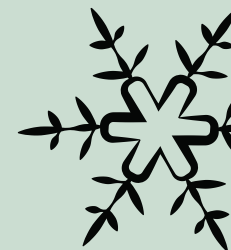
FUNDRAISING PACK

# Welcome

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During these unprecedented times, it is now even more important that we come together as a community and support one another. One way in which you can support your local community is by way of fundraising for The Christmas Fund. This pack explains in detail what The Christmas Fund is, the ways in which it supports local families here in North Devon and ideas on how you can get involved.

Thank you for fundraising for the Northern Devon Foodbank. With your support, we can make a difference to local families, this Christmas.



FOR MORE DETAILS ON THIS PACK CONTACT;

NORTHERN DEVON FOODBANK CHRISTMAS FUND  
SUPREME HOUSE  
PITT LANE  
BIDEFORD  
EX39 3JA

PHONE: 01237 422243

EMAIL: [ADMIN@NORTHERNDEVON-CHRISTMAS-FUND.ORG.UK](mailto:ADMIN@NORTHERNDEVON-CHRISTMAS-FUND.ORG.UK)



# WHATS INCLUDED IN THIS PACK?

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# The Christmas Fund

**ESTABLISHED IN 1990 AND HAS PROVIDED SUPPORT FOR OVER 3,000 LOCAL NORTH DEVON FAMILIES**

The Christmas Fund is a separate ring-fenced account to support local families in North Devon & Torridge Districts that are in longer term need beyond the short term services provided by local foodbanks. Frontline professionals refer qualifying families who are given supermarket vouchers so that they can do their Christmas shopping. Priority is given to families with children. The vouchers cannot be spent on alcohol, tobacco or lottery tickets. If funds permit, the most needy children are also provided with presents or present vouchers. The Christmas Fund was established in 1990 and has provided support for about 3000 families. It is administered by the Northern Devon Foodbank, a registered charity in England & Wales. Charity No: 1162651





# Our Aim

*To fundraise*  
**£10,000**  
*by the end of*  
**2020**

## TO ENSURE LOCAL FAMILIES HAVE A HAPPIER CHRISTMAS

Each year, the community comes together to host fundraising events for The Christmas Fund. The funds are then exchanged for shopping vouchers to purchase their Christmas food shop and presented to local families throughout December. With lack of events happening this year due to COVID 19, we value fundraising events more than ever and through the help of the local community, we hope to help as many local families as possible this Christmas.





# 2019 Stats

Last year, The Christmas Fund provided 226 households with shopping vouchers across the Northern Devon area. Included in this were 374 children. We distributed £7505.00 but had to restrict some support due to lack of funds.

# Timeline of Fundraising for The Christmas Fund 2020

## JULY

We're currently sitting at £3,300 monies in The Christmas Fund pot, we hope to £10,000 amount of funds by December in order to keep up with the previous year's demand.

## SEPTEMBER

By September we hope to have raised £6,500 amount of funds on the back of the local community hosting virtual fundraising events and kind donations.

## NOVEMBER

November is a crucial time for The Christmas Fund as we give a final push to receive as much funds as possible and plan the amount we will be able to distribute to local families.

## DECEMBER

The Christmas Fund monies will be exchanged for vouchers and distributed to local families early December. This gives families enough time to purchase their Christmas food shop before the big day.

# VIRTUAL FUNDRAISING IDEAS

ALTHOUGH WE ARE UNABLE TO HOLD FUNDRAISING EVENTS JUST NOW, THERE ARE LOTS OF GREAT WAYS TO FUNDRAISE ONLINE



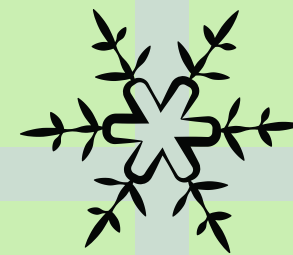
## 1 VIRTUAL RACE

Organise a virtual race by setting a distance and get everyone to complete the race via running apps. Ask everyone to share a screenshot of the time and distance and donate to enter.



## 2 HOST A QUIZ

A great way to catch up with your friends. Get a team together and write your own quiz and charge friends to have it emailed over to them.



## 3 BIRTHDAY FUNDRAISER

Do you have a birthday coming up? You can now use Facebook to host a Birthday Fundraiser, just select Northern Devon Foodbank as your charity of choice and encourage friends to donate!



## 4 DEPOP/EBAY SHOP

Having a clear out? Why not sell your unwanted items via Depop/eBay with proceeds donated to the Northern Devon Foodbank.





# PROMOTING YOUR EVENT



## SOCIAL MEDIA

Social media is a great tool to promote your event! You can create an event and invite all your friends on Facebook, post regular status updates and change your time line cover. Don't forget to share your JustGiving link!

If you're sharing info on your Twitter platform, use a #hashtag when tweeting, change your Twitter background and don't forget to use @NDevonFoodbank in your tweets, We will remind our followers about your event.



## POSTERS

We've whipped up a few poster templates and event invitations to make things easy. You can download them at [www.northerndevon.foodbank.org.uk](http://www.northerndevon.foodbank.org.uk) Contact [admin@northerndevon.foodbank.org.uk](mailto:admin@northerndevon.foodbank.org.uk). any fundraising materials you produce and use should by law include our name and registered charity number - Northern Devon Foodbank is a registered charity (No. 1162651).



## LOCAL NEWS

Local press love local news. Contacting your local newspaper or radio station about what you're up to can help promote your event, make your fund raising more successful and it also helps to raise awareness of The Northern Devon Foodbank. You might even inspire more people to get fundraising for us too!

# MONEY & SPONSORSHIP

THERE ARE MANY WAYS TO HANDLE THE DONATIONS YOU RECEIVE. WE'VE MADE A SPONSORSHIP FORM THAT YOU CAN DOWNLOAD AT: [WWW.NORTHERNDEVON.FOODBANK.ORG.UK](http://WWW.NORTHERNDEVON.FOODBANK.ORG.UK) ONE OF THE SIMPLEST WAYS TO HANDLE SPONSORSHIP OR TICKET SALES IS TO SET UP YOUR OWN JUSTGIVING PAGE ONLINE. SEE BELOW FOR DETAILS OR GIVE US A CALL ON 01237 422243

## JUSTGIVING

An easy way to collect online sponsorship money is to set up your own totally secure JustGiving page. Go to [www.justgiving.com](http://www.justgiving.com). You can ask people to sponsor you by email or on facebook by sending them a link to your JustGiving page. It's fuss free and very effective.

## CHEQUE OR BANK TRANSFER

All cheques need to be made payable to Northern Devon Foodbank and marked Christmas on reverse.

To donate money by bank transfer directly in to:

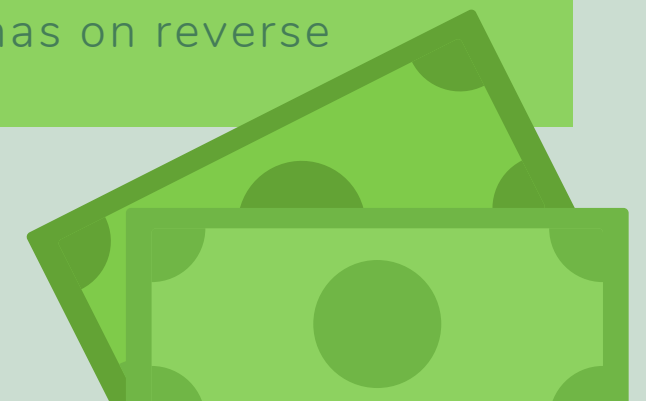
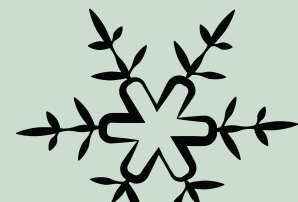
Northern Devon Foodbank

Lloyds Bank


Sort Code: 30-99-08

Account: 23419568

\*Please ensure you mark Christmas on reverse



# HEALTH & SAFETY



Fundraising should be fun! Let's keep it that way..The best way to avoid any accidents or mishaps is to apply plenty of common sense. If you're using any equipment for your fundraising event, make sure you follow the manufacturer's instructions and guidelines. Always thoroughly check anything that's a possible source of problems by doing a risk assessment.

Useful advice on all things related to health and safety, including risk assessments can be found at: [www.hse.gov.uk](http://www.hse.gov.uk).



# THANK YOU



ON BEHALF OF EVERYONE AT THE NORTHERN DEVON FOODBANK, THANK YOU FOR  
HELPING US CHANGE LIVES.

IT'S PEOPLE LIKE YOU THAT MAKE WHAT WE DO POSSIBLE.  
P .S WE WOULD LOVE TO HEAR HOW YOUR EVENT WENT AND SEE YOUR PHOTOS....

PLEASE SEND THEM TO US AT:  
[ADMIN@NORTHERNDEVON.FOODBANK.ORG.UK](mailto:ADMIN@NORTHERNDEVON.FOODBANK.ORG.UK)

# Get in Touch

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