

mary's
meals

a simple solution
to world hunger

Fundraising with us

Thank you for choosing to support
Mary's Meals



Mary's Meals
Fundraising pack

Welcome

The promise of a good meal attracts hungry children into the classroom, giving them the energy to learn and hope for a better future.

We are already feeding more than 3 million children every school day – and, together, we can reach the next hungry child waiting for Mary's Meals.

Thank you for choosing to fundraise for us, we rely on your support to spread the word about Mary's Meals. It costs just £19.15 to feed a child for a whole school year, so whatever you raise, big or small, will make a huge difference.

This guide will provide you with ideas, inspiration and everything you need to get organised to make an incredible impact and help us reach the next hungry child waiting for Mary's Meals.

Whatever you're in to, there's always something you can do to raise money for Mary's Meals.

Ruth's story

By fundraising for Mary's Meals, you're supporting children like Ruth from Zambia. Ruth is a pupil at Chigumu Primary School, where she receives a serving of Mary's Meals every school day.

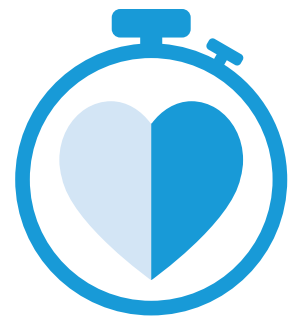
Ruth says: **"Every time I am in school, I enjoy Mary's Meals porridge. The porridge gives me energy to participate in class. I can concentrate in class better after I eat my porridge."**

"My favourite subject is English, and I hope that when I complete my secondary education, I can become a nurse."

Thanks to your fundraising, Ruth and more than 2.4 million children like her have a chance of a bright future.



Quick start



Fundraising in 30 minutes

The first step is to decide how you are going to raise funds for Mary's Meals. You can use our ideas and case studies as inspiration or come up with your own unique idea!

Thinking about your strengths and what you enjoy doing can be a great place to start. From turning your baking talent into coffee morning success or your interest in films into a movie night and themed quiz, there are endless options to have fun while raising funds!





1

Pick an idea

Some inspiration for your fundraiser

Get active and Move For Meals

Set yourself a challenge and get sponsored to walk, run, swim, dance or skate!

marysmeals.org.uk/move

Raise Some Dough

Get together with friends, colleagues, or at school to share and sell some delicious baking!

marysmeals.org.uk/raise

Give a talk

Give a talk about the work of Mary's Meals at your work, school, or community group and ask for donations.

World Porridge Day

Start bright and early and organise a big breakfast for you and your friends!

www.worldporridgeday.com

Organise an event

Hold a quiz night, a dinner party, a talent show, or a sports tournament.

Collect

Collect leftover foreign currency, organise a collection at a supermarket, or collect for a special occasion such as a wedding or a birthday.

Set up a Facebook fundraiser

If you use Facebook, set up a birthday fundraiser to ask your friends to donate to Mary's Meals to celebrate your big day!

Do what you enjoy!

If you're crafty, why not hold a stall to sell your makes? Green fingered? Maybe you could hold a plant sale? Musical supporters could host a concert.

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2

Plan your event



The venue

Choose a venue - can you use your home or a local church or community centre? Considerations include the hire cost and the weather, if you're planning an outdoor location!



The date and time

Choose a time and date that suits and give yourself plenty of time for planning and inviting everyone you want to come!

Your target

You could decide on a fundraising target to help motivate you. As £19.15 provides a child with Mary's Meals for a whole school year, you can easily work out how your target will translate to real impact on hungry children.



Your team

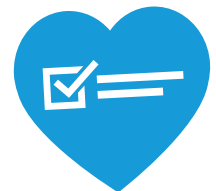
Do you have any friends or family members who would be happy to help you? Make a note of different jobs that they could help out with, such as promoting the event, decorating the room, serving tea and coffee or clearing up.

Your plan

Think about how you will raise and collect funds:

- Will you charge people to attend the event? If so, will they purchase tickets beforehand, or on the day? Will there be a set charge or just a donation?
- Will you have stalls selling items such as home-baking, cards or crafts?
- Will people be sponsoring you as part of your fundraiser?
- Could you boost your fundraising by having a raffle or sweepstake as part of your event? If so, could your friends family members, or local businesses help by donating prizes?

Make a list of anything you need to buy such as raffle tickets, tea, coffee and cake. For sponsored challenges creating a JustGiving page is an easy way to collect donations from people. Make sure you personalise your page and share the link with friends, family and colleagues – you can even update it along the way to share your progress and thank everyone for their contributions.





Share it



Spread the word

Think about who you would like to invite to your event can you send personal messages, use social media or create a private event on Facebook?

If you invite someone who can't make it, they might still want to make a donation so you could end up collecting funds before the day has even arrived!

If your event will be open to the general public, could you make a poster and display it in a local shop or noticeboard, post about it on your community social media group or advertise it to local groups? Think about where you have found out about local events before, like local radio or the church bulletin, to help you come up with extra publicity ideas!



Free resources

Before the day arrives, make sure you have all the resources you need. Your event is a great opportunity to spread the word about the work of Mary's Meals, and we have resources to help you do just that. You can download a variety of posters and leaflets from the Mary's Meals website, plus practical resources like gift aid forms. Our Mary's Meals bunting is a great way to decorate your venue. If you would like any additional resources, such as copies of the Mary's Meals Magazine to give out, or Mary's Meals shop items to sell, please contact us.

You could also show one of our films to help bring the work of Mary's Meals to life for the attendees – you can watch our films on YouTube to choose the perfect one for your event.

When the time comes to hold your event, we hope you and everyone else involved has a fantastic day! Make sure you take some photos to help you remember the event.

Share your total along with a thank you to anyone who supported you along the way. Every little act of love, when added together, has helped to make your event a great success, from a free raffle prize to helping with the washing up. This will all contribute to feeding more hungry children!

More inspiration



Case study – Heather and Patsy

Back in 2005, Patsy's Ucan Club pupils at Kingussie High School started fundraising for Mary's Meals, with help from Heather. Since then, Heather and Patsy have become volunteers and continue to successfully fundraise. Not only have they given talks to many groups, they've sold homemade items of preserves, bakes, greeting cards and knitting and continue to expand their fundraising at every opportunity.



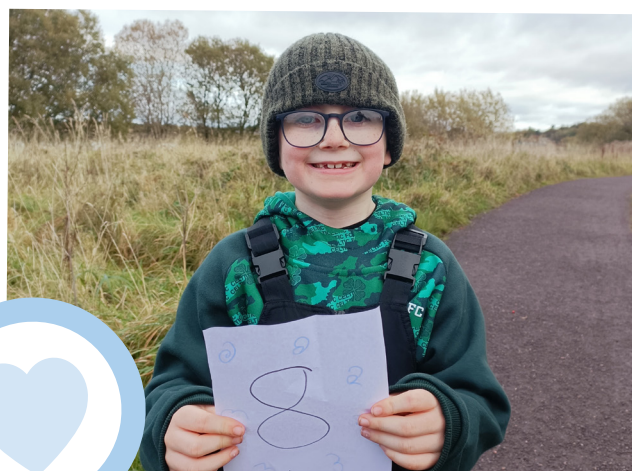
Case study – Baked potato lunch

Mary's Meals supporters in Banbury hold a fundraising and community building baked potato lunch every month. The supporters provide the food and guests can donate whatever amount of money they like to support Mary's Meals. A scrumptious serving of baked potatoes, homemade coleslaw, cheese and beans is prepared followed by a lovely dessert, tea and coffee. And that's not all, they even run a raffle and sell plants during the lunch!



Case study – Active challenge

In 2022, after hearing our story, seven-year-old Michael from Barrhead, was inspired to do something to help the children who rely on Mary's Meals. With his parents, Michael took on a sponsored 10k walk after school. They completed it in two hours and 45 minutes and raised £800 for Mary's Meals. In 2023, Michael decided to go one better and walk 11k for Mary's Meals, and raised more than £1000!



Safety Essentials

If you are organising your own event or activity, there are some things below you should think about.



Risk assessment

It's important you carry out a risk assessment if creating your own event. We can provide a template, and this will ensure you are covered by our insurance.



First aid

Please make sure you have adequate cover for your event. If you are unsure, please contact St John Ambulance for England and Northern Ireland, St Andrew's First Aid for Scotland, St John Wales for Wales.



Security and cash handling

There are rules for handling cash for charitable purposes. Please get in touch with us info@marysmeals.org for advice.



Food safety and hygiene

If your event involves food and drink, please make sure you follow hygiene procedures. Details of these can be found on www.food.gov.uk.



Accessibility

When planning your event it's important to consider how to make it accessible for all. If you'd like some advice on what to consider, please contact info@marysmeals.org.



Safeguarding of children and young people

Make sure there is adequate supervision for any fundraising involving children and that appropriate checks are made if an adult will be left alone with a child.



Promotion

When promoting your event, you should make it clear where your fundraising is going and if any money raised will be used to cover any of your costs.



Photo consent

If children are featured in the photos of your fundraising, you will need to obtain parental permission before sharing them.

Depending on your event, you may also need to get permission for certain things:



Collections

For a bucket collection, you may need a license or the permission of the venue. See our guide on organising a collection. www.marysmeals.org.uk



Raffles and lotteries

These events are a great way to fundraise but it's important to know they are covered by strict lottery law. Please check your council website, as well as the Gambling Commission website to see if you need a licence/permit. www.gamblingcommission.gov.uk



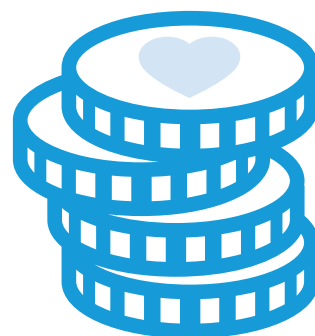
Serving alcohol

Make sure the venue has an alcohol license and have this confirmed in writing.

We are always happy to help answer any questions to help you keep your fundraising safe and legal so please contact us if you have any questions.

Money matters

Once your fundraiser is finished, the final step is to pay in the funds you have raised. Whatever your total, you can have confidence that your efforts will make a real difference to the lives of hungry children around the world. Thank you so much from all of us at Mary's Meals, and from all of the children who benefit from our daily school meals.



To make the payment process as easy as possible for you, there are a variety of ways you can send the funds to us, whichever suits you best.

By phone

Call us on **0800 698 1212** and make your payment using a credit or debit card over the phone. Our lines are open **Monday-Friday 9am-5pm**, and our Supporter Care team will be delighted to hear about how your fundraising went and say a big thank you!

By post

Send a cheque or cheques made payable to Mary's Meals by post to **Freepost MARY'S MEALS**. Please include a note with your name and address so we can thank you for your fundraising.

By bank transfer or in person

You can send the money directly to our bank account using the following account details or in person at Natwest or RBS:

Royal Bank of Scotland

Account number: 00609134

Sort code: 83-26-24

Please use your name or the name of your group as the transfer reference.

After you've made a transfer, please email info@marysmeals.org giving us the details of the payment so we can thank you for your fundraising.

On our website

You can pay in the money by card on our website – visit www.marysmeals.org.uk and click donate.

Using JustGiving

If you've used [JustGiving](https://www.justgiving.com), or another online fundraising page, the funds will come directly to us, so you don't have to worry about it!

We would love to hear how your fundraiser went – you can let us know by email info@marysmeals.org. You can also include anything else you would like to share with us, such as a sponsorship form or photos from your event, by post or email.

If you have any questions about how to pay in your donations, or about fundraising for Mary's Meals, please get in touch with us and we would be delighted to help. You can email info@marysmeals.org or call **0800 698 1212**.

Thank you for helping us to reach the next hungry child with Mary's Meals.

If you've enjoyed fundraising for Mary's Meals, you might like to consider becoming a volunteer. Our volunteers help spread the word about Mary's Meals in their local communities and raise vital funds. You can find out more at marysmeals.org.uk/volunteer

Thank you!



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www.marysmeals.org.uk

Registered address: Mary's Meals, Craig Lodge, Dalmally, Argyll, PA33 1AR.
Registered charity: SC022140. Limited company: SC265941

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