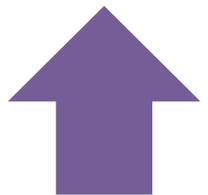
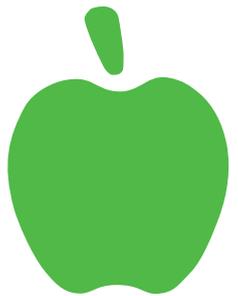
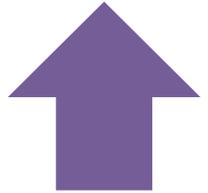


# the food chain

fundraising pack



# Contents

1. Welcome!
2. About The Food Chain
3. Why we help and who needs our help
4. How we help
5. How you can help
6. Fundraising online
7. Important things to consider
8. Other ways of fundraising
9. Sending funds to The Food Chain

# Welcome!

Dear Fundraiser,

Thank you for choosing to fundraise for The Food Chain!

By taking on a challenge and pledging to raise funds for us, you will be helping people living with HIV in London to get well, stay well and sustain independent living.

As a London-based charity with a small staff team, any money you do raise will make a real difference. The Food Chain works with people at times of crisis and particular nutritional need and with your help, we will provide nutrition support services for more people living with and affected by HIV in the coming years.

This guide contains information about The Food Chain and what we do, what donations in support of your challenge will achieve, advice about collecting sponsorship, fundraising tips and how to keep everyone involved healthy, safe and legal.

Thanks again for your support.



Siobhán

Siobhán Lanigan - Chief Executive

If you have any questions, we are here to help.

**The Fundraising Team**  
[fundraising@foodchain.org.uk](mailto:fundraising@foodchain.org.uk)  
02078431801

GOOD LUCK!



# About The Food Chain

“The Food Chain has given me a reason to get up in the morning”

"I am a 58-year-old single man in London living with HIV. My psychologist at the hospital referred me to The Food Chain and I haven't looked back since.

As well as the [Eating Together and Eating Positively] courses, The Food Chain supplied me with grocery deliveries, which helped me to start eating better and motivated me to begin to cook again and try new things.

I've been using all the recipes... I've made some hummus which I certainly would not have tried before I came to the [Eating Positively] classes: they've really inspired me to try new things.

The Eating Positively classes have also taught me how to eat on a budget and now I make meals that will provide portions for 2 or 3 days. I cook porridge for breakfast every day and have a wrap to eat at lunchtime and dinner later on, so it has helped in providing a framework to my day as well.

The Food Chain is a very worthwhile charity. I love the interaction with people and the fact that the services are free. I'm a very sociable person and have found it very hard to deal with losing a lot of my social connections because of the drastic cut in my benefits.

Now my eating habits have improved dramatically and The Food Chain has given me a reason to get up in the morning.”

## Henry:

I have just arrived back home after my day out at Eating Positively. I enjoyed the whole experience, from start to finish.

Everyone was so kind and professional. The information and demonstration was very informative, in so many ways.

My new start shopping and cooking begins tomorrow.



# Why we help and who needs our help

The Food Chain exists to provide access to food and nutrition support services at times of particular need to enable people living with HIV to get well, stay well and sustain independent living.

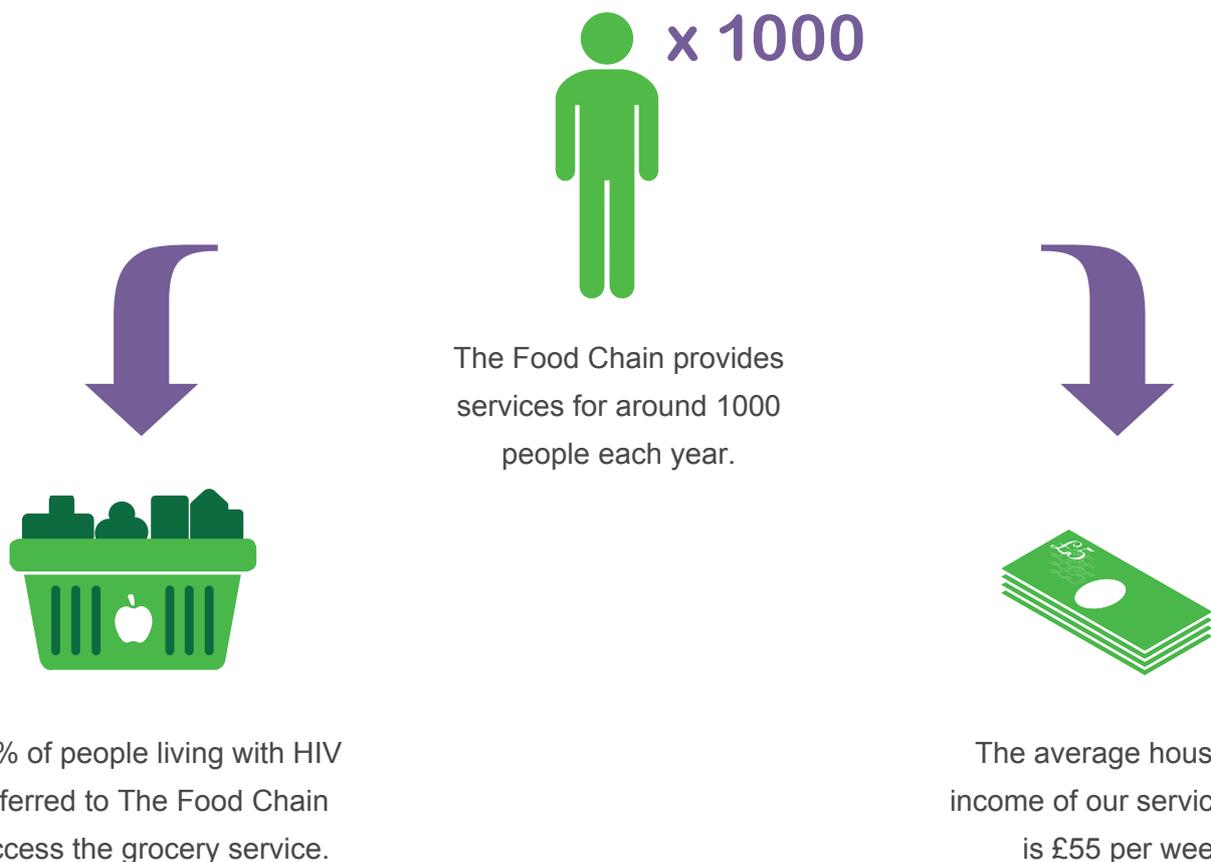
Our services help ease the concerns people living with HIV have about staying healthy, focusing on finding solutions to the prolonged preparation times or bothersome food budgets that can thwart their attempts to stay well.

Our vision is to ensure that people living with HIV have access to essential food and nutritional information, enabling them to make informed decisions, stay well and lead healthy, independent lives. The Food Chain support people living with HIV in London, but we want to continue to expand our services to reach more people that need our help.

## Why we help

Anti-retroviral drugs control HIV infection, but good nutrition provides the immune system with the strength to repair itself. Sustained, good nutrition provides people living with HIV the strength to find off infection and prevent loss and muscle wasting. Moreover, it will help people living with HIV combat the sometimes draining side effects of anti-retroviral medication.

## Who we help



# How we help



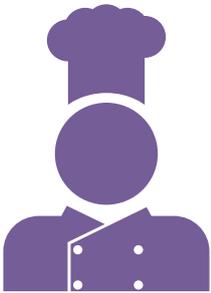
## Grocery Deliveries

This service provides people living with HIV in London who are in acute need for direct nutritional support with a maximum of six deliveries of basic groceries in any 12 month period. Each delivery will provide one week's support for up to four people. The deliveries consist of a range of items prescribed by our dietitians and nutritionists that will help people gain, maintain or lose weight; items which are customised according to dietary, cultural and households needs.



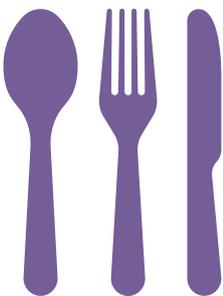
## Eating Together

Our communal eating service aims to combat isolation amongst people living with HIV in London by bringing groups together for a hot, nutritionally-tailored meal and some good conversation. The service is also designed to improve participants' overall health, energy levels, confidence and independence by offering the opportunity to meet new people, share experiences and learn more about healthy eating and other relevant topics such as budgeting and managing food waste.



## Eating Positively

Our cookery and nutrition classes are free to attend and available to anyone living with HIV in London. The classes are designed to help people develop their understanding of nutrition and food skills so they can better manage their health. We currently run a programme of five interactive classes: Introduction to Nutrition and HIV, Shopping and Eating Well on a Budget, Managing Symptoms, Keeping your Heart Healthy and Reducing your Risk of Diabetes.



## Meal Service

This service is provided for people who are in acute health need. We arrange for seven days of prepared meals and additional groceries to be delivered once a week to people who are unable to cook for themselves. The service is available for a maximum of six weeks in any 12 month period to aid recovery or whilst long term support is arranged.

# How you can help

£4

... will pay for all of the ingredients in a meal and dessert at an Eating Together session on a Wednesday or Saturday.

£36

... will buy enough groceries for a week for someone who is unable to shop or can't afford to eat the appropriate food necessary to live well.

£80

... can pay for a nutritionist to facilitate an Eating Positively class and support a dozen people living with HIV to learn how to use nutrition to better manage their condition.

# Fundraising online

## JustGiving and Virgin Money Giving

Creating an online fundraising page is one of the easiest ways to collect donations and gift aid.

Both Justgiving and Virgin Money Giving allow you to set up your own online sponsorship form and invite your friends, family and supporters to donate to The Food Chain.

Personalise your page with updates, photos and videos. If you're running for us, why not upload a picture of your new running shoes, or some pictures of yourself pre and post run. As long as people know why you are raising money for The Food Chain, you can design your page on either platform however you like.

The money raised comes straight to The Food Chain, so there's no need to worry about it getting lost or ending up in the wrong hands!

## Social Media

Almost all of us use social media, and its use as a fundraising tool is there for all of us to see. Is there a quicker way to let the world know your thoughts, emotions or, in this case, your fundraising efforts? Whether you are a habitual status-updater, or someone who simply likes to let their pictures do the talking, there are no limitations - the world can know about your fundraising!

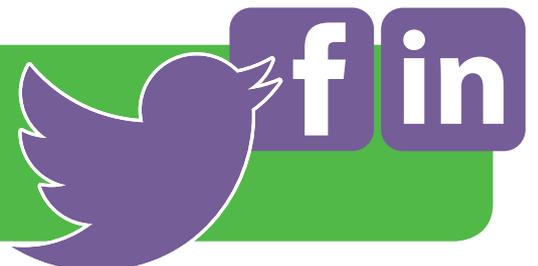
Your Justgiving or Virgin Money Giving page is where the donations will be made, but try to get people talking at the same time on Facebook and Twitter. Create a Facebook event page and invite your friends in one click, or ask your Twitter followers to retweet your event info!

The Food Chain use Facebook and Twitter too. Rarely a day goes by where we don't mention fundraising for The Food Chain in a Facebook status or a tweet. Tag or mention us in your posts and we can help spread your fundraising a little further.

You can also spread the word to your colleagues and contacts using LinkedIn. Inspire your company to post a message of support for you or share your fundraising updates.



Twitter: @TheFoodChain  
Facebook: thefoodchain.org  
LinkedIn: company/the-food-chain



# Important things to consider

## Gift Aid

Increase your donation with Gift Aid, which offers tax relief on money donated to UK charities. This adds an extra 25p for every pound you donate – at no cost to you or your donors.

Please encourage all your donors to Gift Aid their donation if they are eligible by completing a Gift Aid declaration enclosed in the pack

### When can I add Gift Aid?

If you would like to add Gift Aid to your donation, you need to:

- give The Food Chain a Gift Aid declaration, which should include your name, your home address and confirmation that you pay UK tax.
- pay enough UK income tax and/or capital gains tax yourself to cover the amount of tax that The Food Chain will reclaim.

### When shouldn't I add Gift Aid?

Payments that don't qualify as Gift Aid donations:

- gifts made on behalf of other people
- gifts that come with a condition about repayment
- payments received in return for goods or services - these are not gifts (eg payment for admission to a concert; payment for a raffle ticket; or an entrance fee for an adventure challenge event etc)
- gifts with enforceable conditions about how the charity should use the money (eg on condition that the charity purchases goods or services.
- a 'minimum donation' where there is no choice about payment - this is simply a fee for goods or services, it is not a gift

*giftaid it*

Gift Aid is a fantastic free way to make your donations to The Food Chain go even further! Have a look at [www.direct.gov.uk](http://www.direct.gov.uk) for more information

# Other ways of fundraising

Not everything requires a computer or a smart phone. The more traditional methods of fundraising are still very much encouraged.

## Letting your community know

The simplest methods are always the best. Talk to friends, family, neighbours – anyone you can think of who you think might be able to help.

Post leaflets through people's doors or put posters up in your community. Think about the design you would like for these, and what you want to say about The Food Chain and your fundraising. If you get particularly stuck, feel free to give the office a call and we can help you get un-stuck!

## Web Links

If you are setting up a website for your event, including any justgiving pages then please provide a link to:

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

Please do not claim an official or contractual partnership with The Food Chain.

And don't forget to use The Food Chain's Facebook and Twitter to promote your efforts. If you've included information on your own account that you think will be useful for people to know, provide a link for that as well!

## Printed Material

Please provide The Food Chain's contact details on your printed material

All fundraising and publicity materials must make it clear that you are fundraising in aid of The Food Chain but you do not however represent The Food Chain.

Please include the following information on all materials:

1. All proceeds/profits will go to The Food Chain.
2. The Food Chain (UK) Ltd. is a registered charity. Our charity number is 1003014.
3. The Food Chain exists to provide access to food and nutrition support services at times of particular need to enable people living with HIV to get well, stay well and sustain independent living.

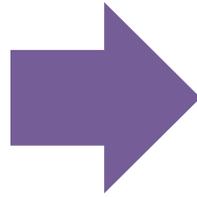
The Food Chain  
Acorn House  
314-320 Gray's Inn Road  
London WC1X 8DP

Tel: + 44 (0)20 7843 1800  
Email: [fundraising@foodchain.org.uk](mailto:fundraising@foodchain.org.uk)  
Web: [www.foodchain.org.uk](http://www.foodchain.org.uk)

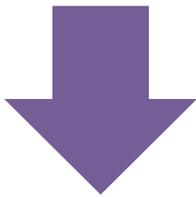


# Sending funds to The Food Chain

If your sponsors give you **cash** please do not send it direct to us here in case it gets lost in the post. Instead, please send us a cheque covering the equivalent amount, or transfer the money via a bank transfer.



If you use online banking, you may send sponsorship directly to The Food Chain's account via a **bank transfer**. Please contact the office for The Food Chain's bank details, including our sort code and account number.



**Cheques** should be made payable to: The Food Chain (UK) Ltd. and sent to The Food Chain office preferably with an accompanying Gift Aid or sponsorship form.

**Charity Aid Foundation** and other charitable foundation cheques (e.g. KKL) should be made payable to The Food Chain (UK) Ltd. We will fill in the section to be completed by the charity. Please send the cheques to the office.

You can set up an online page; this allows people to donate online. Please see the information about **online fundraising** on page 6 for further details.

Wherever possible, please return your Gift Aid or **sponsorship forms** as it is only with this information that we are able to claim Gift Aid.

## Finally - the best of luck with your event!

Call the office anytime on (0)20 7843 1800 to receive support, answers and advice on running a successful event.

# the food chain

feeding the fight against HIV

To donate £5, text 'Meal25 £5' to 70070

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

Acorn House  
314-320 Gray's Inn Road  
London, WC1X 8DP

02078431800  
[fundraising@foodchain.org.uk](mailto:fundraising@foodchain.org.uk)

Designed by Phil Gibson at [simplisto.com](http://simplisto.com)  
Design contributions by Catherine Ulloa and Evelyn Biasio