

Ely Foodbank Fundraising Guide



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<https://ely.foodbank.org.uk/>

Registered Charity No. 1150746

Welcome...

“On behalf of Ely Foodbank, I’d like to extend a warm welcome and thank you for helping to tackle food poverty in our community. Our motto, ‘Ending Hunger Today, Ending Hunger Together, Ending Hunger Forever,’ reflects our commitment to providing immediate support, fostering community collaboration, and creating lasting change. At Ely Foodbank, we believe we offer more than just emergency aid - we build connections, restore hope, and strengthen our community together. We’re thrilled to have you join us. Let’s get started!”

Sèamus Connolly, CEO

Who we are...

Imagine not knowing where your next meal is coming from. At Ely Foodbank, we’re here for people when times are toughest - providing three-day emergency food parcels, fuel vouchers, support, and the everyday essentials that help make a house a home.

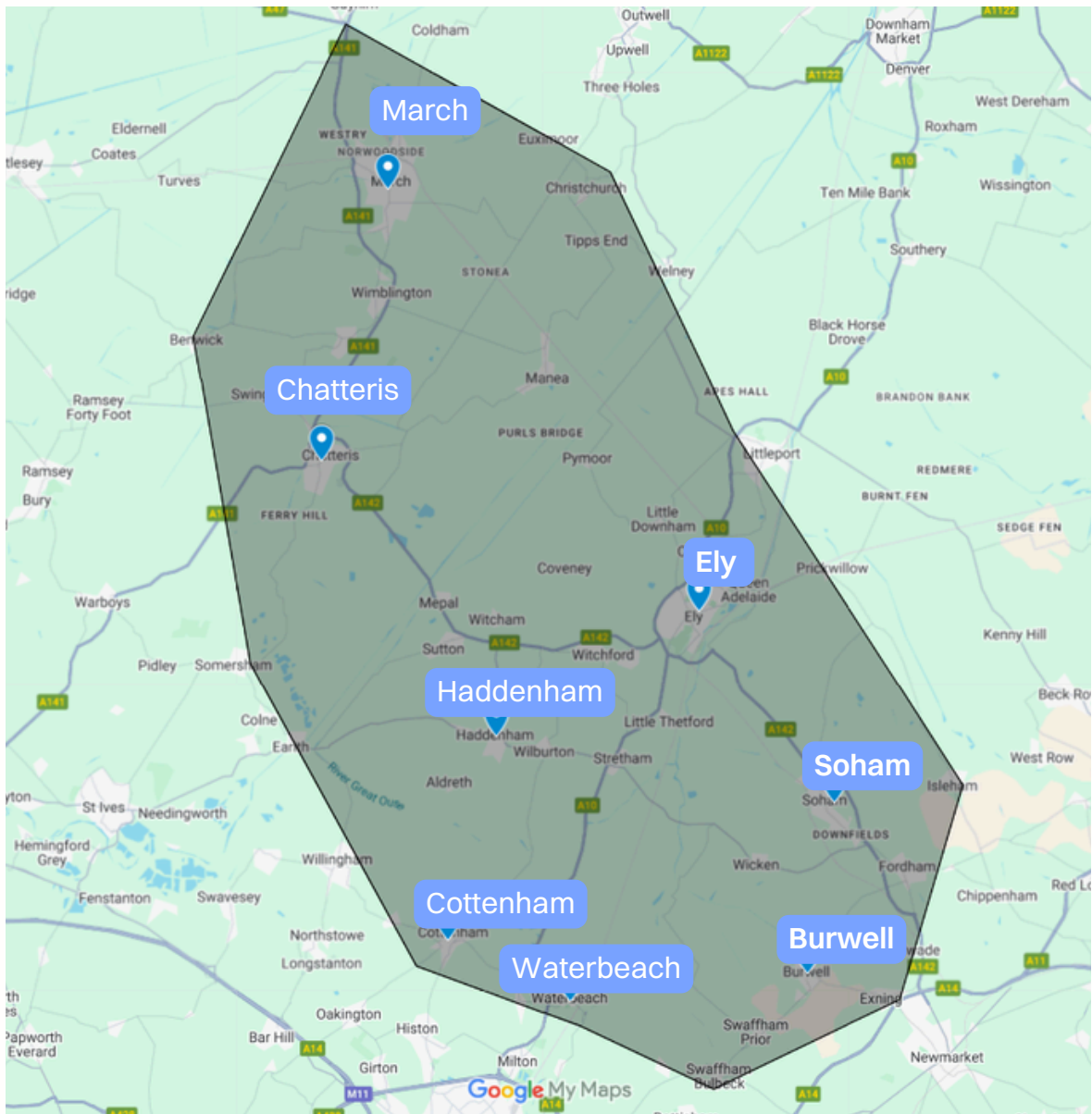
But here’s the truth: we can’t do this alone. Every pound you raise, every event you host, every mile you run - it all adds up to food on the table and hope for families in crisis who desperately need it.

By fundraising for Ely Foodbank, you’re not just giving money. You’re giving dignity, comfort, and the reassurance that our community cares.

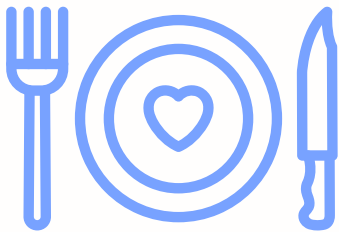


Where we cover...

Ely Foodbank supports people across East Cambridgeshire and Fenland - an area of 288 square miles, served by eight foodbank centres working together to reach those most in need.



Did you know?



3689

three-day emergency food parcels were given to people in crisis last year

70.5
tonnes of food given out last year



1 in 5
of the UK population live below the poverty line

The difference you can make...

Your fundraising really does change lives. Here's what your support could mean in practice:

£10

Could provide a 3 day emergency food parcel for a single person.

£25

Could help with a energy voucher for gas or electricity.

£40

Could provide a dedicated financial adviser to help reduce debt and help maximise income.

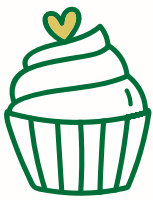
Every donation is a lifeline of hope, dignity and care. Together we can build a kinder, stronger community.

Getting started...



Fundraising isn't about perfection — it's about passion. Start with something you enjoy and make it your own.

- Love baking? Host a cake-off.



- Fancy a challenge? Push yourself with a sponsored run like the Cambridge Half Marathon and make every mile count.

- More of a thrill-seeker? Maybe an abseil or skydive is calling your name.



How to boost your fundraising...

Set a target

People love to help you hit a goal.

Tell your story

Share why this matters to you.

Kickstart

Make your own donation - it shows commitment and encourages others.

Keep sharing

Post photos, updates, and funny behind-the-scenes moments. The more people see your excitement, the more they'll want to be part of it.



Challenge yourself...

For those who want to take things further, why not turn your personal challenge into life-changing support for others?

- Run **marathons** or **half-marathons**, pounding the pavements with every mile sponsored.
- Take to the **skies** for parachute jumps or even **wing walks** - flying high while raising spirits and funds. You could swim lengths in a sponsored **swimathon**, or join the waiting list for our first walking the coals **fire walk** in Spring 2026.
- Muddy **obstacle courses**, **long-distance cycles**, **mountain climbs** - whatever your dream adventure, you can make it count.

Did you know?

180k+

meals were provided, entirely from donations to our East Cambridgeshire and Fenland foodbanks.

QUIZ!
time!

Fun at work...

Workplaces can be brilliant places for fundraising - they bring together people with different skills, energy, and creativity.

Plus, who doesn't enjoy breaking up the 9-5 with a little fun?

Maybe your office needs a **cake sale** pick-me-up, or perhaps you'll discover who really rules the **quiz** team. Some workplaces have gone all-out with **fancy dress Fridays**, "guess the **baby photo**" **competitions**, and **raffles** with prizes donated by local businesses.

And here's the best part:

Many employers offer **matched giving** - instantly doubling your total. Imagine turning a £200 **office raffle** into £400 worth of food parcels. Always ask!



Please see our Ely Foodbank A - Z Fundraising Ideas for some more inspiration!

Your A-Z of Fundraising...

To help spark your imagination, we've created a whole A-Z of fundraising ideas. From abseils to zumba, it's packed with playful suggestions. Dip into it whenever you need inspiration, and remember - you don't have to stick to the list. The best fundraisers are often the ones that show off your personality.



Abseil...For adventurous types, why not get things rolling with an abseil? From hillsides to local landmarks, it's a great way to set yourself a challenge, and raise funds! Just make sure to get permission first.

Aerobics...Practise your Jane Fonda and fundraise to a beat!

Afternoon tea...Cream or jam first on a scone? What's the best type of biscuit? If you're ready for these and other vital tea-related questions, what better way to get going than an afternoon tea?

Arts n' crafts...If you've got a creative streak, why not set up an arts and crafts event? Either sell things you've made, or invite people along to join in.

Auction... An option if you've got some fancy choices of gift available (local companies are often willing to make contributions for recognition), or if you've been meaning to head to the charity shop, why not get on ebay and auction it for charity?



Bad hair day...see who can do the silliest hairstyle either with mates, at school, university or work!

Battle of the bands...musical? Why not try a battle of the bands and see who's left standing?

BBQ...Plant-based or meat, if the sun's shining, this is pretty much guaranteed to get interest.

Book sale...One way to attract bookworms the world over is a book sale. Advertise that you're collecting books in advance, and then advertise the event - simple!

Bingo...41. Time for fun! If you know your way around a bingo game (or use a cheat website for the phrases) Bingo may be the fundraiser for you! You can always adapt it to something you love, like Love Island and have fun with your own phrases.

Bake-off...You may not have Mary Berry on hand, but if you are a whiz in the kitchen (or know enough people who are) why not have a local bake-off and see who's most likely to be the next Paul Hollywood?

Bring and Buy...A great one to coincide with spring cleaning, simply invite people to donate their own items and buy others.



Cheese and biscuits night...If you're a foodie, why not invite people over for cheese and biscuits? Just try to save some for the guests!

Climbing...If you fancy abseiling in reverse, get together some climbing gear and give it a go - either at a climbing wall or a local monument, but don't forget to get permission first and stay safe.

Coffee morning...A popular option - who can resist coffee and a slice of cake... or two.

Concert...If you're surrounded by musically talented mates, why not give a concert a go?

Challenge...If you're a fan of a challenge, there's always something to try. From hiking the great wall of China, to doing an OCR run, fundraising can be your chance for an adventure!

Car boot sale...an oldie but a goodie!

Cinema screenings...Netflix/ DVD pile? Popcorn? Projector/ TV? If you've answered yes to all these, why not organise a cinema night, then kick back your heels and dig in to the popcorn? or a creative custom challenge, needles at the ready!



Dance off...Whether you've got rhythm or not, a dance off can be a great way to have fun, burn some calories and raise money!

Dinner party...A chance for some themed fun whenever suits you. Whether you go for Japanese and theme your food on all things sushi, or go Bond with a license to grill, there's something to cater for everyone.

Dog show...Set up some jumps in your garden or park, prep some rosettes and invite you friends and their pooches. Then get creative with the rounds - highest jumper, best in show, or even most like their owner!

E



Eco pledge...Why not save the planet and fundraise at once? Get sponsored to not use single use plastics for a month and make double the difference!

Eighties night...If nothing else, who can resist the chance to get Spotify out/ or even dust off some vinyl of Blondie, Wham or Spandau Ballet?



F

Facebook fundraiser...Quick and easy, a facebook fundraiser allows people to donate with a few clicks, not to mention it's easily sharable.

Fashion show... A chance to go AbFab - get your best (or worst!) outfits prepped and invite friends and plus one's for a themed night of fun.

Free fundraising...Amazon Smile, Give as You Live are both options you can use alongside other fundraiser activities. Let your friends know that they can fundraise as they shop.

G



Games night...Grab your monopoly, scrabble or make your own

Guess the weight...Whether a giant teddy or a jar of sweets, guess the weight is hard to resist

Gymathon...A good one for January - either with help from your gym, or with a group of friends, get sponsored to meet challenges, from running a mile, to trying new classes.



H

Hair today...gone tomorrow - shave your head, beard or wax your legs for charity.

Halloween...If you're nearing the 31st October, why not get together with some boys and ghouls and have a party in the name of a good cause? Spooky themes a must!

I

Hogmanay (Scotland)...If you're in Scotland, why not rein in the new year in style with a Hogmanay themed fundraiser. Whether you get sponsored to do something on the night, or hold a themed party.

Instagram...If you're doing a challenge, growing a beard or climbing a monument, Instagram can be a great ally for showing your efforts and tagging your friend!

International evening... great opportunity to celebrate cultures, foods, plants, animals or even bad TV shows from across the world. Pick a theme and have a get together in it's honour!

J

Jazz night...If you know your Bebop from swing, why not host a Jazz night? Get everyone to dress up, set up some wine and cakes and put together a playlist of your favourites!



James Bond screening...Roger Moore? Sean Connery? Pierce Bronson? Pick your favourite Bond and get the boxset out! You can always add to the fun by getting dressed up and prepping your favourite drinks... shaken not stirred!

Jumble sale...Does what it says on the tin - bring a jumble of items (yours or donations!) and let people know to come along. Simple!



K

Karaoke...A great way to raise funds... and show off your vocals!

Knitting competition...Pro-knitter? Why not get sponsored to knit and post your creations or progress on social media? Whether scarves or a creative custom challenge, needles at the ready!

L



Lego competition...One for the big kids at heart! Whether you pick a theme or go against a time limit, get out some lego, participants and creativity!

Lunch date...Whether you go out for lunch with a group, or have an office order-in, a lunch date is a fun and easy way to get people involved.

M



Matched giving... Even if you're fundraising outside of work, feel free to ask your employer about matched giving.

Mini Olympics... Get set. Go! For sporting types, set up a course of varying degrees of challenge and fun and ask for donations from competitors and the audience.

Music night... Pop, rock, or punk? Maybe a soundtrack or performance? You can keep things simple, or go all out and search for cheap venues.



N

New Year's Party... Who needs a sticky dancefloor? Why not host your own New Year's Eve party? Charge your guests cheaper than local clubs for entry.

O



Obstacle course... Tug of war? Tire swing? Rope climbing? If this sounds like heaven, why not set up an obstacle course?

Office competition... Give something up? Commit to out walk each other? Whatever you choose, a fun addition to the day could make your colleagues keen to donate!



P

Pamper day... calming music, nail polish and face masks. It's hard for anyone to resist taking part in a pamper day!

Park run... Love a good run? Simply sign up for a run event near you such as free one's like Parkrun and ask sponsors to support your efforts.

Pizza night... If you love a good pizza, why not invite some friends over and get creative at making your own? From Octopizzas to calzone variations, the choice is at your kitchen!

Q



Queue a mile... If you know a lot of people, why not get people to form a mile-long line... or as long as you can do! Be sure to get lots of photos and have a laugh!

R



Quiz night... Local pubs are often up for a quiz night, and generally have their own quiz masters to read the questions for you. You can find questions online and mix up the levels of difficulty and rounds!

Raffle... A simple but effective fundraiser, which can always be paired with another event, simply go around guests and charge a fee for tickets and the winner gets a prize. For prizes, local businesses and shops are often willing to donate for free.



S

Sweepstake... An office sweepstake is a great way to fundraise quickly. Whether it's a bet on the winner of Strictly, or how many sweets are in a jar, the choice is yours!

Sponsored silence... One you can do alone and be sponsored, or do with the office. Be sure to spread the word beforehand though!

Scrabble tournament... If you're a bit of a wordbug, this is your chance to challenge yourself! Find some other scrabble-lovers and have a playoff!

Skydive... If you're an adrenaline junkie, get in touch and start organising a skydive!

T



Talent show... Whether you're full of talent (or fancy a laugh!) a talent show is a great way to get support and have fun. Pick your performance and invite others to do the same - not forgetting some judges and an audience!

Ten-pin bowling... One that everyone knows how to do! Round up some teams and have a play-off. You could even get the winners a small something too!

Treasure Hunt... For an activity fun for all age, a treasure hunt is always a winner! Whether you go full on pirate themed, or introduce eggs for easter is your choice, but whether indoors or out, get creative with clues and hiding places!



U

University Challenge... For academic fans, setting up a quiz for two teams with your choice of questions can be a fun way to fundraise. Don't forget to allocate someone as Jeremy Paxman!

V



Vintage clothes...Perpetually in fashion, vintage clothes sales are a great way to clear out old clothes and raise funds!



W

Walk...Coastal paths, woodland and long distance are some of the almost limitless options for a charity walk. A great chance to see new bits of the country for a great cause!

Wax (ouch!)...If you're feeling brave, a packet of waxing strips and some mates to video your sacrifice is all you need for this activity.

Wine tasting...Well... wine not? Get a range of wines (or any drink you like!) and invite donations for tasters!

X



X-box night...Get into your PJs and have a night in with mates to play for a donation.

X-factor...Either mimic your favourite act, or come up with your own!



Y

Yoga...If you and your friends love a yoga session, why not pop on a yoga video and take to the mat in return for some donations?

Z



Zip wire...Is it a bird? Is it a plane? No. It's one of our brave fundraisers! Get sponsored to wiz through their air for us!

Zumba...A great sense of rhythm not necessarily required, but a sense of fun definitely is!

You can always get creative with your Zumba and do it dressed-up too!



Storytelling Tips...

People give to people, not just causes.

When asking for support:

- **Say why you care**- share your personal reason for supporting Ely Foodbank.
- **Share impact** - explain what donations achieve
- **Use stories** - anonymised real-life stories from Ely Foodbank can help people connect.
- **Be yourself**- authenticity is the most powerful tool you have.



Keeping it safe & simple...

While fundraising is about fun, it's also about making sure everyone feels safe. If you're hosting an event in public, get permission first. If food is involved, make sure hygiene standards are met.

For bigger events, think about insurance and first aid. And if you're ever unsure, just ask us. We'll help you make sure everything is above board, so you can relax and enjoy the day.

Gift Aid - Encourage UK taxpayers to tick the box — it adds 25p to every £1 donated at no extra cost.

After your event...



When the last slice of cake has been eaten or the final raffle ticket drawn, take a moment to celebrate. Share photos, tell your supporters how much you raised, and - most importantly - say thank you. Gratitude is the golden thread that keeps people coming back to support you again and again.

Sending in your total is simple. Online platforms like JustGiving will transfer funds automatically, or you can send us a cheque or bank transfer. Either way, what matters most is that your hard work is transformed into help for people in crisis.

THANK YOU...

Whatever you do - big or small - every penny you raise helps families in our community.

To get more information please email us and we'll be glad to help - info@ely.foodbank.org.uk

Ely Foodbank is a registered charity in England and Wales (Charity Number: 1150746).

