

FUNDRAISE for a **BETTER** FOOD & FARMING FUTURE

Soil Association Fundraising Guide





Our Vision...

**Good food for all, produced
with care for the natural world.**

Our organic values mean we care about human health, nature, soil, water, forests, and animal welfare. We are in a unique position to bring together a range of people to transform the way we eat, farm and care for the natural world.

We work to persuade politicians to develop farming and food policies that put the nation's health first. Our work has two major strategic themes that align with our vision for the future:

**Good Food for All and
Farming for the Future.**

Our Campaigns and Impact

We work across the spectrum of human health, the environment and animal welfare by:

- 🌱 Encouraging the cultivation of healthy soils
- 🌱 Protecting animal welfare standards
- 🌱 Campaigning for change
- 🌱 Supporting farming innovation
- 🌱 Helping to make healthy food the easy choice

WHY DO WE NEED YOUR HELP?

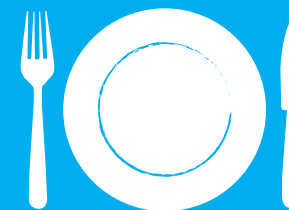
As a charity, our vital work here at the Soil Association would not be possible without our brilliant members and supporters. Through your donations and fundraising, every penny we receive allows us to champion a world where people, farm animals and nature can thrive.

Our Out to Lunch survey

resulted in the National History Museum completely redeveloping their menu so children can benefit from healthier food choices.



The AssureWel project has meant that over **11,000 dairy farms and over 200,000 cows** are benefiting from assessment against welfare outcome measures.



Over 1.7 million meals

served per day that meet our Food for Life standards.



50 cities

have now signed up to the Sustainable Food Cities programme.

Fundraising Ideas

Looking for fundraising inspiration? Whether its organising a bake sale or running a marathon, there's something suitable for everyone. Here are a few ideas to get you started!

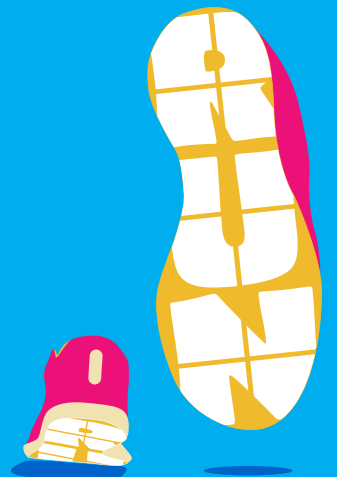


SPONSORED ACTIVITY

Take on a challenge and get other people to sponsor you – it's easy to get started with our sponsor form on page 10!

SOMETHING SPORTY

Take part in a sporting event – whether that's a three-legged race or an ultra-marathon – and get sponsored to do it.



COFFEE AND CAKE

Try your hand at baking and serve with organic tea and coffee – another great event to invite your friends and family to!



PUT ON AN EVENT

Budding musician? Fancy yourself as a quizmaster? Put on an event and invite all your friends and family along.



GIVE SOMETHING UP

Do you have a habit you're trying to kick? Make the most of the opportunity and raise money for a great cause at the same time.

Getting Started and Organising

Can't wait to get started? Here are some of our top tips for getting the most out of your fundraising event and ensuring it all runs smoothly.



Get in touch with your contacts and see if they'll offer to sponsor your activity.



Remember to budget carefully for your event and be realistic in what you can achieve.



Make use of an online fundraising platform (justgiving.com/soilass).



Set a fundraising target to give you a goal to aim for.



Promote your event using social media, as well as using posters, flyers, and any other way that spreads the word!



Don't be afraid to ask for others to help you – they may even be inspired to do some fundraising of their own.



Legal Bits

INSURANCE

Any event involving the general public will require public liability insurance. Check whether this insurance is provided by the venue you are using, or whether you will be required to provide your own.

MONEY

Keep any cash secure using a lockable box. Have a second person present whilst you count any money.

HEALTH & SAFETY

Minimise and reduce risks where possible to ensure the event operates as safely as possible.

FOOD

Check which food safety laws apply with your local council. Follow Food Standards Agency guidelines for preparing and cooking food.

ALCOHOL

You must have a licence to sell alcohol. If the venue you are using is not covered by an existing licence, check with your local council to see if a temporary one can be arranged.

RAFFLES AND LOTTERIES

Whether you require a lottery licence depends on the type of lottery you are running. It is your responsibility to ensure you are compliant with the law, so if in doubt, you should seek legal advice.

Sponsorship Form

Fundraiser Full Name:

Event:

Date: Fundraising Target:

Address:

Postcode:

Email:

Telephone: Gift Aid eligible: ☐

Sponsor Name	Address	Sponsorship amount (£)	Date Payment Received
Total			

Paying In Form

Thank you for fundraising for the Soil Association. You can send the money you raise to us in two ways (please remember to not send cash in the post):

1. Online through **justgiving.com/soilass**
2. By completing this paying in form below with your sponsorship form and posting it to us.

Total sponsorship amount:

Event name: Event date:

Payment method:

☐ By cheque/CAF voucher made payable to: Soil Association

☐ By Mastercard/Visa/CAF card (delete as appropriate)

Cardholder Name:

Card Number:

Expiry Date: /

Security Number:

If you would like to be kept updated about the Soil Association's activities please tick the box below and provide your email address:

☐ Yes, please keep me updated by email

Email:

Please return this form to: **Freepost Plus RSXC-XZBT-GHXT Soil Association, South Plaza, Marlborough Street, Bristol BS1 3NX**

Best of luck with your fundraising efforts!

If you need any help or advice with
your fundraising, please contact the Soil
Association on **0117 914 2447** or send an
email to **memb@soilassociation.org**.

Thank you for your support.

