

THE FELIX PROJECT

FUNDRAISING GUIDE



Felix

SAVING FOOD FEEDING LONDON

We are The Felix Project.

We rescue fresh, nutritious food from across the food chain, and deliver it to the people who need it most – from one hand to another.

Our mission might be simple, but it takes a lot of work.

This year we're aiming to deliver 35 million meals, saving 15,000 tonnes of food that would've otherwise been wasted.

We need your help to work towards ending London hunger – and winning the fight against food waste.

Let's do it together.

IN LONDON

400,000 CHILDREN

& 1.5 MILLION ADULTS

ARE GOING HUNGRY



BIG HEARTS

MAKE FULL STOMACHS

So, you want to help us feed London?

Here's our guide on fundraising with The Felix Project.

You're here because you want to do something great – and while giving feels good, you should know exactly what your support can do.

MONEY = MEALS

£10 = 29 MEALS

£100 = 290 MEALS

£200 = 580 MEALS

And for every £1 you raise, we save £5 worth of nutritious food.

When you raise money for The Felix Project, you're directly helping us get food to the people who need it, like Nadir and Zoe:

Being able to eat a variety of foods at such high quality on a consistent basis is something I'll never take for granted. Thank you. I'll be forever grateful for the time you've spent helping me and my family.

Nadir, West London

We've had a bag of incredible and hugely appreciated food. I cried! Milk and vegetables that cost a fortune around here.

Zoe, North London



THIS IS

WHY YOU MATTER

Every week, we supply
food to over

1,000

London food banks, schools,
community kitchens, charities
and other community
organisations. And together,
we can do more.

In the UK, nearly
1 IN 10 PARENTS
can't feed their children
without food banks and
charities. And yet we still
waste 10 million tonnes of
food every year.

With your help, we can save
more food and feed more
people. Anyone and everyone
at any age can make an
impact – so let's create
change, together.

As London's
BIGGEST
redistribution charity, we rely
on the help of our volunteers
and people like you to make
our aim a reality.

Last year, we achieved a lot...

29 MILLION
meals delivered

1,059
charities & schools received free food

£44 MILLION
worth of food delivered to
people who need it

But our work isn't over.

*"There's no reason for children
to be starving or going hungry
with the amount of surplus
food that's out there."*

Michelle Dornelly, CEO,
Children with Voices in
Hackney

FIND YOUR

FUNDRAISING FAVOURITE

Community fundraising is about teaming up with your local community to support The Felix Project.

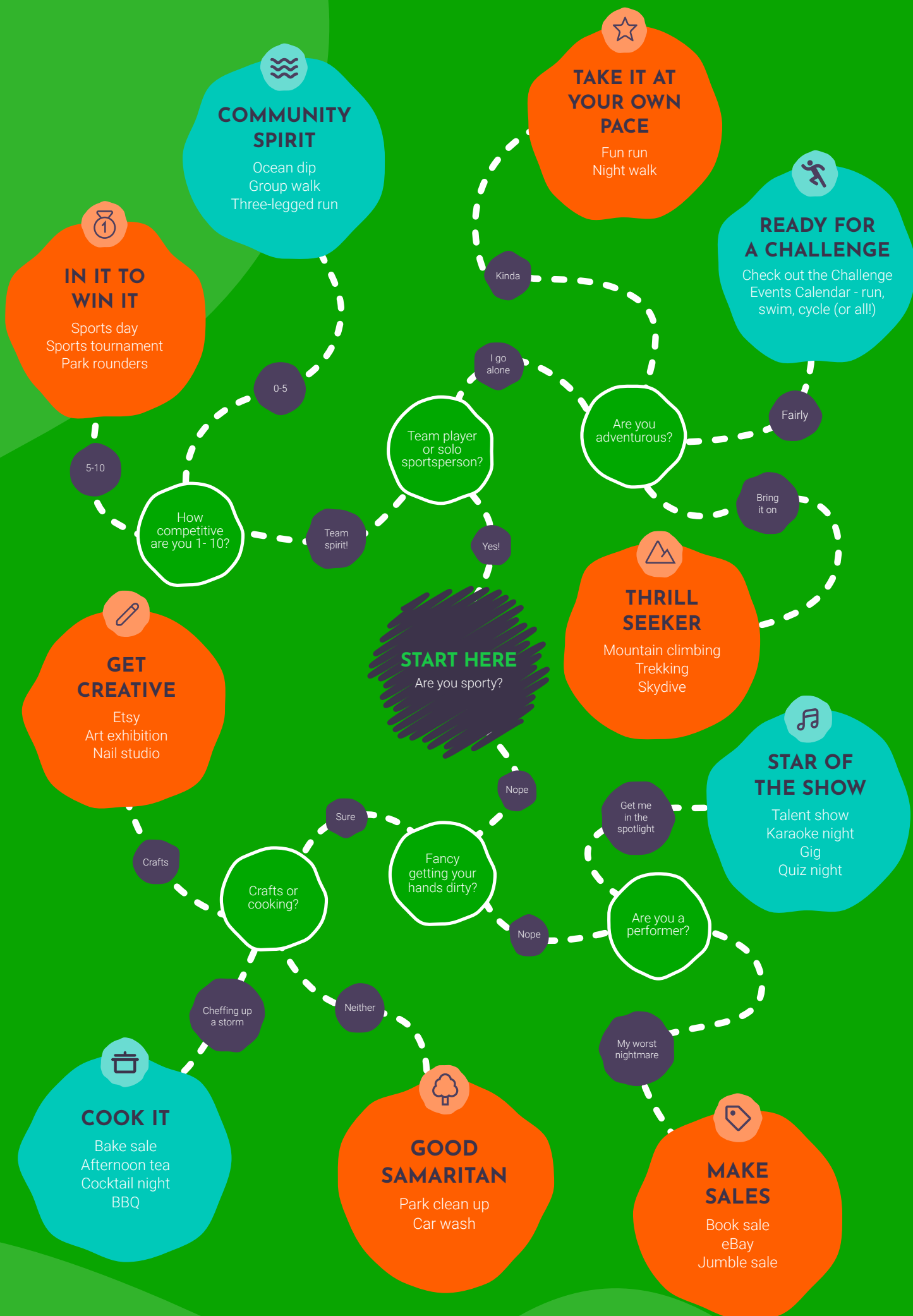
Whether your community means friends and family, school mates, colleagues, religious groups, or sports clubs, we can do more together.

We would love for you to get your communities involved in your fundraising,

either that's through group activities, donating to support you or simply sharing your donation pages.

There are so many ways you and your community can fundraise for us. Follow our fundraising flow on the next page and find out what activity you could try. Or if you have a fundraising idea of your own, we'd love to help — just email fundraising@thefelixproject.org and let's get you started!





THE

CHALLENGE EVENTS

So, you think you're up
for a challenge?

Challenge events give you a chance to push yourself, have some fun and support The Felix Project – all at the same time.

Countless challenge events take place across London and the UK throughout the year – from walks to marathons, swimming to cycling, there's something for everyone.

When you participate in a challenge event with The Felix Project, we charge a small entry fee and ask you to hit a fundraising target. So, we need people who are really passionate about our cause – those willing to go the extra mile to end London hunger.

Need some inspiration? Read Sam's story below.

THE WORLD'S HARDEST ULTRAMARATHON

Sam Martin raised £8,375 to fight hunger and food waste.

The Marathon des Sables is widely regarded as the toughest foot race in the world. A six-day ultramarathon (the distance of six regular marathons through the Saharan desert).

"I've lived in London for just over five years and I've seen first-hand how many Londoners don't have basic access to food. The thought of anyone going hungry when so much food is wasted seems completely wrong."

Six days in the Sahara not your thing? Check out other upcoming challenge events in London on the next page.



LONDON EVENTS CALENDAR

Want to represent #TeamFelix
at one of the below events?

HACKNEY HALF

21st May 2023

Hackney Half is an annual race that takes place around one of London's trendiest boroughs. Promising an unmissable atmosphere, complete with live entertainment and DJs throughout the course, you'll be flying through the streets of East London, from Broadway Market to Hackney Wick.

RIDELONDON

28th May 2023

RideLondon is an iconic cycling event that takes riders from the centre of London to rural Essex, all by pedal power. The 100-mile cycle is no easy feat but it promises to be an incredible route for those who love a challenge.

THE BIG HALF

3rd September 2023

The Big Half goes straight through the heart of London – sweeping through Canary Wharf, across Tower Bridge, and culminating at the finish line at Cutty Sark. The race is inclusive to people of all abilities and their 'We Run As One' training plan helps everyone get moving.

ROYAL PARKS HALF MARATHON

8th October 2023

Check out London's greener side with this iconic 13.1 mile route. As the name suggests, Royal Parks Half Marathon takes you on a tour of four of London's Royal Parks: Hyde Park, Green Park, St James's and Kensington Gardens.

Register for your chosen
event via our website and
get your free tee to
wear on the day.



TIME TO GET BAKING

Sweet treats stopping food waste – what could be better?

Bake Sales are a great way to raise money and make some delicious homemade treats for your local community. Plus all our recipes make use of foods that often go to waste.

Top tip: Sell slices or divide the mixture into cupcakes and adjust the bake time.



BANANA BREAD

Quick to make and super delicious, this cake uses the three most commonly wasted ingredients: bananas, bread and milk.

Ingredients

- 300g old bread
- 600ml milk
- 50g raisins
- 2 apples or pears
- 2 bananas
- 3 tbsps of sugar
- 2 eggs (or 1 tsp of bicarbonate of soda)
- Icing sugar for the top

Method

Preheat your oven to 180°C, gas mark 4. Cut the bread into small pieces and place in a mixing bowl. Warm up the milk in a saucepan or with the microwave, and pour over the bread, leaving it to soak for 15 minutes. If the bread is quite old, it might need a bit longer.

In the meantime, soak the raisins. Peel, quarter and core the apples, then cut them into small pieces, or grate them with a cheese grater. Peel the bananas and mash them with a fork. Drain the raisins and add them to the mixing bowl together with the apples, bananas, sugar and eggs (or bicarbonate of soda).

Mix well. Line an 8-10 inch baking tin with parchment, pour the mix in and bake for 40 minutes, or until a toothpick comes out clean. When cool, dust with icing sugar.



CARROT CAKE

No scales needed! This yoghurt cake recipe uses the tub to measure ingredients.

Ingredients

- 2 tubs of single-portion yoghurt
- ½ tub raisins
- 2 carrots
- 3 tubs of self-rising flour
- 1 ½ tubs of sugar
- 1 tub of vegetable oil
- 2 eggs
- ½ teaspoon of cinnamon
- 1 pinch of salt
- ½ tub of nuts

Method

Preheat your oven to 180°C, gas mark 4. Empty the yoghurt tubs into the mixing bowl and use the empty tub to measure the raisins. Pour them into a mug and cover with hot water, leaving them to soak for 5-10 minutes.

Peel and grate the carrots. Add all the remaining ingredients to a mixing bowl, including grated carrots and drained raisins, and mix. Line an 8-10 inch baking tin with parchment, pour the mix in and bake for 40 minutes, or until a toothpick comes out clean.



APPLE & LEMON CAKE

Check out this super easy, fruity recipe that uses up leftover apples.

Ingredients

- 1 yoghurt tub
- 3 tubs of self-rising flour
- 1 tub sugar
- 1 tub vegetable oil (sunflower, rapeseed, mixed seeds, they all work)
- 3 eggs
- 3-4 apples, depending on the size
- The zest of 1 lemon, and the juice from ½ of it

Method

Preheat your oven to 180°C, gas mark 4. Wash the apples then peel, cut and remove the core, and cut again into small pieces. Empty the yoghurt tub into the mixing bowl and use the empty tub to measure the other ingredients, adding them all to the mixing bowl.

Grate the lemon zest in, before cutting it in half and squeezing the juice from one half. Mix everything well. Line an 8-10 inch baking tin with parchment, pour the mix in and bake for 40 minutes, or until a toothpick comes out clean.



OUR

#TEAMFELIX TOP TIPS

1

GET SET UP

Start by setting up a fundraising page (JustGiving and Enthuse are great) and get the ball rolling with a few donations from friends and family – people give more when they see others giving.

2

BE AMBITIOUS

When you're setting your fundraising target, be ambitious. It's great motivation and you'll feel incredible when you hit it.

3

MAKE IT PERSONAL

Add a photo to your fundraising page and tell people why you're raising money, why it matters to you and who their donations will help. (We've put some guidance for this in 'Your Essential Toolkit' section).

4

SPREAD THE WORD

Be proactive and get the word out to everyone you know; in-person, on Whatsapp, social media or email. You never know who might donate.

5

KEEP PEOPLE UPDATED

Keep your circle updated on your journey – it also helps to remind people to donate. If you're worried it feels like nagging, make sure to celebrate people who have given so far.

6

GET PEOPLE INVOLVED

Get creative with how you ask people to get involved. Maybe your friends could host a bake sale or choose an activity to support your fundraising.

7

DON THE MERCH

You can request #TeamFelix merch and materials to promote your fundraising (and look great at the same time!) – just email fundraising@thefelixproject.org

8

ASK FOR FELIX

Need a hand with anything related to your fundraising? We've got you! Just get in touch via social media or email fundraising@thefelixproject.org

9

SAY THANKS

Make sure you thank everyone who donated and give people a little nudge in case they want to make a final donation (20% of donations come in after an event).

10

HAVE FUN

You're doing something really incredible, so remember to have a bit of fun with your fundraising!

AMAZING

COMMUNITY STORIES

Our community of #TeamFelix fundraisers have been raising money in their own incredible ways since we started in 2016. Here's some recent fundraising stories to get you inspired!

LANDS' END TO JOHN O'GROATS IN THE LIVING ROOM

The Budd family walked 913 miles – the entire distance from Lands' End to John O'Groats – all on a treadmill in their living room.

"When you live in London you get a sense of the food-poverty issue, but you're still quite removed from the reality of what it's like to go without the basics."

BIRTHDAY CYCLE FROM GENEVA TO ROME VIA MILAN

Roger Cox welcomed his 70th birthday by cycling all the way from Geneva to Rome, covering roughly 1,200 km and climbing over 17,500 metres over 12 days.

"I've been volunteering as a part-time van driver around central London with The Felix Project. Felix's good work continues as the need continues to grow. So, in recognition of what Felix has done for me, I am using my ride as a platform to raise some money for them."

THREE PEAKS CHALLENGE

The team from Penningtons Manches Cooper LLP raised £5,721 for The Felix Project by completing the Yorkshire Three Peaks challenge: climbing Pen-y-ghent, Wharfedale and Ingleborough all within 12 hours (with 30 minutes to spare!).

YOUNG ENTREPRENEURS SELL GOODIES FOR FELIX

Students from Primary schools around London came together and raised £482 for The Felix Project. The students took to the stalls at Borough Market to sell delicious soup and freshly baked bread made from scratch. A huge thank you to the young marketeers and the School Food Matters charity for organising such a brilliant event.



HOW TO PAY YOUR DONATIONS

A little means a lot.

When you raise money for The Felix Project, we make sure every penny makes a difference. You can send us what you've raised in several ways.

Online

You can transfer your money online by visiting our website. We'd love to hear how you fundraised so make sure to leave us a comment with your donation.

Bank transfer

Use our bank details to make your payment. Include your name as reference so we know where it's come from, then send us an email with the amount and the date you sent us the money to fundraising@thefelixproject.org

Cash

If you have collected cash, please pay it in using our bank details (right). Use your name as a reference so we can identify the money. Please send us an email with the amount you have raised and the date you paid in the money to fundraising@thefelixproject.org

Cheque

Cheques should be made payable to 'The Felix Project' and can be sent to our Kendal Avenue Depot at: The Felix Project, Unit 6 Kendal Court, Kendal Avenue, W3 0RU.

BANK DETAILS

BANK NAME:

NatWest

ACCOUNT NAME:

THE FELIX PROJECT

SORT CODE:

50-41-10

ACCOUNT NUMBER:

52753875

BIC:

NWBKGB2L

IBAN:

GB35NWBK50411052753875

YOUR

ESSENTIAL TOOLKIT

Here's everything you need to kickstart your fundraising with #TeamFelix. Simply copy + paste the below then fill in the missing details.

Your donation page

JustGiving and Enthuse pages

Hi I'm [name], thanks for coming to my page!

I'm [insert activity] to fundraise for The Felix Project – a London-based charity that sources surplus food from across the capital and redistributes it to the people who need it most.

I'm fundraising because... [insert your personal reason for fundraising with The Felix Project].

In London, 400,000 children and 1.5 million adults are going hungry. The Felix Project is working towards ending London hunger – and winning the fight against food waste.

I would be so grateful for a donation of any size – but to give you context of what your donation can do: £10 = 29 meals that The Felix Project can deliver to people who need it.
And £100 = 290 meals.

You can learn more about The Felix Project on their website.

I'd love your support!



Social media post 1

I'm *[insert activity]* to fundraise for @thefelixproject!

The Felix Project is a London-based charity that sources surplus food from across the capital and redistributes it to the people who need it most.

It's an amazing cause working towards ending London hunger and winning the fight against food waste. I would love your support.

If a challenge event....

My donation page is:

If community fundraising...

What's happening?

[Insert details of your event]

Date:

Time:

Location:

Bring:

[You might want to collect cash at a Bake Sale, or ask people to donate items for a Jumble Sale].

#TeamFelix

Social media post 2

Food waste and hunger are two huge problems in our capital city – and @thefelixproject is working towards fighting both.

A London-based charity, The Felix Project sources surplus food from across the capital and redistributes it to charities, schools and communities across London.

I've joined #TeamFelix to fundraise for this amazing cause and I'd love your help. I'm fundraising for The Felix Project because...

[Insert your personal reason for fundraising for The Felix Project].

If a challenge event....

My donation page is:

If community fundraising...

What's happening?

[Insert details of your event]

Date:

Time:

Location:

Bring:

[You might want to collect cash at a Bake Sale, or ask people to donate items for a Jumble Sale].

#TeamFelix

Download your assets

Taking part in a big
Challenge event?



Download

Organising a bake
sale or quiz night in
your **Community**?



Download

Don't forget to tag us when you post!
#TeamFelix

An infographic on a green background with a white starburst pattern. It features several speech bubbles and circular icons. Icons include a thumbs up, a video camera, a photo of a landscape, a person on a phone, a megaphone, and a heart in a speech bubble. White stars are scattered around the central text.

SPREAD THE WORD!

#TeamFelix

Our community is
constantly growing.

Please share your
fundraising photos with the
hashtag #TeamFelix so we
can find your posts, photos
and videos and share them
with our community.

Social media is a great
place for us to see what
our fundraisers are doing
and can help inspire others
to fundraise.

Not on socials?
Send your photos to
fundraising@thefelixproject.org
– please only send us photos
you're happy for us to share.

Insta: @thefelixproject
FB: @thefelixproject
Twitter: @thefelixprojectuk
LinkedIn: @thefelixproject
#TeamFelix

THANK YOU!

By choosing to fundraise for The Felix Project, you're actively helping to feed those in need and reduce food waste in London.

We can't wait to see what you get up to. If you need any help or have any questions, we're here for you. Message us via social media or email us on fundraising@thefelixproject.org.

All that's left to say is, thank you.
Really, thank you.

You're about to do
something amazing.

Felix



The Felix Project, Unit 6, Kendal Court, Kendal Avenue, England W3 0RU
thefelixproject.org | fundraising@thefelixproject.org | 020 3034 4350

Registered Charity No. 1168183



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REGULATOR**