

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.

Last year, we delivered 32 million meals, saving over 13,000 tonnes of food that would have otherwise been wasted. This year, we're hoping to save even more!

100,000

FAMILIES

IN LONDON HAVE

LESS THAN £3 A DAY

TO SPEND ON FOOD

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

Let's do it together.



**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 = 26 MEALS**

**£100 = 260 MEALS**

**£200 = 520 MEALS**

And for every £1 you raise, we save £4 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

**990**

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...

**32 MILLION**  
meals delivered

**1,119**  
charities & schools received free food

**£53 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.

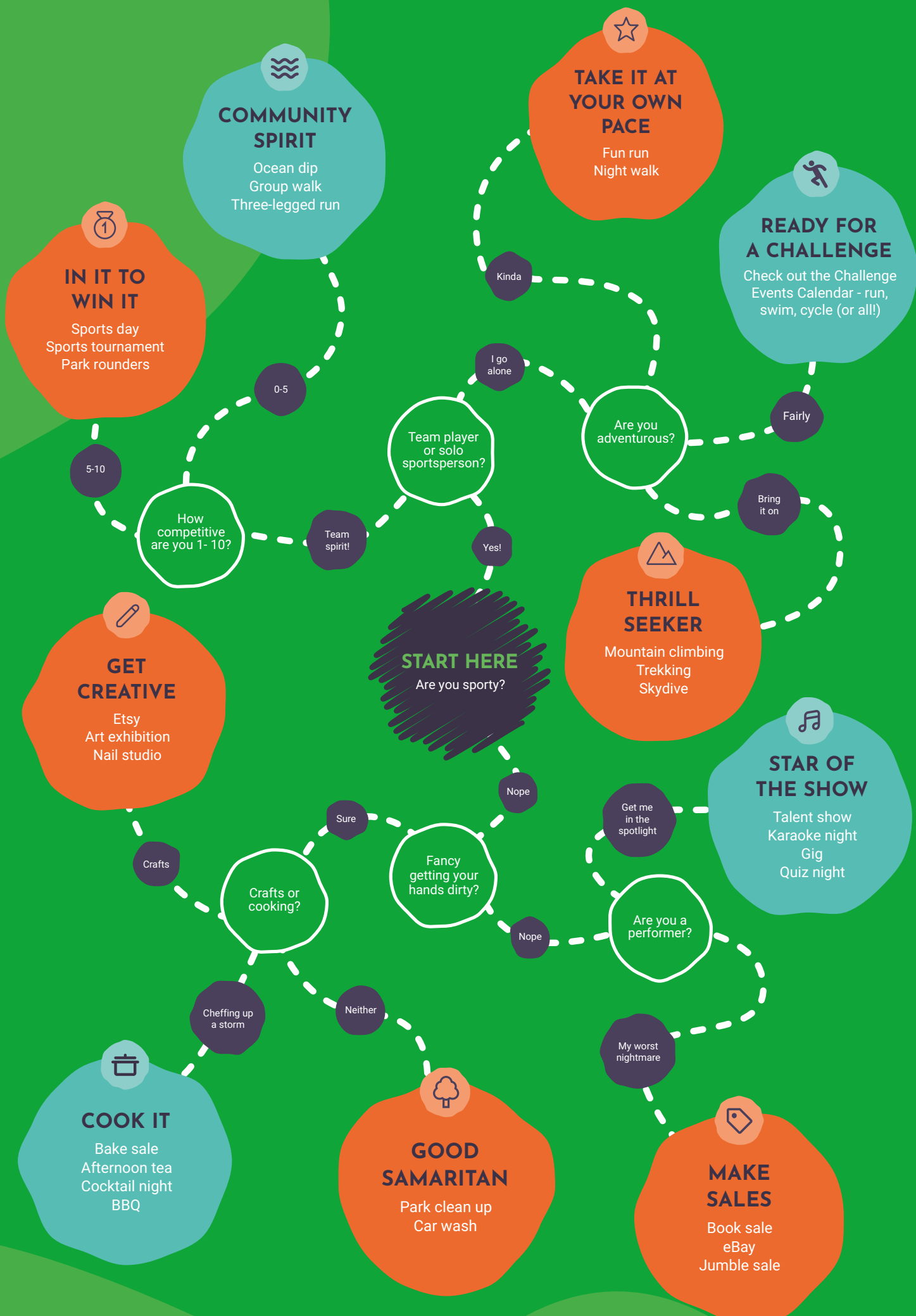
Whether your community means friends and family, school mates, colleagues, religious groups, or sports clubs, we can do more together.

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](mailto: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.*





# JOIN #TEAMFELIX

## ULTRA CHALLENGE



Walk, jog or run the best of Britain! With tough 'continuous' 100k challenges, a testing 50k Half or 25k Quarter distance challenges – there's an Ultra Challenge for everyone!

## HACKNEY HALF MARATHON



### MAY

Conquer 13.1 miles of London's most creative and inspiring borough. Featuring street art and entertainment along route.

## RIDE LONDON-ESSEX



### MAY

This iconic 100 mile world famous challenge offers cyclists a unique experience of traffic-free roads through London's famous streets, picturesque villages and the countryside of Essex.

## THE BIG HALF MARATHON



### SEPTEMBER

Take on the inclusive 13.1 mile course through London from Tower Bridge to the iconic Cutty Sark in Greenwich.

## LONDON TO BRIGHTON CYCLE



### SEPTEMBER

Secure your place with Team Felix! Take off from London and enjoy the lovely, quiet country lanes, before arriving at the finish line on the seaside of Brighton.

## ROYAL PARKS MARATHON



### OCTOBER

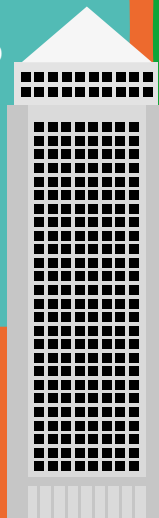
A stunning route through central London taking in landmarks and enjoying the beauty of London's famous parks and gardens.

## SANTA STAIR CLIMB



### DECEMBER

Are you ready to step up to the challenge and climb all 1,031 steps of one of London's most iconic buildings?



## YOUR OWN CHALLENGE

Get in touch and let us know what you're taking on and we will support you every step of the way! #TeamFelix.



## FOR MORE INFORMATION

Visit our events page or email [events@thefelixproject.org](mailto:events@thefelixproject.org)





# 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 tbsp 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](mailto: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](mailto: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!

## WEDDING FUNDRAISER

Last July as Kat & Paul were planning their wedding, they decided to make a difference and ask their wedding guests to choose three charities to receive donations in lieu of wedding gifts –

*"We were very conscious that a significant number of our fellow Londoner's were struggling for food as we planned our Wedding Day feast. Instead of Wedding Gifts we asked for donations to The Felix Project raising enough for over 2000 meals. It felt great to have spread the love so much further".*

## BIRTHDAY COMMITMENT CHALLENGE

Alexa Lin took on an incredible challenge in honour of reaching a milestone birthday. In celebration, Alexa committed to running a 5k every day for her entire birthday month and raised **£1,598**.

*"Food waste doesn't sit well with me. When I learnt that The Felix Project tackles both food waste and providing meals for those in need, I knew they were the charity I was called to support".*

## A DIP A DAY IN DECEMBER

Sophie Clowes decided once again to take "A cold water swim every day in December challenge". Embracing the cold temperatures of the Thames, Sophie managed to raise a fantastic **£910**.

*"In haste, I chose The Felix Project because to solve one problem with another: food poverty with rescued food waste, is genius. This is the third year in a row that I have swum through December to raise money for those ace green vans".*

## CHARITY OF THE YEAR, HAMPSTEAD GOLF CLUB

Last year, Patrick & Pam Nolan decided to choose The Felix Project as their Captainship charity of the year at Hampstead Golf Club. Hosting many golfing events, socials, and the most anticipated event of the year the "Captains' Charity Golf Day". Their support and drive from club members raised a staggering **£32,396**, enabling us to deliver an incredible **93,949** meals.



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, [thefelixproject.org](http://thefelixproject.org). 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](mailto:fundraising@thefelixproject.org)

### Cash

If you have collected cash, please pay it in using our bank details (found on the 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](mailto:fundraising@thefelixproject.org)

### Cheque

Cheques should be made payable to 'The Felix Project' and can be sent to: The Felix Project, Unit 3, Origin Business Park, Rainsford Road, London, NW10 7FW.

Please ensure you send any sponsorship forms to us with your cheque.

For more info on how to send through the funds you have raised, simply scan the QR code - If you have further questions on how to pay in your money, please do email us [fundraising@thefelixproject.org](mailto:fundraising@thefelixproject.org)

## BANK DETAILS

BANK NAME:

NatWest

ACCOUNT NAME:

THE FELIX PROJECT

SORT CODE:

50-41-10

ACCOUNT NUMBER:

52753875

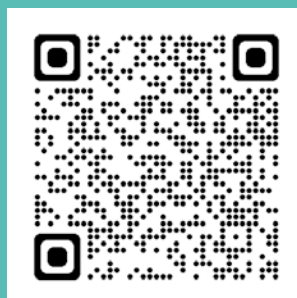
BIC:

NWBKGB2L

IBAN:

GB35NWBK50411052753875

SCAN ME FOR MORE INFO:



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]

100,000 families in London have less than £3 a day to spend on food. The Felix Project needs your help to work 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 = 26 meals that The Felix Project can deliver to people who need it. And £100 = 260 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





# 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](mailto:fundraising@thefelixproject.org)  
– please only send us photos you're happy for us to share.

Insta: @thefelixproject  
FB: @thefelixproject  
X: @felixprojectuk  
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](mailto:fundraising@thefelixproject.org).

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

You're about to do something amazing.

Felix

