

Session 4 Fund Raising and volunteer recruitment

SESSION 4

FUND RAISING
AND VOLUNTEER RECRUITMENT

WEBINAR



Feeding Derbyshire

Agenda 11.30-1.00pm

Introductions – Feeding Derbyshire Team – 5 mins

1. FUNDRAISING

- ✓ **Food & cash donations** - FD team – 10/15 mins
- ✓ **Fundraising** – Sarah Paisley DDCVS – 10/15 mins

Followed by Q&A

2. VOLUNTEERING

- ✓ **Volunteering: How to attract and retain support volunteers – SDCVS 15 mins**
Followed by Q&A

- ✓ **Volunteering: Wellbeing & Mental Health – DCC – 15 mins**
Mel Hani will talk about the support available for the VCSE around mental health and wellbeing. Followed by Q&A

3. CLOSE AND FEEDBACK



FOOD DRIVES



LOCAL BUSINESS PARTNERSHIPS

FOOD MARKETS

Food Donations

Annual events & festivals



Feeding Derbyshire

**REGULAR
GIVING**



**LEGACY
DONATIONS**



Cash Donations



**CHARITY
EVENTS**

Benefit concert, quiz,
comedy night, etc.



**FUND
RAISING**

Sponsored runs,
bake sales, etc.



How you can help



Donate

Make a one-off or regular donation and change someone's life

Make a donation

Help us to make a positive change to someone's life

£12

Could keep residents warm and safe for a week



Manage consent

£25

Could provide one good meal a day for a week



£67

Could buy a first kitchen set for a resident



£100

Could provide a trauma-informed counselling session




Regular Giving

- Encouraging supporters to set up small, regular donations creates long-term sustainability. **Monthly direct debits** provide predictable income (you can set up an easy link on your website) and easier tracking.
- Offer updates: Send quarterly emails or short videos showing donor impact.
- Recognition: Send a thank-you letter at the end of the year.
- Link to *Gift Aid*: Remind donors they can increase their gift by 25% at no extra cost.
- Link the amount to something tangible that you do



Community Fundraising

Popular fundraising ideas include:

-  Bake/craft sales
-  Sponsored runs, walks, or marathons
-  Extreme challenges (hikes, skydives...)

Try tying fundraising campaigns to local events (e.g. *The Peak District Challenge 2025*) promoting these ideas well in advance so people have time to prepare and raise money.

Use the summer holidays to engage children, students, and families.

- Support your Fundraisers: Offer a **Fundraising Pack** to make it easy for supporters to get started, including:
 - Step-by-step guidance on planning events
 - Tips for promoting and maximising donations
 - Templates (posters, sponsor forms, social media posts)
 - Essential information about your charity and how to send in funds.



Legacy Donations (Gift in wills)

Promote gently and respectfully: Include legacy giving in newsletters or on your website, but avoid any high-pressure appeals.

Explain simply: *“Some people choose to leave a gift to their local food bank/pantry. If your family member has requested this then please get in touch and we can provide further information of how to do this”*

- **You may want to work with a local respected local solicitors re legacy donations to ensure you have covered all the right information**



Top Tips on how to attract donations

1. Use different communication channels to raise awareness: posters, social media, local events.
2. Tell a powerful story: Use real, human stories to show the impact of your work and that of people's donations.
3. Be careful and clear when making claims when asking for donations - “Your £10 will feed a family of 4 for a week” compared to “Your £10 a week can help us feed a family of 4”
4. Make donations simple: remove barriers to donating (e.g. simplify food/money collections)
5. Build local partnerships: Engage nearby businesses, schools, and community groups. Think also about how they could benefit from helping you e.g. CSR, social value



Fundraising Support

Sarah Paisley DDCVS

- Use the Funding support available through a CVS
- Book on a Funding workshop
- Sign up for a Funding bulletin - keep an eye on emails and bulletins from your CVS and partners like RAD and Active Partners Trust newsletters
- Local Funds – Councillors/Public Health Locality funds/ CVS small grants
- Foundation Derbyshire



Useful Resources

- [Food aid | The National Lottery Community Fund](#)

[Grants search | Trussell](#)

[360Giving GrantNav - Search](#)

[Warm Welcome | Find Community Spaces Near You](#)



Fundraising Tips

- Have a plan – what / why / when / how
- What do you want the funding for – have a clear and concise statement
- Why do you need to do this? Have local support or evidence
- When are you going to run the activity – make sure timing fits funding
- How are you going to do it – clear delivery plan and budget
- Use bullet points and quote the funder / clearly link your answer to the question

Fundraising – Links

- Research funders that will help you with your plan, there are free tools to help with this:
 - www.fundingcentral.org.uk
 - <https://www.charityexcellence.co.uk/free-grant-funding-finder-directory/>
 - <https://www.grantsonline.org.uk/>
 - www.getgrants.org.uk
 - [Meet the Funder Virtual Events - Get Grants](#)

Recordings

[Meet the Funder - Tesco Stronger Starts - Get Grants](#)

[Meet the Funder - The Clothworkers' Foundation - Get Grants](#)



Fundraising – Grants/Foundations examples

National Lottery Community Fund – Awards for All and Reaching Communities

- <https://www.tnlcommunityfund.org.uk/funding/funding-programmes>

Asda Foodbank Fundamentals Fund - closed

- <https://asdafoundation.org/our-grants/foodbank-fundamentals-fund/>

Greggs Community Fund

- <https://www.greggsfoundation.org.uk/grants/>

Morrisons Foundation

- [Grant Funding Request | Morrisons Foundation](#)

Seven Trent Water Community Fund

- <https://www.stwater.co.uk/about-us/severn-trent-community-fund/new-project-funding/>

Feeding Derbyshire Funds

- <https://www.ruralactionderbyshire.org.uk/feeding-derbyshire-fund>



Fundraising – Grants/Foundation examples

Derbyshire Holiday and Activities Fund - [Holiday activities and food programme - Derbyshire County Council](#)

Garfield Weston Foundation - [For grant applicants - Garfield Weston Foundation](#)

The Bingham Trust for SK17 postcodes - [The Bingham Trust - The Bingham Trust](#)

Rotary Club Bakewell – closing date 5th Dec! - [Rotary Bakewell Grants - Rotary Bakewell](#)

Derbyshire County Councillor Scheme - [Community Leadership Scheme - Derbyshire County Council](#)

- <https://asdafoundation.org/our-grants/foodbank-fundamentals-fund/>

Greggs Community Fund - <https://www.greggsfoundation.org.uk/grants/>

Morrisons Foundation - [Grant Funding Request | Morrisons Foundation](#)

Seven Trent Water Community Fund - <https://www.stwater.co.uk/about-us/severn-trent-community-fund/new-project-funding/>

Feeding Derbyshire Funds - <https://www.ruralactionderbyshire.org.uk/feeding-derbyshire-fund>



Volunteering Support

Hollie Benton SDCVS

- **Volunteer Brokerage through a CVS or Volunteer Centre**
- **Best practice**
- **Volunteering at SDCVS Foodbank**



Volunteering Support

Mel Hani – DCC/Public Health – Volunteer wellbeing

- **Current offer**
- **Feeding Derbyshire members volunteer/staff survey**



Useful contacts for Fundraising and Volunteering support

Volunteer Support

High Peak;

The Bureau for Glossopdale - <https://the-bureau.org.uk/>

NMVC for New Mills - <https://www.nmvc.org/>

Connex (Buxton part of High Peak and Dales) - <https://connex.org.uk/>

Derbyshire Dales;

Connex Community Support - <https://connex.org.uk/>

Chesterfield/NED;

Chesterfield Volunteer Centre - <https://chesterfieldvc.online/>

Volunteering and Fundraising;

South Derbyshire;

SDCVS - <https://www.sd cvs.org.uk/>

Erewash;

Erewash CVS - <https://www.erewashvoluntaryaction.org.uk/>

Amber Valley;

AVCVS - <https://avcvs.org/>

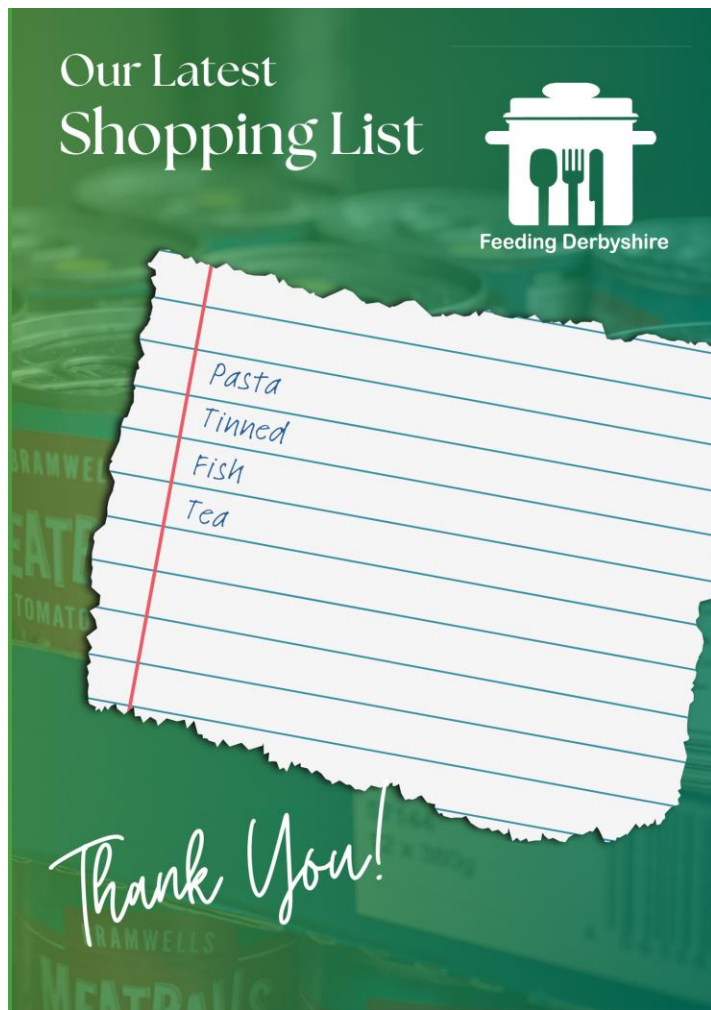
Bolsover;

BCVS - <https://www.bcvs.org.uk/bolsovercvs>

Chesterfield/NED;

Links CVS - <https://www.linkscvs.org.uk/>

High Peak CVS - <https://highpeakcvs.org.uk/>



Feeding Derbyshire resource pack

- New or updated resources are going to be added to our website in the next few weeks:
- Essentials Shopping List
- Customisable Social Media Templates

Close and Feedback

Feedback on this webinar and any ideas for future sessions welcome to;

- c.winterbottom@ruralactionderbyshire.org.uk
- p.dealtry@ruralactionderbyshire.org.uk

