

FUNDRAISING FOR YOUR FOOD FOR LIFE AWARD



We are aware that there are many demands on schools budgets so have put together some ideas that may help you fund your award from other sources.

We also know that schools have many innovative ways of funding their FFL activity and we'd love to share these with others – tell us what you've been up to by emailing ffl@foodforlife.org.uk



We continue to fundraise both nationally and locally for our schools programme and will provide you with updates on our progress via our e-newsletters and on our website.

FUNDRAISING FOR YOUR FOOD FOR LIFE AWARD



School Farmers' Markets

School Farmers' Markets are real farmers markets held in school halls, community halls or playgrounds, organised by Food for Life schools. They give the local community the opportunity to browse and purchase fresh local produce and crafts.

Running a market is an exciting journey that combines engaging educational activities in the classroom with a 'wow day' event which can make a big contribution to your Food for Life award activity whilst generating income for the school.

Setting up a farmers' market in school is an exciting way of engaging pupils in key curriculum areas by providing a real-life situation with which pupils lead and own their very own business enterprise. They are also a great way to raise money to fund your Food for Life Schools Awards Package subscription.

What's involved in running a market?

Our School Farmers' Market team have helped hundreds of schools run markets up and down the country. They have developed a comprehensive printed guide - including detailed timeline, curriculum-linked classroom activities and resources - which you will find in the membership package resources. It is also available as a free download on our website www.foodforlife.org.uk/schoolfarmersmarket

How does this tie in with my FFL award work?

Holding a farmers' market can help you achieve many of the FFL award criteria for Bronze and beyond from using produce grown in the school garden through to the opportunity to consult with parents on wider aspects of school food. There are lots of ideas in the School Farmers' Market guide (see above) to get you started.

How does the market raise money?

Most schools charge stallholders a small fee to have a stall at their event and the income generated by the stallholder is theirs to keep. You can add to this income by selling products that the children have produced in school such as gluts of garden vegetables, jams, chutneys, or even plants. A large part of your income may also come from the sale of teas, coffees and cakes.

During a two hour market, a school can easily make between £300 - £400 profit. Some have taken even more!

www.foodforlife.org.uk/schoolfarmersmarket

FUNDRAISING FOR YOUR FOOD FOR LIFE AWARD



Building links with local businesses

There are many opportunities for your school to approach local businesses to apply for support for your Food for Life award, which may be especially of interest to food retail stores. Please find a few of these opportunities outlined below, all of which support local schools.

Asda: Click on the 'store locator' button to find out if you are within one mile of an Asda store. If you are, you can easily apply via an online form for your school to be considered for support. The stores run a monthly opportunity for three charities to share a donation decided by local people using green tokens. <http://bit.ly/AsdaCommunity>

Tesco: Larger Tesco stores have Community Champions, which select local charities, groups and not-for-profit organisations to carry out various charity and fundraising activities with their store and/or local community. They hold a donations budget and can also arrange for a bag-pack event. <http://bit.ly/TescoCommunity>

The Co-operative: Contact your local Community Champion or find out if there is a Community Forum near to you here: <http://bit.ly/CoOpCommunity>

John Lewis: Every 3 months each store selects 3 community groups to support. Each shop will have £3000 to donate, split between the charities, schools or community groups according to the proportion of the vote they receive from customers via a green token scheme. You need to visit your local store to pick up an application form; you can find your store here: <http://bit.ly/JLewisCommunity>

Waitrose: Each month every Waitrose branch donates £1,000 (£500 in convenience stores). Use the following link to find your nearest store address, and address your request to the Waitrose Community Matters Team at that store <http://bit.ly/WaitroseFRCommunity>

FUNDRAISING FOR YOUR FOOD FOR LIFE AWARD



Template letter: Please see below a template letter you can adapt when sending in an application, or completing an online form, to one of the above schemes. You could also use this to write to a local business that has a less formal application process – those with an interest in being seen to support their local community are often good places to start!

Your Name:

Email Address / Telephone number:

School Name and address:

<School Name> would like to ask for your support in funding our Food for Life Award. Provided by the charity The Soil Association, Food for Life is a tried and tested approach to supporting children's health and education through better food and food education in schools.

The programme provides a framework based on a 'whole school approach', which looks at all aspects of food in school – from the provision of healthy, nutritious meals, through cooking and growing activities to visiting farms so that our children can learn about where their food comes from. It aims to provide both children and the wider community with the essential skills and knowledge that can support them to make healthy choices. They will provide expert resources and access to specialist support, all of which should help us achieve our bronze / silver / gold award. You can find out more about the programme here: www.foodforlife.org.uk

Your donation will allow this project to reach XXX local children, as well as XXX other family members and friends, as we know that messages our children learn travel home from school.

The award package costs £936 (including VAT) for a two/three year subscription, which is why we are asking for <NAME OF STORE> to support us with a donation to help us achieve our award.

We would be happy to provide a photo-opportunity for you in thanks for your support, and will provide you with an update when we achieve our award so you can see the impact your support has had on improving our children's access to good, healthy & sustainable food, as well as improving their learning about cooking, food growing and farming.

FUNDRAISING FOR YOUR FOOD FOR LIFE AWARD



Big Lottery Fund - Awards for All England

Awards for All England makes grants of between £300 and £10,000 to organisations wanting to run projects that aim to help improve local communities and the lives of people most in need.

They welcome applications from schools for activities or services that schools do not have a statutory responsibility to provide.

They look to fund projects that support one or more of the following outcomes:

- People have better chances in life - with better access to training and development to improve their life skills.
- Stronger communities - with more active citizens working together to tackle their problems.
- Improved rural and urban environments - which communities are better able to access and enjoy.
- Healthier and more active people and communities.

For more information please visit <http://bit.ly/BLFAwardsForAll>