

#UNITEAGAINSTFAMINE



More than 1.4 million children are at risk of dying from life-threatening hunger in South Sudan, Nigeria, Yemen & Somalia.

Action Against Hunger's emergency teams are providing lifesaving treatment to malnourished children and delivering vital food and water.

By taking the initiative to fundraise at this urgent time, you can help our teams save lives and provide the help so vitally needed.

FUNDRAISING IN YOUR RESTAURANT

THREE SIMPLE IDEAS FOR HOW TO RAISE FUNDS

- 1) Add a voluntary £1 donation to your customers' bills or a donation on a best-selling dish.
- 2) Host a raffle to win a prize at your restaurant and spread the word to your customers.
- 3) Hold a one-night-only event at your restaurant.

£1 VOLUNTARY BILL DONATION/DONATION ON A DISH

It's simple to collect and track customers' donations, with no added cost to your restaurant. This is best achieved by configuring your ePOS to add the donation automatically when processing the bill.

Whilst all till systems are different, we believe one of the following options will apply:

- 1) Adding the donation on processing the bill
 - If available, configure the service charge media button to add the £1 donation automatically, after service charge.

- If only one automatic option is available, it should be possible to create additional 'end-of-sale' buttons which can be used to add the £1 manually when processing transactions.
- 2) Creating a menu item called **Unite Against Famine** for the value of £1
 - All till systems will allow you to create a new, non-food or take-away menu item which is not subject to VAT. Name the item accordingly and configure it to be added automatically with each bill, or added by staff manually where required.

HOST A RAFFLE

Set up an online raffle page and encourage your customers to donate for a chance to win a prize at your restaurant.

- 1) Set up your fundraising page www.justgiving.com.
- 2) Set out the terms of your raffle: £10 for one ticket, £20 for three. Describe the prize you are raffling.
- 3) **Make sure you include all T&Cs in your description.** Check out [Hawksmoor's current raffle page](#) as an example of how to set these out.
- 4) Spread the word far and wide – on your social media channels with the hashtag #UniteAgainstFamine, by email and by promoting in your restaurant.

Your donors must enter their email address when prompted so they can be contacted if they are the lucky winner. These will only be visible to the page owner.

Additionally, donations are not eligible for Gift Aid, as you are offering the chance to win a prize in return for donations. Please state on your raffle page to choose not to include Gift Aid.

ONE-OFF EVENT

Hold a one-time-only event at your restaurant. You can be as creative as you wish, but here are a few ideas:

- 1) Donate a portion of profits from a day's takings, or the profits from a popular dish.
- 2) Hold a one-off dinner or event and fundraise through the sale of tickets. For example, hold a tasting dinner, an afternoon tea or collaborate with local chefs and restaurants to create a one-night fundraising extravaganza.
- 3) Hold a pay as you feel event. Create a set menu and ask customers to pay what they feel for the food and experience. Donate all proceeds to the famine relief appeal.



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MATERIALS AND LOGOS

Promote your fundraising using the materials provided on our website, including a poster, shareable social media images and our logo.

For any further materials you need, please get in touch with Emma on e.cullingford@actionagainsthunger.org.uk / 0208 853 7560.

TRANSFER YOUR FUNDS TO ACTION AGAINST HUNGER

Simply transfer the funds you have raised direct to Action Against Hunger's bank account. Make sure to include your restaurants' name so we can provide you with a receipt of fundraising.

Bank Transfer

Action Against Hunger
Co-operative Bank
Account number: 65027015
Sort Code: 08 92 50
Reference: Unite Against Famine [Your restaurant name]

Cheque

Please make cheques payable to **Action Against Hunger**

FAO: Restaurant Fundraising

First Floor, Rear Premises
161 - 163 Greenwich High Road
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THANK YOU

Thank you for uniting against famine by fundraising in your restaurant. With your help, we can provide lifesaving treatment to severely malnourished children, and urgent access to food and water for their families.

Good luck and please get in touch if we can provide any help or support.

Emma and the Food Related Fundraising team at Action Against Hunger
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