

YOUR GUIDE TO 'BIG GIVE' FUNDRAISING

Meals&Joy
CHRISTMAS FOR EVERY CHILD

BigGive

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Meals & More

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CHRISTMAS FOR EVERY CHILD

For a decade, Meals & More has been there for children across the UK, supporting provision of healthy meals, enriching activities & vital support during the school holidays. For many families facing poverty, social deprivation, and isolation, our clubs are a lifeline.

This December, we're proud to join the Big Give Christmas Challenge with our Meals & Joy campaign (1st – 8th December).

Here's the magic: every £1 you donate will be doubled during Big Give week. That means one gift becomes two... and one meal becomes many.

BigGive

Give Once. Double the Magic



Since its foundation by Brakes in 2015, Meals & More has supported over 2.8 million meals and has partnered with over 400 holiday clubs in deprived communities, giving children access to:

- Healthy meals in a safe, welcoming environment.
- Sports, crafts, and educational activities to keep young minds and bodies active.
- Supportive social spaces that build confidence and friendships.
- The Big Day Out initiative - giving children who never get a holiday the chance to visit the seaside or explore a park.
- The Big Christmas Party initiative - bringing festive joy with a healthy meal, fun games, and a goody bag to take home.

With 60 trusted community partners, Meals & More reaches 45,000 children and provides over 380,000 meals each year. By supporting provision of more than just food, we help children thrive - keeping them engaged, supported, and connected, even during the hardest times.

"*The support that Meals & More provides is incredible and enables us to continue to feed all the children that come to us through the school holidays.*"

Kevin Sherriff, Project Manager | Highfields Adventure Playground

HELP US TO

Give Once, Double the Magic This Christmas

Every pound raised is more than just a donation - it's a powerful tool that transforms lives by ensuring children have access to healthy food and enriching activities during the school holidays. Our ability to make a lasting impact relies entirely on the success of our fundraising.

If you're planning some festive fundraising we'd love you to support our Big Give Christmas Campaign.

Every pound you give will be doubled*, helping us bring even more food, friendship & festive magic to children who need it most.

****up to £15,000*

GET INVOLVED:

If you're planning some festive fundraising – whether in your workplace, with friends, or at home, we'd love you to support our Big Give Christmas Challenge.

From office bake sales and Christmas jumper days to simply donating the cost of cards or your posh coffee, every pound you give will be doubled, making twice the difference to children who need it most this Christmas.

We have lots of ideas to support you with your fundraising so why not download our fundraising toolkit.



"*You can see there's a lot of joy, a lot of fun, a lot of excitement in the air and that's really what we're about.*"

Peter McGrath, Operations Director | Meals & More

BigGive

FUNDRAISING & THE BIG GIVE

GIVE ONCE. DOUBLE THE MAGIC.

Ready to make a difference but not sure how?
Check out our fundraising ideas to spark your creativity.



WORKPLACE ACTIVITIES

Christmas Jumper Day
A classic, fun way to get everyone involved. Colleagues come to work in their most festive (or outrageous!) jumpers and make a small donation. You could even add a light-hearted competition with prizes for the best outfits.

Festive Bake Sale /
Great Corporate Bake Off
Seasonal treats baked by staff can be sold at break times, with proceeds going to Meals & Joy. To make it more engaging, turn it into a "Bake Off" challenge with judges and star bakers.

Office Christmas Raffle
Raffles are always popular in the run-up to Christmas. Prizes might include gift hampers, vouchers, experiences, or even something fun like an extra day's holiday if your company offers it.

Decorate the Desk /
Christmas Tree Challenge
Teams pay an entry fee to take part and decorate their workspace or tree. The winner could be decided by a staff vote, adding a bit of festive spirit and healthy competition.

PROMOTE WHAT YOU'RE DOING

Using our amazing fundraising pack, you can promote in all kinds of way!
Print our downloadable promotional flyers to help spread the word,
use our email or social media templates.

BigGive

FUNDRAISING

FESTIVE IDEAS

EVERY £13 DONATED WILL SUPPORT THE PROVISION OF 20 MEALS

ACTS OF KINDNESS

Swap and Give
This year, why not skip a coffee or swap your Christmas cards and stamps, and donate the cost instead? A small change can make a big difference for children through our Big Give appeal.

Charity Christmas E-Cards
Replace traditional paper cards with a branded e-card that can be sent to colleagues, clients, or partners. Not only is this eco-friendly, but the cost saved on printing and postage can be donated to the campaign.

Double Your Donation Day
Choose a day during the Big Give week to rally staff support. Encourage everyone to donate on that date, highlighting that each gift will be doubled thanks to match funding, making twice the impact.

SEASONAL EVENTS

Christmas Quiz Night
A festive-themed quiz is a great way to bring colleagues together. Teams can pay a small entry fee to take part, with questions spanning Christmas traditions, music, films, and general knowledge. A fun prize for the winning team adds extra motivation.

Festive Karaoke / Carols at the Office
Singing brings plenty of festive cheer! This could be a light-hearted karaoke challenge where staff donate to take part, or even a sponsored carol singing session in the office. Both are easy ways to raise smiles and funds at the same time.

Mulled Wine or Mince Pie event
A relaxed gathering after work with seasonal treats. Invite staff, clients, or partners to come along, donate on entry, and enjoy the chance to connect while supporting a good cause.



FUNDRAISING

MORE FESTIVE IDEAS

REMEMBER EVERY £1 DONATED = £2 DURING THE CAMPAIGN

COMPETITIVE & TEAM ACTIVITIES

Step into Christmas
A festive step challenge is a great way to get people moving during December. Staff can count their steps or track their miles/kilometres walked, with colleagues, friends, or family sponsoring their efforts.

Together, teams could even aim for a fun seasonal target, like "walking to the North Pole."

Guess the Baubles
A simple but always-popular fundraising idea. Fill a jar with chocolates, sweets, or mini baubles and place it in reception or the staffroom. Colleagues donate to guess the number inside, with the winner taking home the jar.

LEADERSHIP ENGAGEMENT

Boss Beards for Big Give
A light-hearted challenge that puts leaders in the spotlight. Managers or senior staff get sponsored to grow a Santa-style beard, don a festive costume, or take on a themed challenge for charity. It's a fun way to engage staff while raising funds.

CEO Christmas Challenge
A brilliant way to inspire giving from the top. The CEO (or senior leaders) agree to take on a festive dare once a fundraising target is reached, whether that's dressing up as Santa, singing carols in the canteen, or braving a cold plunge. It creates a great buzz and shows leadership support for the cause.

GIVING & GIFTING IDEAS

Secret Santa with a Twist
Many workplaces already do Secret Santa, so this is an easy way to add a charitable angle. Instead of spending the full amount on a gift, staff could split it, for example, £5 towards the present and £5 donated to the Big Give. It keeps the fun of gifting while making twice the difference.

Gift Wrapping Station
A simple but effective idea. Staff can volunteer their time to wrap colleagues' gifts in exchange for a small donation. If your organisation has visitors or clients coming in, the station could even be set up in reception to raise a little extra.

Corporate Christmas Hamper Drive
Companies can gather donations of festive treats or small gifts to create hampers, which can then be raffled or auctioned. This works brilliantly as a cross-team activity and is always popular in the run-up to Christmas.

FUNDRAISING

SUPPORT OUR BIG GIVE CHRISTMAS CHALLENGE MEALS & JOY – EVERY £1 YOU RAISE WILL BE DOUBLED!

This festive season you can help us bring even more food, friendship & festive magic to children who need it most.
Whether you're on the road, in the depot, or taking a break with your team, here are some simple, fun ways to get involved:

ACCESIBLE IDEAS FOR ALL

Decorate Your Lorry/Forklift
Many drivers take pride in their lorries, so this is a fun way to add some festive cheer. Think tinsel around the dashboard, fairy lights in the cab, or a Santa hat on the passenger seat. Colleagues could share photos and even run a friendly "best dressed lorry" vote, with bragging rights or a small prize for the winner. It's a simple way to spread joy on the road while raising funds at the same time.

Festive Hat Challenge
A Christmas hat is one of the easiest ways to bring a smile during the season. Drivers or depot staff could wear a Santa hat, elf ears, or even reindeer antlers during shifts. Photos could be shared for fun, and donations collected as part of the challenge. A playful, low-cost idea that gets everyone involved.

Donate a Mile
With drivers covering hundreds of miles each week, this idea taps into something they're already doing. Staff could pledge to donate a small amount for every mile or kilometre they drive in December or ask colleagues and family to sponsor their total. Depots could combine everyone's mileage towards a shared goal, for example, "driving to Lapland" creating a team effort across the business.

Festive Photo Challenge
Snap a Christmassy selfie (in the depot or on the road) and donate to enter the competition.

Guess the Weight
A classic fundraising game with a depot twist. Instead of the usual Christmas cake or turkey, you could use a mystery box, a bag of ingredients, or even something fun from the warehouse. Staff pay to have a go, and whoever comes closest wins the prize (or the item itself!).

Elf Shift
A playful way to get management involved. If the depot team hits a fundraising target, a manager or supervisor takes on a shift dressed as an elf (or even Santa). It's guaranteed to get a laugh and can create a sense of shared achievement across the team.

Christmas Jumper / Hi-Vis Day
Festive jumpers are always a favourite, but in a depot setting you can have fun by decorating hi-vis vests too, think tinsel trim, baubles, or even fairy lights. It's a light-hearted way to brighten up the workplace and bring colleagues together, while raising money at the same time.

Raffle Time
Win hampers and prizes donated by suppliers or management.

Give Instead of Gifts
Donate the cost of a coffee, mince pie, or Christmas card to make twice the difference.

FUNDRAISING

STEPS TO SUCCESS

LET YOUR AUDIENCE KNOW WHO WE ARE!

BigGive

Meals & More transforms school holidays for UK children living with food poverty and isolation. Through trusted community partners we provide them with nutritious meals and enriching activities. Using emails, make sure everybody knows our story and why we do what we do. Here is some copy that we would use.

SET CLEAR GOALS

Tell your audience what they need to do to help fundraise. Using our templates provided, market the event as much as you can to raise awareness.

AS EASY AS 1,2,3!

Make sure donating is as easy for anybody to donate! This needs to be key to a successful event. Print our templates with the QR code on and ensure all links are easy to click through to donate almost instantly.

SAY THANK YOU

Once the event is over, its key to make sure to say a 'Huge Thank You' and show how their money is helping. Using the printable Thank you Card, you can easily do this. We would also recommend sending out emails with pictures on too.

School holidays should be a time of fun and freedom for kids - but for many, they mean hunger, loneliness, and falling behind. Meals & More changes that. We work with trusted local partners to provide nutritious food, enriching activities, and a sense of community to children facing food poverty and isolation.

In the UK today, more than 4 million children live in poverty - over 2 million struggle with food insecurity. During school breaks, many parents have no choice but to work, while childcare is costly and out of reach. The result? Too many children left alone, missing out on meals, social connection, and opportunities to learn and grow. Research shows this doesn't just affect their well-being now - it can shape their entire future.

Without access to structured activities and safe spaces, children fall behind. Hunger and isolation limit learning, development, and confidence. Many can't afford sports, clubs, or even a day out. That's where we step in.

With 60 trusted community partners, we reach 45,000 children each year, delivering over 400,000 meals annually and 2.8 million since 2015. More than just numbers, this means brighter childhoods, stronger communities, and better futures.

Whilst taking part in the Big Give Campaign this Christmas, every pound you give will be doubled, helping us bring even more food, friendship & festive magic to children who need it most.

Meals&Joy
CHRISTMAS FOR EVERY CHILD

DONATION PROCESS

3 Ways to Donate During the Big Give
(You MUST Donate Between 12pm (midday) 1st December to 12pm (midday) 8th December ONLY!)

Important: To have your donation doubled, you must donate through the Meals & More campaign page on BigGive.org during this campaign period.
Donations made outside this period or through other methods cannot be match funded.

1. Credit or Debit Card

The easiest way to donate.

Simply visit our Meals & More campaign page on BigGive.org during the campaign, click Donate and enter your card details.

- Donate from £1 to £25,000
- All major credit and debit cards accepted
- Google Pay and Apple Pay are also available
- No Big Give account is required

2. Pay by Bank

You can donate directly from your bank account without using a card.

When you reach step 3 of the donation process, select Pay by Bank and follow the on-screen instructions.

- Donate from £1 to £10,000
- No card required
- Pay securely using your bank account and banking app
- Fees are the same as for UK debit card donations
- You will need to use a bank that supports Pay by Bank

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CHRISTMAS FOR EVERY CHILD

DONATION PROCESS

3 Ways to Donate During the Big Give
(You MUST Donate Between 12pm (midday) 1st December to 12pm (midday) 8th December ONLY!)

3. Donation Funds (BACS Donations)

Ideal for donations of £500+, particularly for donors who prefer not to use a card.

Donation Funds allow you to transfer money into a secure Big Give donor account before making your donation.

How it works:

- Set up a Big Give donor account.
- Complete a short form confirming your intended donation.
- Big Give provides unique bank details linked to your donor account.
- Transfer your funds to this virtual bank account.
- Once the funds are received, your Big Give account will be credited with the equivalent amount.
- During the campaign week, visit the Meals & More campaign page, sign in & complete your donation using your Donation Funds.

Important: The initial bank transfer does not count as the donation.
You must complete the donation through the Meals & More campaign page between 12pm on 1st December & 12pm on 8th December for your donation to be eligible for match funding.
Donation Funds are only available to donors with a UK bank account.

Please remember:
Only donations made through the Meals & More Christmas Challenge campaign page on BigGive.org during the campaign period will be doubled.
Donations made by cheque, CAF, directly to Meals & More, through another website or by any other offline method cannot be match funded.
If you have any questions about how to donate, please contact the Meals & More team.