



Meals&More  
Feeding Young Futures

# YOUR GUIDE TO FUNDRAISING

[MEALSANDMORE.CO.UK](https://mealsandmore.co.uk)

# Meals & More

## Feeding Young Futures

Meals & More supports the provision of meals, resources and access to activities during the school holidays to children who live with poverty and social deprivation and isolation across the UK.



Since its foundation by Brakes in 2015, Meals & More has supported over 2.5 million meals and has partnered with over 320 holiday clubs in deprived communities, giving children access to:

- Nutritious 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.
- Big Days Out - giving children who never get a holiday the chance to visit the seaside or explore a park.
- Big Christmas Party - bringing festive joy with a hot meal, fun games, and a goody bag to take home.

With 47 trusted community partners, Meals & More reaches 35,000 children and provides over 400,000 meals each year. By providing 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 FEED YOUNG FUTURES

Every penny raised is more than just a donation - it's a powerful tool that transforms lives by ensuring children have access to nutritious food and a safe, joyful environment during the holidays. Our ability to make a lasting impact relies entirely on the success of our fundraising.

By contributing, you're not just giving money - you're actively helping to build a brighter, healthier future for the most vulnerable among us. Your support is what turns our mission into reality, fuelling hope, opportunity, and change where it's needed most.

With your support we can be there for the 4.3 million children living in poverty in the UK. Thanks to Sysco's support, 100% of your donation goes directly to helping children - because every child deserves good food, safe spaces, and the chance to grow.

## GET INVOLVED:

### Download your fundraising pack.

There are three easy ways to get involved:

**Make a donation:** Make a one-off or monthly donation using our JustGiving page using the QR code below

**Sign up to payroll giving:** Sign up to our payroll giving scheme and donate pennies from your salary.

**Start fundraising:** Find an event, be inspired by our fundraising ideas or get help to reach your target.



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*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

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# FUNDRAISING GETTING STARTED

If you want to help fundraise for us but are stuck on what to do, we have plenty of **ideas to inspire you**. Whether you're looking for a sporty challenge, wanting to put your skills to good use, or just bring everyone together for a bit of fun, you'll have a great time fundraising and helping us be there for children.



## EVENTS AND SPORTS

### Add something to the diary:

- Host a dinner where chefs or volunteers cook meals, charge for entry and do a raffle.
- A charity raffle, selling tickets with donated prizes.
- Partner with local business where a portion of their money goes to charity.
- Host a cake sale – who doesn't love a cake?!

### Participate in something sporty:

- Running or walking
- Cycling or swimming
- Triathlon / Duathlon
- Landmark Challenges & marathons

### Key tips:

- Use crowdfunding websites like JustGiving to share your mission and goals. Personalise the campaign with compelling stories, photos, and videos to attract donations.
- Use our graphics to leverage social media to spread the word and encourage people to share the campaign with their networks.

**MAKE US YOUR CHARITY OF THE YEAR!**

## 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.

# FUNDRAISING STEPS TO SUCCESS

## LET YOUR AUDIENCE KNOW WHO WE ARE!

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 47 trusted community partners, we reach 35,000 children each year, delivering over 400,000 meals annually and 2.5 million since 2015. More than just numbers, this means brighter childhoods, stronger communities, and better futures.

# DONATION FORM



## ● Meals & More Charity Donation Form

With your support we can be there for the 4.3 million children living in poverty in the UK. 100% of your donation goes directly to helping children. Thank you!

## ● Your Personal Information

Full Name : \_\_\_\_\_

Address : \_\_\_\_\_

City : \_\_\_\_\_ Postal Code : \_\_\_\_\_

Email Address : \_\_\_\_\_ Phone Number : \_\_\_\_\_

## ● Your Donation Information

Details : \_\_\_\_\_

Amount :  £10  £15  £20  £25  Other: \_\_\_\_\_

## ● Donation Frequency

One time donation

**Monthly Donation** *(Please select if you'd like to make a recurring monthly donation. Your generous support will help us continue our work throughout the year.)*



[justgiving.com/mealsandmore](https://justgiving.com/mealsandmore)