



# Meals & More

*Happier, Healthier Children*

## FUNDRAISING PACK

Help us to **support children** with food and activities in the school holidays



## OUR MISSION

**Meals & More aims to provide support to children who live with poverty and social isolation, who have limited access to adequate food provision and activities, throughout the school holidays.**

Since established in 2015, we have supported over 1 million meals.

We are on a mission to support a further 1.5 million meals more by 2025.

“  
*Charlie loves coming to your club, he can't wait to get there and I know that he gets a good meal when he is with you. He is like every other kid, always hungry and the summer holiday is really difficult for me. I am a single mum and only work part time, I can't keep up feeding him but it breaks my heart to say no all the time.*

”  
Parent  
of a child at  
Station House  
holiday club,  
Barnsley

# Thank you for fundraising for Meals & More

Every year, financial pressure on families grows and more children are drawn into poverty. Many families struggle to put food on the table. The holiday clubs Meals & More support perform a vital job giving parents a helping hand when schools are closed and children cannot access healthy food. Without the clubs many families would struggle to put food on the table.

We help support 21 Delivery Partners who run 235 holiday clubs in areas of deprivation across the UK.

We're delighted that you are fundraising for us. If you are fundraising with a team at work, with friends, or by yourself, this pack will provide you with inspiration to get your fundraising underway.

Meals & More does not receive government funding. We rely on amazing people like you to help us raise the funds to support as many children as possible.

Every penny of your fundraising will go directly to support children attending the holiday clubs we support in local communities across the UK.

Thank you!



**Kate Woodhouse**

Chair of Trustees – MEALS & MORE



## Upper Stratton Holiday Club

Make Lunch, Upper Stratton, first opened in February 2018 and is located on the edge of Swindon. The economy and residential areas are mixed. It has three local schools and a secondary school. The children's poverty rate in some parts is 37%.

The leader of Make Lunch is Lynda Mitchell, an experienced caterer who is passionate about feeding children well, not just through school term-time but also in the school holidays.

Lynda's extremely pleased that Make Lunch can help a community in need:

*"We are indebted to Meals & More who provide funding for each of our sessions, without which we would not be able to afford to function or feed as many children."*

**Lynda Mitchell, Leader of Make Lunch**



# What is child food insecurity?

Food insecurity means you are unable to stay healthy and participate in society because you cannot secure enough food or food of sufficient quality.

**2.5 million children have experienced food insecurity in the past 6 months.**

## Why is child food insecurity on the rise in the UK?



### LIVING COSTS

**Inflation is at a 30-year high.**

Increasing prices of essentials like fuel and food are hitting Britain's poorest families hardest.



### BENEFIT CUTS

**Cuts are being made to benefits and to public services that children from disadvantaged backgrounds rely on most.**

Families on benefits face a £1,040 annual income cut under the new Universal Credit decrease.



### LOW PAY

**Almost two thirds of children living in poverty have at least one parent in work.**

This shows that, for many, amidst rising costs of living, work simply isn't paying enough for parents to provide for their children.



### COVID-19

**Levels of child food insecurity are 27% higher than pre-pandemic.**

## And what happens in the school holidays?

**Nationally, 23% of children aged 7-17 have experienced food insecurity over the school holidays.**

Holiday clubs provide healthy and nutritious food and act as a lifeline for disadvantaged families during these periods. Moreover, holiday clubs enable children to participate in active and enriching activities with an impact extending beyond simple food provision.

Sources: Food insecurity tracking. Food Foundation. Available at: <https://www.foodfoundation.org.uk/initiatives/food-insecurity-tracking>

Phillip Inman, 2022. UK inflation rises to highest level in almost 30 years at 5.4%. The Guardian. Available at: <https://www.theguardian.com/business/2022/jan/19/uk-inflation-hits-near-three-decade-high-rising-to-54>

Child poverty statistics. CPAG. Available at: <https://cpag.org.uk/topic/child-poverty-statistics>

Universal Credit Cut: Everything you need to know. Citizens Advice. Available at: <https://www.citizensadvice.org.uk/about-us/about-us1/media/press-releases/universal-credit-cut-everything-you-need-to-know/>

The Food Foundation. 2021. A Yorkshire based review of the implementation and impact of the Holiday Activities and Food Program. Available at: <https://foodfoundation.org.uk/publication/evaluation-holiday-activities-and-food-programme>

# Let's get fundraising!

**1.**  
Come up with a fundraising idea

See the next page for some great ideas!

**2.**  
Set a date and target

**3.**  
Set up a fundraising page:  
[www.justgiving.com/mealsandmore](http://www.justgiving.com/mealsandmore)

Personalise your page to encourage donations

**4.**  
Spread the word

**5.**  
Thank people for their donations

Start with those close to you to get the donations flowing!

Use Facebook, Twitter, LinkedIn etc to tell people what you are doing and share your JustGiving page.

DON'T FORGET TO TAG US!

Remind people to add Gift Aid to their donation when it qualifies.

**6.**  
Share your success

Keep people updated on your progress and completion

# Fundraising Inspiration

## Pennies from Heaven

Brakes employees have signed up to Pennies from Heaven, so the pennies from their monthly salary come to Meals & More.



## Terrific team work

La Lorraine Bakery Group launched the Caring Together project - an internal initiative to support the fundamental right for people to access basic food across the globe.



Employees were set with the challenge of walking, running or cycling one million kilometres collectively.

**The challenge boosted morale, promoted an active lifestyle and raised £4,000 for Meals & More.**

## Going the distance

The Brakes team at the Tamworth, Aylesbury and Portbury Depots organised a staff charity day.

They ran an array of fun activities and challenges to raise funds for Meals & More.



## What a star!

Aymeric Messer, son of Clive Messer, Framework Director, Brakes, chose to raise funds for Meals & More by running 3km for 30 days.

**Aymeric raised a fantastic total of £2,122.**



## Keep on running!

Paul and Tabitha Woodhouse, the husband and daughter of Kate Woodhouse, Chair of Trustees - Meals & More - are **running the Chicago marathon** in support of Meals & More. Thank you!



## A big thank you

Teacher Zane Powles MBE completed a 1,500 mile cycle between UK and Irish castles in just over a week.

**Zane raised £5,000 and made a generous donation to Meals & More.**



# A year of Fundraising Ideas



Here are some more ideas to get your fundraising ideas flowing.





**Meals & More**  
*Happier, Healthier Children*

#### Visit us

 [mealsandmore.co.uk](https://mealsandmore.co.uk)  
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#### Fundraise

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

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