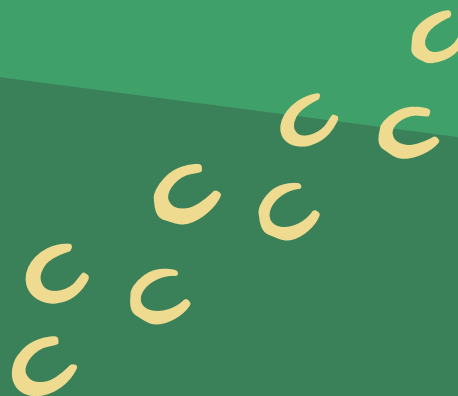




**FARMS FOR**  
**CITY CHILDREN**

# YOUR GUIDE TO FUNDRAISING

Together, we'll help children and young people grow healthier, happier and more connected to the world around them.



# Your support helps children and young people to grow

**We are delighted you've chosen to support Farms for City Children and the children and young people who thrive on our farms, thank you.**



During a week on one of our three working farms, children and young people, particularly those facing inequality, grow healthier, happier and more connected to the world around them. They connect with nature, discover the farm-to-fork journey and build friendships, enjoying precious time away from the pressures of daily life.

Each year we welcome over 3,000 children and young people from schools and youth organisations. They take part in every aspect of farm life - tending to our animals, growing, harvesting and

preparing produce as well as learning about biodiversity through walks, birdwatching and beekeeping. They also enjoy outdoor play, creative activities and nutritious home-cooked meals shared with friends.

This week leaves a lasting legacy. Children return to school and home more engaged in learning, with stronger social connections and improved wellbeing. They carry with them the knowledge and confidence to become environmental champions.



## 3,000+

**Over 3,000 children and young people from schools and youth organisations every year.**

**“The children have learned so much, so easily. They have been so keen to take part in everything that they haven't realised how much they are learning. An amazing week of fun, adventure and learning in such a brilliant environment”**



**Lead teacher, Hermitage Primary School, Tower Hamlets.**

# The impact your fundraising has...

**£8**

Could pay for a day's **health and wellbeing activities** for **32 children**.

It's an invaluable chance for them to connect with nature, find space for their feelings and strengthen friendships.

**£20**

Could pay for **hands-on kitchen garden sessions** for a day at a farm.

Children get active outdoors, grow practical skills and an appreciation of the farm to fork journey.

**£50**

Could pay for **animal care sessions** for a child for a week.

Immersive, practical tasks are an incredible way to grow confidence, learn in new ways and build teamwork skills.

**£130**

Could pay for **three nutritious meals** for **32 children**.

Tasty, delicious farm-cooked food provides the chance to develop cooking skills as well enjoying new foods and each other's company.

**£400**

Could pay for **a week on the farm** for one child.

It's so much more than a week away from home. It's a life-changing opportunity for them to grow their health and happiness by connecting with food, farming and nature.

# Fundraising ideas

## For schools and youth groups

- Hold a bake sale.
- Non-school uniform or Break the Rules day.
- Sponsored readathon.
- Teacher fancy dress - the more you donate, the whackier the outfits!
- Daily mile - walk or run a daily mile around your school playground or field.
- Hold a book and toy sale.



## TOP TIP!!!

If you're fundraising at work, ask your employer if they offer match funding. Even if they don't, they may still wish to make a donation.

## Fundraising ideas for individuals and teams

- Take on an Ultra Challenge event. [🔗](#)
- Sponsored office fancy dress.
- Train for an organised marathon, half marathon and 10k event - enter through Run for Charity [🔗](#) and we'll cover your registration fee.
- Create your own challenge event swim, bike, run or walk. Tackle your distance, your way.

## For groups

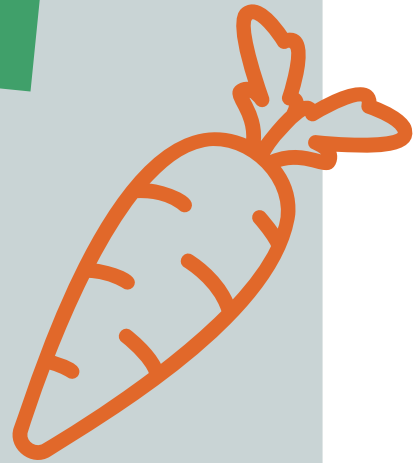
- Coffee morning and bake sale.
- Community picnic or barbecue.
- A nature-themed treasure hunt.
- Quiz or movie night.
- Organise a raffle - following this helpful guidance from the Gambling Commission. [🔗 www.bit.ly/4owhXVi](http://www.bit.ly/4owhXVi)



# Make it a farm-inspired fundraiser!

Why not bring a feeling of the farm to your fundraising? Here's some ideas...

Bring some seasonal fruits and even veggies into your bake sale, coffee morning or barbecue.

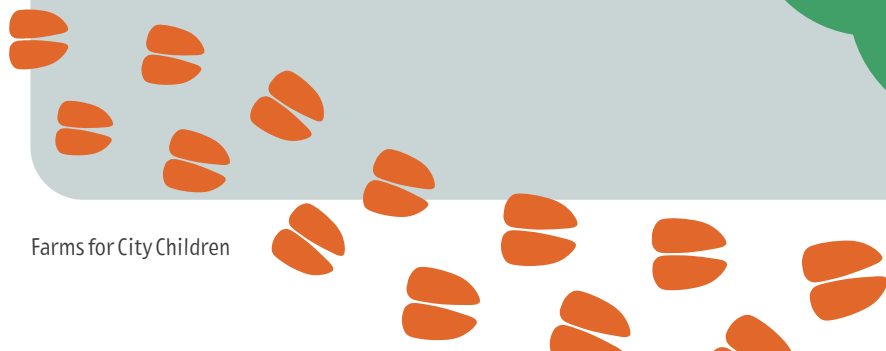


Get growing - plant seeds, tend to the seedlings and sell the resulting young plants.

Wear your wellies to school or work - or hold a welly walk!

Take your coffee morning outside.

Add a round of questions about nature to your quiz night.



# Simple steps to get started

## 1 Plan your activity

Decide what you'll do, where and when.

Work out what resources you'll need and how much time you'll need to prepare.

Share your plans with our Fundraising Team so we can cheer you on and help spread the word.

Think about who can lend a hand - friends, family or colleagues.

If it's your own event, set the date early!

## 2 Set a target

**Decide how much you'd like to raise and how long you have to do it.** Can you aim high? - a bold target can inspire both you and your supporters!

## 3 Collecting donations

The easiest way is to set up an online fundraising page on platforms like Give as you Live and JustGiving. You can find Farms for City Children's pages here:

### Give as you live:

[donate.giveasyoulive.com/charity/farmsforcitychildren](https://donate.giveasyoulive.com/charity/farmsforcitychildren)

### JustGiving:

[justgiving.com/charity/ffcc](https://justgiving.com/charity/ffcc)

### Prefer a bank transfer?

We'll share our details or you can donate directly through our donate page on Give as you Live.

For more information, see the sending your donations section on page 9.

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## Sharing your challenge

### Spread the word!

Post on social media, send an email, or drop a quick text to friends, family, or colleagues. Always include your donation link and key details.



## TOP TIP!!!

Keep your page fresh with updates and photos — it makes supporters feel part of your journey and often boosts donations.

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## Thank your supporters

Once your challenge or event is complete, take a moment to thank everyone who helped and donated.

Consider sharing a celebratory photo and short update on social media too. Make sure you tag us so we can see how you've got on!



## Before you begin fundraising, please note the following:

- Use the wording **“in aid of Farms for City Children”** on your donation page, social media, emails, and posters. For example, Quiz Night in aid of Farms for City Children.
- You are responsible for organising your fundraising. Farms for City Children accepts no liability, financial or otherwise.
- You are responsible for ensuring you are fit enough to take part in your chosen challenge.
- For organised events, check organisers have proper risk assessments and insurance. For your own events, ensure you have these in place.
- Our fundraising is rooted in honesty, transparency and ethics. We ask you to uphold these values.
- More guidance is available on the **Fundraising Regulator website**.  
[fundraisingregulator.org.uk](https://fundraisingregulator.org.uk)



# A golden fundraising opportunity

## 2026 marks a very special year for Farms for City Children – our 50th Anniversary!

Since Clare and Michael Morpurgo founded the charity in 1976, over 104,000 children and young people have spent a life-changing week on one of our farms.

It is also a golden opportunity to provide thousands more children with the chance to grow their skills, wellbeing and confidence on our farms in the years to come.

“Nothing matters more than **growing the next nature generation**. Farms for City Children has been playing its part in doing just that for the last fifty years, and for over a hundred thousand children.”



Clare & Michael Morpurgo.



## 50th fundraising ideas

FIFTY YEARS OF THE  
GREAT OUTDOORS!



Don't forget to share your photos and videos on social media, tagging @farmsforcitychildren!

### Complete a 50 challenge

Can you weave a 50 into your challenge?

Walk 50 miles over the course of the year, grow and sell 50 plants, invite 50 people to a coffee morning. Pick your challenge and make your 50 count in this very special year.

### Go golden!

Add a golden touch to your activity.

Have a gold-themed bake sale, wear something gold on a sponsored walk, hold a 'golden age of movies' film night. Whatever you choose, we'd love to see you add some sparkle to your fundraising.

# Sending your donations

You can do this in one of three ways...

## Online

Funds raised through **JustGiving** or **Give as you Live** (with Gift Aid where applicable) are sent to us automatically.

If you've collected **cash**, pay it into your account and donate via your fundraising page—this is the quickest way to transfer.

### No fundraising page?

Make a single donation of all funds collected at:  
**[farmsforcitychildren.org/donate](https://farmsforcitychildren.org/donate)**  
Please leave a message telling us that this is for your fundraising.

## Post

Send a cheque made payable to:  
**Farms for City Children**

to:

Farms for City Children,  
Nethercott House  
Winkleigh  
Devon,  
EX19 8SN

Please tell us who you are, how to contact you and how you raised the money!

## Bank Transfer

If you need details to make a direct bank transfer, please email:

**[fundraising@farmsforcitychildren.org](mailto:fundraising@farmsforcitychildren.org)**

## Don't forget Gift Aid!

**Every £1 raised could become £1.25 with Gift Aid.**

Donations via JustGiving or Give as you Live include this automatically.

For other fundraising, contact us before your event for guidance on capturing the details needed to claim Gift Aid.



# Questions and more resources

**Our friendly fundraising team is on hand to answer your questions.**

We can also help by providing additional resources including:

- Our logo
- Poster template
- T-shirts for challenge events
- Digital leaflets

**Please don't hesitate to contact us on 01392 276678 or [fundraising@farmsforcitychildren.org](mailto:fundraising@farmsforcitychildren.org)**

**farmsforcitychildren.org**



Farms for City Children is a charity registered in England and Wales (registered charity number 325120). We are registered with the Fundraising Regulator.