



**ACTION
AGAINST
HUNGER**

**FUNDRAISING
PACK**



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For over 45 years, in more than 55 countries, we have worked for a world free from hunger.

Thanks to the fantastic fundraising efforts of supporters like you, we can continue to save the lives of children and work with communities to create a world free from hunger.

Chock full of event ideas, top tips and info about the work we do, this pack has got everything you need to make your fundraising a success. So have a look through, get planning and get fundraising – our Action Against Hunger starts with you!

FOR ACTION

Action Against Hunger is a global humanitarian organisation that predicts, prevents and treats hunger. We work with communities around the world to save the lives of malnourished children, and improve access to clean water, food, and healthcare.

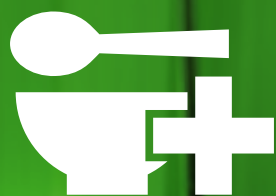
Together, we're working for a world free from hunger.



© Jihad Rasoul for Action Against Hunger

£20

COULD HELP BUY
A 5,000 LITRE
WATER TANK TO HELP
COMMUNITIES ACCESS
CLEAN WATER



£42

COULD PROVIDE
SIX WEEKS OF
THERAPEUTIC FOOD
FOR A
MALNOURISHED CHILD



© Elise Blanchard for Action Against Hunger



© Fabeha Monir for Action Against Hunger



£100

COULD BUY SEEDS TO
COVER 500 ACRES
OF FARMLAND SO
COMMUNITIES CAN
EARN A LIVING

FOR KICKING THINGS OFF



START EARLY

The longer you have to plan, prepare and publicise, the more money you can raise!

KNOW YOUR TARGET

Once you know what you're aiming for, it's easier to think about how to get there.

GET ONLINE

Set up an online fundraising page using JustGiving or Virgin Money Giving and send the link to all of your family and friends.



GET ON SOCIAL MEDIA

Post about your fundraising online and make it personal – say why you're raising money for Action Against Hunger and thank everyone who donates. Posting thank you messages to your sponsors is often more effective than frequent status updates asking for donations.

GIVE SOMETHING BACK

People are more likely to donate larger amounts if they feel they are getting something out of it. Be it a pub quiz, an auction or a cake sale, making an event of your fundraising is sure to bring in the bucks.



SPREAD THE WORD

Don't just tell everyone you know about your fundraising but use local newspapers, radio and TV to raise awareness of your efforts. The more people that know about it, the more money you can raise.



GET A LITTLE HELP FROM YOUR FRIENDS

Think about your networks – your friends, colleagues, family and local community – and see what they can do to support you. Make a list of everyone you're connected to and think about how they can give their time, contacts or goods to help your fundraising efforts.

ASK THE EXPERTS

The Action Against Hunger fundraising team are on hand with all the support, hints and tips you need to succeed.

FOR FANTASTIC FUNDRAISERS

Robin C

After seeing a TV advert about how people in Gaza didn't have food or medicine, four-year-old Robin decided he wanted to raise £170 - enough money for 1,000 meals.

Every day for a month, he walked one mile from his house to his local high street and back, covering the same distance as a marathon. He kept track of his challenge with a sticker chart.

Robin smashed his fundraising total, raising over £4000 - enough to provide over 18,000 meals.



David T

David took part in the Lloyd's Foundation Charity Abseil, which saw him scaling the face of the iconic Lloyd's building in London.

His daring feat raised £3,362 for Action Against Hunger, and we reckon it gives Tom Cruise a run for his money!

"Despite there being no shortage of food or financial resources, it is a tragedy that even in 2025, several thousands of people will die from direct & indirect consequences of hunger. To help combat this shameful fact, I decided to fund raise for Action Against Hunger."



Old Hall Southwold Café and Walks

Old Hall Southwold Cafe held a Quiz night and a Christmas Market, raising a total of £1,280 and having a lot of fun in the process.

"As a cafe, we're very aware of the privileged position that both we and our customers are in. It's incomprehensible that whilst one person can sit and indulge in a slice of delicious cake, others are struggling to meet their basic nutritional needs."

Our team wanted to acknowledge this privilege and use our very small platform to help support a charity dedicated to combatting world hunger."



A-Z OF FUNDRAISING IDEAS

STUCK FOR FUNDRAISING IDEAS?
CHECK OUT SOME OF OUR FAVOURITES:

A



Afternoon Tea, Aquathlon, Abseil, Auction: **get local businesses to donate prizes or experiences for you to auction off. See if a local bar, restaurant or community hall will donate space to hold the auction and try to make a profit on any food or drink sold.**

B

Beach Party, Bag Packing, Burns' Night, Barn Dance, BBQ, Bike Ride

C



Car Wash, Ceilidh, Cocktail Party, Collection, Cake Sale: **whether it's at work, school or university, as part of a coffee morning or at a local event – people never get bored of cake!**

D

Dinner Party, Darts Match, Dog Walking

E



Easter Egg Sale, Eurovision Party, Enterprise Challenges: **get creative at school or with friends and see who can raise the most money in a set amount of time setting up a mini-business and taking on your own Apprentice-style challenge.**

F

Fashion Show, Fun Run, Fancy Dress, Football Tournament

G

Gig, Garden Party



H



Halloween Party, Head Shave, Holi Festival Celebrations

I



International Evening, It's a Knock-Out

J



Jail Break, Jumble Sale, Jewellery Making

K



Karaoke night

L



Lottery, Lent Challenge: **ask people to sponsor you to give up something**

M



Man vs Food, Movie Night, Marathon



N

Netball Tournament, Non-Uniform Day: [ask your school if they'll hold a non-uniform day](#). Everyone pays a pound to dress in their own clothes, then you can raise a great amount!

O

Open-mic night,
Odd jobs

P

Pancake Party,
Plant Sale

Q

Quiz

R



Raid, Rounders Tournament, Raffle,
Run Against Hunger: [use Action Against Hunger's fundraising materials to organise a sponsored run at your school and learn more about our work in the process](#)

S



Sponsored Silence,
Second-hand Book
Sale, Sweepstake,
Sponsored Swim

T

Take Me Out,
Talent show,
Tombola,
Treasure Hunt



U

UV Party



V

Valentine's Day
match-making



W

Waxing – legs,
chest, full body!
Wine and
cheese Night.



X-factor competition,
Xmas raffle

Y



Yoga class

Z



Zoo party, Zumbathon

FOR MAKING A DIFFERENCE

We met Diane and her son André, who is three years old, at an Action Against Hunger mobile clinic near Goma in the Democratic Republic of Congo (DRC).

Originally from Rutshuru, 70km north of Goma, Diane's life was turned upside-down when her husband was shot walking home from his job as a teacher.

She fled the violence in her hometown with her four children, and for two and a half years has been a refugee in her own country. She moved from place to place to escape the conflict, and eventually settled in Lushagala camp, where she and her children have lived for seven months.

But life in the camp is difficult, and two of her children started to become ill.

"There's food, but they didn't want to eat! They'd only eat beans, which were hard to come by.

Then I saw that one child was starting to get swollen legs. I went to see a neighbor, who told me that Action Against Hunger treated children and that I should go there.

So I took him there, they treated him and he recovered."

Action Against Hunger has been working in the Democratic Republic of Congo since 1997. Like many of the nearly 60 countries that we work in, people living in the DRC often face huge and complex challenges to keeping themselves and their families healthy.

We are there to support people all over the world, in conflict zones and drought, in the aftermath of earthquakes and cyclones. We not only treat malnourished children, but also work with local experts to predict and prevent hunger.

With your help, we can create a world free from hunger for children like André.



FOR BEING ORGANISED

Now that you've got a fundraising idea in mind it's time to get planning! We've compiled a handy check-list to help you.

WHAT IS YOUR FUNDRAISING ACTIVITY?

- ☐ Decide on the idea and name of your fundraising event

WHERE WILL THE ACTIVITY TAKE PLACE?

- ☐ Create a list of venue/location options
- ☐ Contact relevant people and companies to secure the right venue for you
- ☐ Book a venue (in plenty of time before the big day!)

WHO DO YOU NEED TO MAKE THE EVENT A SUCCESS?

- ☐ Decide who you would like to take part in/contribute to your activity
- ☐ Contact any local companies, groups or people that you want to help with your event
- ☐ Promote your event via social media, posters, leaflets, local press or by talking to people directly

WHAT DO YOU NEED TO RUN THE EVENT?

- ☐ Make a list of materials you need to run the event
- ☐ Speak to a member of Action Against Hunger staff about charity-branded posters, flyers, balloons etc. that you can use

HOW WILL YOU RAISE MONEY?

- ☐ Create an online fundraising page. For larger scale events, you might want to use a ticketing site such as Eventbrite
- ☐ Decide a ticket price or a suggested donation amount
- ☐ Use Action Against Hunger fundraising figures from this pack to make sure people know how their donations are helping

WHAT TO DO AFTER THE EVENT?

- ☐ Thank everyone that came or contributed
- ☐ Pay your fundraising in to Action Against Hunger
- ☐ Let us know how you got on!

Although fundraising is all about fun, there are rules and regulations you need to be aware of. When organising fundraising events or activities it's your responsibility to make sure that they comply with all legal requirements and safety standards. Action Against Hunger doesn't accept any liability for events run in aid of the charity, however we are on hand to help you with information, advice and materials – so if you have any questions don't hesitate to get in touch.

FOR PLANNING

When you’ve thought about the activities you might like to do and what you’d like to raise from them, it can be tricky to work out how to fit it all in. You might want to use our planning chart below to help you decide what to do and when to do it.

ACTIVITY	DATE	PLANNING TASKS	PLANNING TIME	TARGET	NOTES
Bake sale	18th Nov	Find recipe Arrange venue Find volunteers to help	1-2 weeks	£80	

FOR PAYING IN FUNDS

Whether you've held a raffle, organised a street collection or had a cake sale it's important to know how to send the money you raised to Action Against Hunger. There are a few ways to transfer funds to us, just pick the one that works best for you!

ONLINE FUNDRAISING

Action Against Hunger UK is registered with JustGiving and Virgin Money Giving – decide on a site, personalise and promote your page and the funds will come straight to us!

COUNTING CASH

All funds raised at events need to be counted by you and a witness before they are paid in. Get in touch with the Action Against Hunger team after the event to get a counting sheet.

CHEQUES

If you'd prefer to pay by cheque, please make it payable to Action Against Hunger UK and send it to us with a letter including your name to:

Public Fundraising Team
Action Against Hunger UK
4th Floor, 6 Mitre Passage
London SE10 0ER

BANK TRANSFER

If you want to deposit the money directly into our bank account, please use your name as the reference and the account details below:

Account name: [Action Against Hunger \(UK\) Ltd](#)

Bank name: [HSBC](#)

Sort code: [40-02-31](#)

Account number: [71556495](#)

CARD PAYMENTS

To make a card payment over the phone call [020 8853 7577](#).

MATCHED FUNDING

If your employer would like to match your fundraising efforts, ask them to use your name as a reference when making any transfers so that we can attribute this to your total, and let us know about their donation by emailing publicfundraising@actionagainsthunger.org.uk





**ACTION
AGAINST
HUNGER**

**FOR FOOD.
FOR WATER.
FOR HEALTH.
FOR NUTRITION.
FOR KNOWLEDGE.
FOR CHILDREN.
FOR COMMUNITIES.
FOR EVERYONE.
FOR GOOD.
FOR ACTION.**

AGAINST HUNGER.

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