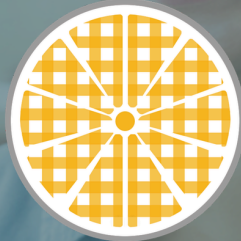


YOUR FUNDRAISING PACK



Marmalade
TRUST

Fundraising for Marmalade Trust supports us in creating a society where loneliness is recognised, understood and addressed, and where people are supported to build meaningful social connections.

Contents

[About Us](#)

[Our Mission](#)

[Our Activities](#)

[A to Z of Fundraising](#)

[Ideas](#)

[Getting Started](#)

[Fundraiser Checklist](#)

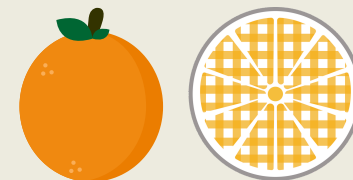
[Fundraising Resources](#)

[Your Impact](#)

[Testimonials](#)

[Contact Us](#)

[Thank You!](#)



HOW TO USE THIS PACK

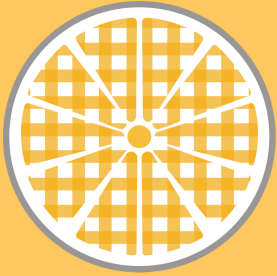
Thank you for choosing to support us through community fundraising, we really appreciate your help.

This pack has been put together to make fundraising as simple and stress-free as possible. Whether you're planning a coffee morning, charity walk, bake sale, raffle, school event, or something completely different, these resources are here to help you get started.

You can use all, some, or none of the templates included, every fundraiser is different, and this pack is simply here to guide and support you along the way. The checklist is there as a helpful prompt, the forms make collecting donations and sponsorship easier, and the promotional templates can help spread the word in your community.

We'd suggest starting with the planning section first, then using the fundraising forms, posters, and thank you templates as your event comes together.

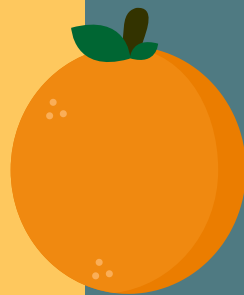
Most importantly, have fun with it and make it your own, every fundraiser, big or small, helps make a real difference, and we're so grateful for your support.



ABOUT US

We are a Bristol-based charity dedicated to raising awareness of loneliness and helping people feel more connected. Founded in 2013 by Amy Perrin OBE, the organisation was inspired by her experiences working within the NHS, where she saw the significant impact loneliness can have on people's wellbeing.

Since then, the Trust has grown into a leading voice on loneliness, working to reduce stigma, encourage open conversations, and create opportunities for connection within communities. Through campaigns, partnerships, and practical support, we aim to ensure that no one has to face loneliness alone.



OUR MISSION

Loneliness is a natural human emotion - talking about it helps reduce stigma. We are dedicated to reducing the stigma around loneliness and encouraging open conversation.

We aim to:

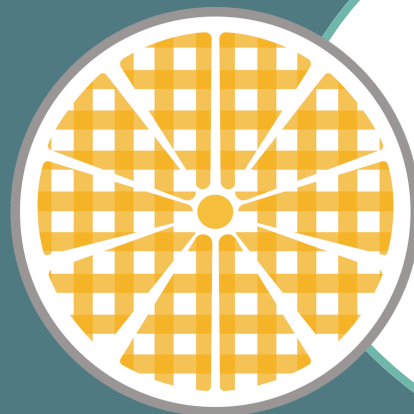
- Normalise conversations about loneliness
- Raise public awareness
- Facilitate community connection
- Influence workplace wellbeing
- Support those experiencing persistent loneliness
- Start the conversations early, through education
- Influence policy change at a Government level
- Collaborate with others



OUR ACTIVITIES

**READ MORE
ABOUT WHAT
WE DO**

WWW.MARMALADETRUST.ORG



An A to Z of Connection Themed Fundraising Ideas

- **Afternoon Tea** – Host a gathering and invite people to donate while connecting over conversation.
- **Art for Connection Auction** – Create or co-create artwork with others and auction it to raise funds.
- **Ask Me Anything Night** – Organise a local speaker or share your own story to spark open discussion and donations.
- **Bring-a-Friend Brunch** – Host a brunch where each guest brings someone new and contributes a donation.
- **Board Game Night** – Run a games night and charge entry to encourage fun, shared interaction.
- **Commit to a Challenge** – What are you good at or interested in achieving? Commit to a run, hike, or skydive.
- **Compliment Chain Challenge** – get participants to donate to add a link to a paper chain, with each link featuring a compliment, positive message, or act of kindness.
- **Connection Coffee Morning** – raise awareness and funds through a coffee morning
- **Dinner with Strangers** – Host a dinner with people who don't know each other and ask for contributions.
- **Dance & Connect Night** – Organise a social dance event with an entry fee for fundraising.
- **Evening of Encounters** – Host rotating small-group discussions over our connection cards and invite donations to attend.
- **Experience Swap** – Bring people together to share life experiences or skills in exchange for a donation.
- **Friendship Speed dating** – Organise a speed-friending event with ticketed entry.
- **Give & Get Circle** – Organise a swapping circle (could be books, clothes or anything else!) and invite contributions to take part.
- **Hobby Taster Sessions** – Host sessions where people try new hobbies and donate to join.
- **Hiking for Connection** – Lead a group walk and encourage sponsorship or donations.
- **Intergenerational Games Day** – Invite people to attend with someone from a different age group and fundraise through entry fees.

- **Interest-Based Meetups** – Organise a themed meetup and invite donations to participate.
- **Join-a-Club Fair** – Organise a mini fair of local groups and collect donations at entry.
- **Jam Session Night** – Host a music session and raise funds through tickets or contributions.
- **Jigsaw Puzzle Marathon** – Run a team puzzle challenge and collect sponsorships.
- **Kindness Challenge** – Launch a challenge where participants are sponsored to complete daily acts of kindness.
- **Lunch Club** – Host a small group lunch and encourage attendees to donate.
- **Make a Craft Session** – Lead a session and invite participants to donate.
- **Networking with Purpose** – Run a meaningful networking event with a fundraising element.
- **Open Mic Night** – Host an open mic and raise funds through tickets.
- **Outdoor Picnic Social** – Organise a picnic where attendees are encouraged to donate
- **Pen Pal Project** – Set up a community pen pal scheme and encourage donations to participate.
- **Potluck Dinner Fundraiser** – Host a shared meal where guests bring food and a donation.
- **Quiz Night Mixer** – Organise a quiz night with mixed teams to encourage new connections and an entry fee.

- **Question Cards Social** – Host a conversation-led event (see our connection cards!) and charge for participation.
- **Random Acts of Connection Relay** – Launch a relay challenge where participants donate as they take part.
- **Story Circles** – Facilitate storytelling groups and invite contributions.
- **Shared Skills Workshop** – Teach or host a skill session and raise funds through tickets.
- **Themed Costume Night** – Host a themed dress-up event with a ticket fee.
- **Unplugged Social Night** – Host a no-phones event and raise funds through entry.
- **Virtual Connection Event** – Run an online social and collect contributions to join.
- **Walk & Talk Fundraiser** – Organise a walk and ask participants to raise sponsorship.
- **Yellow Mufti day** – Get your community to wear yellow, used to represent loneliness awareness, for a day.
- **Zoom Social Fundraiser** – Host an online event with breakout rooms and paid access.
- **Zero-Strangers Challenge** – Run an event where people attempt to learn something new about everyone in attendance by the end of the night and donate to join.

START FUNDRAISING IN 3 EASY STEPS

STEP 1

CHOOSE WHAT YOU WANT
TO DO.

Are you a runner? Star
baker? Great at art? With
some creative thinking
anything you enjoy can
become a way to fundraise.

Still not sure?
Have a look at our A-Z of
fundraising ideas.



STEP 2

REGISTER YOUR EVENT.

You can either send people
directly to [our Justgiving
page](#) or [register your own
event](#). It's up to you!

STEP 3

SPREAD THE WORD.

Use the resources, social
media templates and
downloadable graphics
linked in this pack to help
you promote your activity.



EVENT CHECKLIST

- ☐ Set your fundraising goal and purpose
- ☐ Choose your event type, date, time, and location
- ☐ Confirm venue booking and any permissions needed
- ☐ Complete risk assessment and safety checks
- ☐ Create your budget and fundraising target tracker
- ☐ Prepare sponsorship, donation, and Gift Aid forms
- ☐ Arrange cash handling and payment options
- ☐ Recruit volunteers and assign roles
- ☐ Organise equipment, supplies, and refreshments
- ☐ Plan promotion using posters, flyers, email, and social media
- ☐ Contact local schools, churches, businesses, and community groups for support
- ☐ Collect raffle prizes or sponsorship donations if needed
- ☐ Prepare signage, registration area, and donation points
- ☐ Brief volunteers and confirm event day running order
- ☐ Record donations and fundraising totals
- ☐ Send thank you messages to donors, sponsors, and volunteers
- ☐ Share the impact of the fundraising and final total

your fundraising event may involve all, some, or none of these steps, this checklist is simply a guide to help you get started and support your planning process.

Make sure you read the Important Information section regarding your responsibilities and event insurance.

YOUR IMPACT

It costs around **£40** to provide a warm, welcoming Christmas lunch for someone, a contribution of **£20** helps us reach and connect people who may attend, **£10** contributes to making the day special, and as little as **£5** can help someone get there through volunteer transport.

It costs Marmalade around **£75** to safely onboard a volunteer, a contribution of **£150** helps us grow our volunteer network, and as little as **£5** supports our team in recruiting and coordinating these vital roles.

It costs Marmalade around **£500** to recruit and train a cohort of volunteers to support people facing long-term isolation, a contribution of **£100** helps build this support network, and as little as **£5** supports our staff in making it possible.

It costs Marmalade **£1,000+** to develop and deliver specialist loneliness training to schools, a contribution of **£100** helps us offer this at no cost to schools, and smaller gifts help us reach more young people with the support they need.

PROMOTION

Poster templates

Social Media Post Templates

JustGiving Header

Marmalade Trust Logos

Bunting

Suggested Caption:

I'm raising money for Marmalade Trust

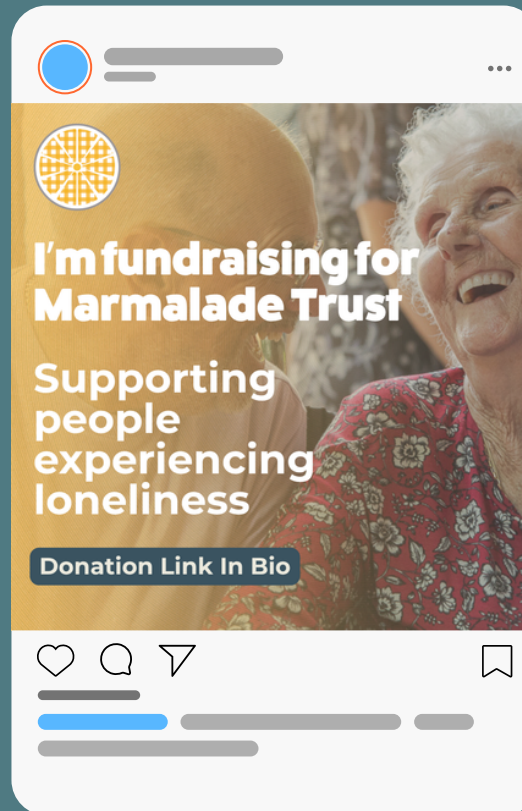


'll be [doing this/your activity] to help raise money.

Marmalade Trust supports people who feel alone through connection projects, awareness campaigns that reduce stigma and encourage open conversations, and training and resources that equip individuals, schools, organisations, and communities to better understand and respond to loneliness.

Any donation or share would mean a lot.
Link:

<https://donate.justgiving.com/charity/marmalade-trust> (or Link in bio 🍷)



TAG US!

Don't forget to tag us so we can support and amplify your efforts!

[Facebook](#) | [Instagram](#) |
[YouTube](#) | [TikTok](#) |
[LinkedIn](#) | [Threads](#)

COLLECTING FUNDS

Donation Form Template

For capturing one-off financial contributions and the necessary details for processing.

Sponsorship Form Template

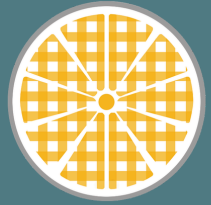
For recording and tracking pledge funding support from individuals and organisations

AFTER YOUR EVENT

Thank You Social Media Post

Make sure you read the Important Information section before you publicise your event

WHAT YOUR SUPPORT HELPS US DO



Marmalade
TRUST

"I still feel full of life and I don't want to be sitting at home alone, doing nothing. Marmalade has made me feel like I'm part of something again."

Project Member, Marmalade Connections



"The calls make me feel better! I am now feeling more positive and more included."

— Margaret, Project Member, Marmalade Connections

"I can't wait for Christmas this year with the Marmalade Trust, I'm counting down the days. It's a wonderful day full of happiness and delicious food".

— Olive, Project Member, Christmas Cheer

"Loneliness makes me feel cold to my bones, even with the heating on. Last year, I went to the Marmalade Trust Christmas Day lunch - it was so wonderful."

— Hilda, Project Member, Christmas Cheer



"The project has made me feel part of things again. That there are things out there I can get out and do and enjoy - there is hope for the future."

— Ken, Project Member, Marmalade Connections

"The Christmas period, and Christmas day, is typically a very painful and difficult period, and one that I always hope will pass as quickly as possible, however this year's Christmas, was one of the best I have had in years, and one I will savour for years to come"

— Project Member, Christmas Cheer

"I don't have anyone around, so without Marmalade, I'd be spending Christmas Day alone. Last year, I met so many wonderful people, I was smiling for days afterwards. It cheers me up just thinking of it!"

— Eddy, Project Member, Christmas Cheer

IMPORTANT INFORMATION

Please remember that whilst The Marmalade Trust is grateful for your support, you are responsible for organising and managing any fundraising activities or events. Therefore The Marmalade Trust cannot accept responsibility for any liability arising from any such activity or event. Where necessary, it is important that you take out adequate insurance to cover your liability and you should seek advice from this from a qualified adviser.

Anyone involved in fundraising activities must not represent themselves to third parties as acting as a member of staff of The Marmalade Trust. It is important to ensure contacts understand you are supporting the charity on a voluntary basis.

In any publicity for your fundraising activities or events, please ensure the following is clearly stated:

“All proceeds from this event will go to The Marmalade Trust. The event is organised by [Fundraiser Name] and is not managed by The Marmalade Trust. Marmalade Trust is not responsible for any liability, accidents, or losses sustained during this event”.

NEED HELP?

- ☎ 07460 440 337
- ✉ abiwiltshire@marmaladetrust.org
rosiejacobs@marmaladetrust.org
- 🌐 www.marmaladetrust.org

If you have any questions or would like support, please don't hesitate to get in touch.



STAY IN TOUCH

We'd love to hear about your fundraiser!

Please tag us in any photos of updates you share

[Facebook](#) | [Instagram](#) |
[YouTube](#) | [TikTok](#) | [LinkedIn](#) |
[Threads](#)

THANK YOU !

We are so grateful for your support!

Every pound you raise helps us build a society where loneliness is recognised, understood and addressed, and where people are supported to build meaningful, supportive social connections.

