FUNDRAISE TO MAKE BANANAS FAIR

YOUR GUIDE TO RAISING MONEY FOR FAIRTRADE

All you need to make a lasting difference with your Fairtrade event
FAIRTRADE FUNDRAISER EXTRAORDINAIRES

Need some inspiration? Check out these great fundraising activities from other Fairtrade supporters. Feel free to imitate, add your own personal touch or create something completely new!

**St Joseph’s RC Primary School**
**Little designers – a Fairtrade fashion show**
St Joseph’s held a fundraising event where children, with the help of their parents, designed a T-shirt showing their support for Fairtrade. There were prizes for creativity and teacher Kelly Usher said: ‘The response was fantastic and we had so many beautiful entries it was difficult to choose a winner! We held a whole school celebration assembly to share some of the entries and announce the winners, which everyone thoroughly enjoyed. We raised £60, which we hope will make the world a fairer place’.

**Stowmarket United Reformed Church**
**Brewing up change – a big brew event**
During Fairtrade Fortnight in 2013, Stowmarket URC offered local residents a respite from the winter weather by hosting a Big Brew event. Reverend Chris Wood said: ‘Despite the fact it rained heavily, many came to support the event and enjoy a cup of Fairtrade tea or coffee and an assortment of homemade cakes. Together we raised £135.11’.

**Wimborne Fairtrade**
**Raffles and smoothies, the perfect combo**
Building on a raffle held during Fairtrade Fortnight – which raised £65 for Fairtrade – in July Wimborne Fairtrade Group converted a standard bicycle into a pedal-powered smoothie bike to take the word to the streets. For next Fairtrade Fortnight, the group plans to sell bike-powered banana smoothies to raise even more money – the perfect vehicle to get the message across!

MAKE BANANAS FAIR: FUNDRAISE

Bananas are the most popular fruit in the UK – we chomp our way through over five billion a year. They’ve been at the heart of Fairtrade since they appeared on our shelves 13 years ago, and together we’ve achieved a huge amount, with over 1.2 billion Fairtrade bananas now sold in the UK each year.

But the job’s not done. While Fairtrade provides a vital safety net for some banana farmers and workers, many still suffer. This cannot continue. This is where your fundraising can make a difference. As well as campaigning in the UK, Fairtrade is working in the field with banana farmers to overcome many of the problems that are keeping them in a cycle of poverty. Your fundraising will help to make this work possible.

SO WHY NOT GET FUNDRAISING AT YOUR FAIRTRADE EVENT?
Here are some great ways to raise money at your event whilst raising awareness.

**BANANA BAKE STALL**
Got a great recipe for banana muffins or bread? Everyone loves treats made with Fairtrade products, so why not get baking, sell your creations and send us the proceeds.

**SELL BANANA SMOOTHIES**
Hire a smoothie machine (or even better, a smoothie bike!) and take to the streets to spread the word and make some money!

**BANANA BEAUTY TREATMENTS**
Did you know a crushed banana also acts as a natural face mask? Another popular recipe is adding ¼ cup of plain yoghurt and two tablespoons of Fairtrade honey to a medium sized banana. Set up a stall at your event and ask for a donation to Fairtrade in exchange for a facial mask.

Head to shop.fairtrade.org.uk for loads of resources to support your event.
Get a five foot inflatable banana or even dress in the famous Fairtrade banana suit!

**DID YOU KNOW?**
Between 2012 and 2013 the number of Fairtrade certified producer co-operatives grew from 1,096 to 1,149. That means thousands more farmers and workers benefitting from a fair deal. That’s due in part to donations from members of the public and Fairtrade supporter groups.

Thank you!

Visit stickwithfoncho.org.uk to find out more about the banana trade and our campaign to make bananas fair.

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YOUR FUNDRAISING CAN HELP MAKE BANANAS FAIR

We all know the impact Fairtrade can have. Farmers selling their bananas on Fairtrade terms are guaranteed a minimum price as well as the Fairtrade Premium to invest in farm and community development projects such as schools, hospitals and clean drinking water.

While Fairtrade provides a vital safety net for some banana farmers and workers, many still suffer. This cannot continue. This is where your fundraising can make a difference.

Donations to Fairtrade help us to reach more farmers and workers who are still struggling under unfair trading practices and funds work with our farmer partners to help them to overcome some of the problems that are trapping them in a cycle of poverty.

HOW TO EXPLAIN A DONATION TO FAIRTRADE TO THE GENERAL PUBLIC

Fairtrade is not about charity, it’s about doing right by the people who produce the things we love to eat. So what part does fundraising for the Fairtrade Foundation play and how can you explain this to the general public?

You might want to tell people this at your event to help make it clearer.

‘Buying a product with the FAIRTRADE Mark means you can be sure that the producer(s) who grew it got a fair deal. We’re also raising money today to help more farmers and workers in the developing world to become part of Fairtrade, so they can get a fair deal too’. 

CASE FILE: DONATIONS IN ACTION

Right now, Fairtrade is working with banana farmers and workers in the northern Peruvian province of Piura, where bananas are the main source of income for more than 3,000 smallholder farmers.

Here, the changing climate is leading to an increase in disease and pests, including ‘red spot disease’, the latest outbreak of which means many farmers can expect to sell almost a fifth less bananas this year.

For farmers already struggling to make ends meet, this is very serious. Fairtrade is working with Peruvian banana farmers to adapt to the changing weather conditions and maintain their livelihoods, as well as working with Universidad de Piura to test biological pest controls.

This is just one of the projects that your fundraising could help to support. If you are able to fundraise and make a donation to Fairtrade, we’ll be in touch with information about the impact your fundraising has had.

Thank you.

THE DIFFERENCE FAIRTRADE CAN MAKE

Brenda Vanessa, 19, is the daughter of Foncho, a banana farmer from Colombia. Foncho is the face of our campaign to make bananas fair and his daughter is currently studying hard at a local university.

‘Without Fairtrade, I don’t think I could go to university. Not many people in my family have gone to university... I think my parents want to try to make for me what they couldn’t be.’
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THE LEGAL STUFF

Make sure your event goes without a hitch by remembering these simple rules!

AUTHORISATION

Private events (like those in a local community hall) don’t need authorisation. If your event is taking place in a public area (for example, out on the street) you should inform the local police and council of your activities. If the council requires an authorisation letter from the charity, contact us on fundraising@fairtrade.org.uk and we’ll send one over!

KEEP CASH AT YOUR EVENT SECURE

Use a lockable box and have two people count the money together.

HOLDING A RAFFLE

If it’s a private raffle not open to the general public (as most small fundraising raffles are) you do not need a licence. Just make sure there are no cash prizes, you spend no more than £250 buying prizes and the sale of tickets and announcements of results take place on the same premises. You can find out more on raffle rules from your local council.

SPORTING EVENTS

Fun runs or bike rides should have medical cover, for example St John’s Ambulance or the British Red Cross. You should also consider taking out public liability insurance or have indemnity forms for participants.

DON’T FORGET

▶ Please pay in your fundraising as soon as possible after your event
▶ Please do not send us cash in the post
▶ The Fairtrade Foundation abides by the Institute of Fundraising Codes of Fundraising Practice and is a member of the Fundraising Standards Board (FRSB) which means you can Give With Confidence.

FUNDRAISE FOR FAIRTRADE DONATION SLIP

I wish to make a donation of: £10 [ ] £20 [ ] £50 [ ] Other amount [ ]

I wish to pay by: Cheque [ ] Credit Card [ ]

Please enclose a cheque payable to ‘Fairtrade Foundation’

Please provide your credit card details below:

Card type (please tick): VISA [ ] DINER [ ] BARCLAYS CONNECT [ ] MASTERCARD [ ]

Delta [ ] Switch/Maestro [ ] Amex [ ] JCB [ ]

Card no. [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ] [ ]

Security code: (3 digits on the back of your card) [ ] Issue Number: [ ]

Start date: [ ] Expiry date: [ ]

Name (as on card): [ ]

Address: [ ] Post code: [ ]

Email: [ ] Tel: [ ]

If you would like to receive updates from us about how your donation is being used please tick a box: Email [ ] Mail [ ]

If you would like to receive updates from us about what else the Fairtrade Foundation is up to, please tick this box: [ ]

Please gift aid your donation by ticking the box below, allowing us to reclaim tax on your donation from HMRC. This will increase the value of your donation by 25% at no extra cost to you.

Please return your donation slip, to FREEPOST RSAX-THKL-HJEB, Fairtrade Foundation, 3rd Floor, Ibex House, 42-47 Minories. London EC3N 1DY.
THANK YOU!

Your fundraising will make a huge difference.
Please get in touch if you have any questions.
fundraising@fairtrade.org.uk

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