Rainy Day Trust



Be fed.
Be warm.
Be *loved*.

Christmas Kindness Fundraising Guide

Three simple ways your team can make Christmas better for families across our industry

Why join in

Rainy Day Trust

Christmas should feel *looked after*

For some families in our industry, rising bills and tight budgets make Christmas hard.

Christmas Kindness is our way of bringing the sector together to change that.

- ✓ You pick a fundraiser.
- ✓ Your team has some fun.
- ✓ Families get the support they need.



Everything you raise is ring-fenced for Christmas support for families across our industry.
It goes out as supermarket and utility vouchers, so families can choose what matters most to them.

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Pick one, or do all three

Theme	What it helps with	Your fundraiser
Be fed	Christmas meals on the table	Office Christmas party
Be warm	Heating and electricity	Christmas Jumper Day
Be loved	Presents to open	Christmas quiz

Why join in

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Christmas party

Bring and share a lunch, or hold a cake sale.
Big or small, any gathering will do.



How it works

Choose a date between early November and Christmas, and a spot where your team can get together.

Invite everyone. Ask them to bring something to share and pop a donation in the pot.

Make it easy to give. A collection pot or our donation link both work.

Share the fun. Take a photo (with permission) and tag Rainy Day Trust.

Cake sale? Let people pay what they like. Bakers ***love*** an audience.

Why join in

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Christmas Jumper Day

Pull on a jumper, pop a donation in.
It really is that simple.

How it works

Pick a day that suits your team



Ask everyone to **wear their best (or worst) Christmas jumper** and make a donation

Add a little fun. Vote for your favourite jumper and give out a small prize.



Share the photos and tag Rainy Day Trust.



No jumper? Antlers, Tinsel or a Santa hat all count.

Why join in

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Christmas Quiz

We send you 25 questions, ready to go. All you need is a room (or a video call) and some *friendly* rivalry.

How it works

Ask us for the quiz at info@rainydaytrust.org.uk and we will send it over.

Suggest £5 per person. A team of four raises £20 before the first question

Run it your way... over lunch, in the canteen or online.

Add up the scores, crown the winners and send in what you raised.



Want more players? Invite customers and suppliers along. More teams, more fun, more raised.

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Sending in what you raise

However you collect it, we'll keep it simple

We will say a proper thank you,
and let you know the difference
you have made.

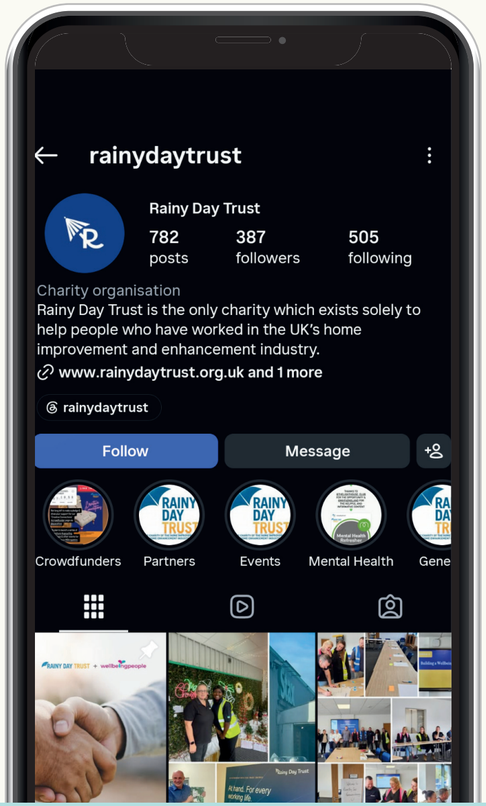


Spread the word

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Let people cheer you on

Share your photos on LinkedIn, Facebook and Instagram, and tag Rainy Day Trust using hashtag **#ChristmasKindness** so we can celebrate with you. The more people see it, the more teams join in.



Ready to join in? Let's talk.

info@rainydaytrust.org.uk

www.rainydaytrust.org.uk