

Celebrating 10 years of Garden Re-Leaf Day

19th March 2021

Fundraising Pack

www.greenfingerscharity.org.uk
Registered Charity Number: 1076640



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10 years of Garden Re-Leaf Day...

Garden Re-Leaf Day is Greenfingers Charity's national fundraising event and continues to be a major feature in the horticultural and garden industry's calendar with garden centres, growers, suppliers, QVC, trade associations, gardening clubs and societies, as well as our corporate partners and many, many others all getting involved to support this event.

Since Garden Re-Leaf Day began in 2012, those taking part have raised a whopping £660,000 to help bring the precious gift of a garden to more life-limited children and families who spend time in hospices across the UK.

Like so many other charities, Greenfingers Charity saw a downturn in its income in 2020 due to the Covid-19 pandemic, however our hospice waiting list grew ever longer as the therapeutic benefits of spending time outside and close to nature was recognised by the nation.

By taking part in Garden Re-Leaf Day you will be helping us to ensure that thousands more life-limited children and their families who spend time in hospices across the UK can benefit from magical and inspiring outside spaces in 2021 and beyond.

Together we can make a difference...

It is only thanks to people like you and others who support our work that we can do what we do. Thank you for helping to celebrate 10 years of Garden Re-Leaf Day. Please encourage your friends, colleagues and family to get involved and help make 2021 a year to remember for all the right reasons!



How you can get involved...

Wherever you work, whatever community group, university or school you belong to or even as an individual supporter, there are so many ways you can get involved.

We hope you will find a few FUNdraising ideas in this pack that will suit you, but you might even have your own ideas for how you would like to get involved. Whatever you choose to do, please remember to tell everyone you know what you're planning!

Thank you from all of us at Greenfingers Charity and the children and families who will benefit from your generosity.

*****COVID-19 – your safety is our priority*****

Garden Re-Leaf Day may look a little different due to COVID-19 and the restrictions that are likely to still be in place in March 2021. Please do ensure your event complies with all health and safety advice at the time and that social distancing rules are adhered to.



We are looking for 10 Garden Re-Leaf Day Sponsors - can you help?

To celebrate the event's 10th Anniversary, we would like to invite you to become one of Garden Re-Leaf Day's 10 sponsors by making a £500 donation. This one-off opportunity will not only help to raise your company's profile, but your sponsorship will also help to ensure the money raised by all those who take part will help Greenfingers Charity bring the gift of a garden to hundreds of seriously unwell children and their families.

In return for your help we will ensure your support is acknowledged as follows:

- Pre-event press release acknowledging all sponsors which will be sent to the charity's Garden Industry media friends
- Garden Re-Leaf Day marketing material, including e-mailings to event participants
- Your logo, with link to your business, will be included on Garden Re-Leaf Day sponsors page on Greenfingers Charity website
- Post event press release will be issued to all Garden Industry and charity media
- In regular social media posts across all Greenfingers Charity platforms, both pre- and post-event

We hope that the Garden Re-Leaf Day 2021 will see the biggest and best event to date. As a result, your brand will be seen by hundreds of gardening industry friends, those in the hospitality industry, garden lovers new and old and many others. We hope you will get Involved and help to make a difference.



FUNdraise at work

Taking part in Garden Re-Leaf Day is a great way to keep your teams connected and motivated, especially if you and your team are now working from home.

Here's a few 10th Anniversary themed FUNdraising ideas:

- Plank for 10 minutes everyday throughout March
- Set your team 10 challenges to do on Garden Re-Leaf Day
- Accumulator Challenge - Give your teams £10 and ask them to turn it into £100
- Give up chocolate, alcohol or something else up for 10 days...or longer
- Walk 10,000 steps everyday for 10 days, or longer
- Donate the cost of your morning coffee for 10 days
- 100 in 10 – team up with colleagues to raise £100 in 10 minutes
- Hold a 10 hour sponsored event
- 2012 was a momentous year so why not hold a themed event to celebrate 10 years of Garden Re-Leaf Day. In 2012
 - London hosted the Olympic and Paralympic Games
 - It was the Queen's Diamond Jubilee
 - A skydive record was broken. Is a skydive or wingwalk on your bucket list?



Garden Centre Fundraising...

There are so many ways for your garden centre or business to get involved. As well as the “plantathon” which has proved popular year after year, here are a few additional ideas which may spark your fundraising juices!

- In-store (static) cycle/rowing/running challenge
- Raffles and tombola’s
- Quiz night (in store or virtually) - we can provide you with the questions (and answers!)
- Invite staff to Go Green on Garden Re-Leaf Day by dyeing their hair or wearing their favourite green attire
- Cake sale
- Floral talks and Workshops
- Car wash
- Auction the services of the boss for a day
- Tie up and gag the store manager for the day!

Whatever you choose to do, you might find it helpful to appoint a Greenfingers Charity Champion to:

- Co-ordinate your activities
- Rally colleagues and customers to get involved
- Put the fun into FUNdraising



Garden Centre Fundraising...



24 Hour Plantathon...

A 12 or 24-Hour Plantathon at your garden centre is a great way to involve your teams, your gardening customers and friends, all of which can take it in turns to continuously plant for 12 or 24 hours. Alternatively, nominate ONE brave person to get planting for the whole time!

You'll be in good company as in years gone by leading industry figures have used a Plantathon to generate local and industry publicity. In turn this has increased footfall and encouraged customers to get gardening, all whilst raising funds for the Greenfingers Charity! So here's what you need to do...

- Decide which members of staff or customers will be taking part in the Plantathon and allocate shifts for the duration of the challenge. If you decide to nominate one key member of staff to do the entire 12 or 24 hours, please make sure that they receive as much support as possible leading up to and on the day!
- Plan your start and finish times, ensuring the timing suits you and your customers
- Decide where in-store you will hold your event. Ideally find an area that is easily accessible to the viewing public, located near to related products, such as compost, perlite, pots and other materials you'll be showcasing. Make sure the area is also warm and well-lit so that your team can work comfortably through the night. Ideally create a backdrop using your POS, and the area best represents your business

Add? Speak nicely to your suppliers and encourage them to donate product.

NOTE: If you're planning to plant through the night, it'll be more fun (and safer) to work in teams but remember to adhere to social distancing rules!



24 Hour Plantathon...



It's time for Chari-tea...

Most of us love a cuppa, whilst baking remains as popular as ever. Together tea and cake are always a fantastic – and delicious - way to raise money.

Cake sales, coffee mornings and afternoon teas are all tried and tested fundraising ideas, and if you have a restaurant or cafe, they're a fantastic way to promote and motivate your team and give your customers a great experience too.

Here's a few fundraising 10th Anniversary celebratory ideas to whet your appetite:

- Subject to COVID restrictions, invite your friends round to enjoy a cuppa (or a glass of wine!) and a slice of cake in your garden and ask for a donation in return
- Organise a special anniversary promotion in your café and ask for a £1 donation to Greenfingers Charity
- Set up a cake decorating masterclass for the perfect Easter or Mother's Day cake
- Hold a competition to 'Guess the Weight of the Cake'
- Involve your suppliers, or ask your cake makers, to donate special Garden Re-Leaf Day biscuits or cakes to sell in aid of Greenfingers Charity



Online Auction...

Online Auctions are a great way to raise funds and the "money can't buy" experiences can really boost the total you raise. Here's a brief outline of how you could run your Garden Re-Leaf Day auction:

- Use your contacts to source an amazing selection of "money can't buy" experiences, You might also want to add other prizes to the list.
- who do you know who might donate a fabulous experience?
- spend a day with...
- spend a day working at...

Holidays in the UK or overseas always make for a great prize. From holiday homes to hotel stays, these prizes are great at drawing in the crowd. Don't be afraid to reach out to friends and people you know to source prizes, and if an international holiday is offered then why not contact an airline that flies to that destination to see if they will donate free flights to make the package more attractive.

Here's what you need to do:

- ✓ Select the day or days when bidders must go online to submit a bid.
- ✓ Once the item is online, bids will be taken for a specific period; The highest genuine bid received from any bidder by the end of the bid Period will secure the item.
- ✓ During the bidding period...promote, promote, promote...
- ✓ Once the auction closes let the highest bidder know they have won.
- ✓ Arrange for the bidder to collect the item, but only once you have received their money!
- ✓ Send the money raised to Greenfingers!



Make a company donation...



We appreciate how precious staff and business time is and so you may not be able to field a team to take part in an event or, if teams are working remotely, it may be tricky to get them all together to hold a fundraising event. Or there may be many other reasons why you might prefer to support Garden Re-Leaf Day by making a company donation.

Whatever the reason, by making a company donation, you will not only be supporting the work of Greenfingers Charity, but you may be eligible to claim tax relief on any donation made.

You can find out more about tax relief here: <https://www.gov.uk/tax-limited-company-gives-to-charity/donating-money>



Fundraise at School...

We would love to see more children get involved in 2021 and what better message is there than children supporting children.

There are so many ways to get your child, grandchild, cousin, niece, nephew's school involved. Here are just a few ideas...

- Hold a dress down day on Garden Re-Leaf Day. Theme it by asking children to wear green or their favourite floral attire. After all Garden Re-Leaf day is about kick starting the gardening season!
- Have a cake sale to raise money
- Hold a 1k challenge where your children walk 1k (or more) on Garden Re-Leaf Day
- Challenge your school to grow the biggest sunflower and charge a small entry fee
- Craft sale of gardening related crafts created at school
- As it's 10 years of Garden Re-Leaf Day, ask your students to challenge themselves everyday for 10 days
- Team your school up with your local garden centre to fundraise together
- Create a coin trail around the playground to see if you can create the shape of a sunflower and then donate all the coins
- Nominate Greenfingers Charity as your chosen charity for a month, a term or even a year.

*****The school that raises the most money on Garden Re-leaf Day will receive a donation of specially selected gardening products***.**



Virtual Run, Walk, Cycle, Swim or row...

Due to COVID-19 sadly our annual Sponsored Walk and Cycle Challenge will look a little different in 2021. But please don't let that put you off taking part. Since the first Garden Re-Leaf Day walk took place in 2015, over £80k has been raised from the walk and cycle ride alone. That's enough money to fund an entire Greenfingers garden.

Please help us raise even more in 2021

We would like to challenge you to run, walk, cycle or swim a distance of your choice on Garden Re-Leaf Day or anytime in March. Ask friends and family members to join you and help us generate a community of challenge eventers right across the country.

Here's **Here are ?** some ideas to help you challenge yourself...

- Walk or run 5,10 or 20km or miles if you would prefer
- Cycle 10, 20, 30...100km or miles
- Walk 10,000 steps every day during March
- Swim 10, 20, 30...100 lengths
- Row 1km or 1 mile or more...

It would be great if all those taking part collectively walked, ran, cycled, swam or rowed 10,000 miles/km to celebrate this 'kilometerstone' anniversary!



Virtual Run, Walk, Cycle or Swim...

Here's what you need to do:

- ✓ As soon as you know what you're going to do, please register your event on www.greenfingerscharity.org.uk
- ✓ Set up an online giving page and start telling your friends, family and colleagues what you're planning **planning**
- ✓ Get training. You should be able to find a training plan to suit you and your challenge online.
- ✓ If you're walking, running or cycling, work out your route for on the day.
- ✓ In the weeks leading up to Garden Re-Leaf Day promote what you're doing at work and on your social media channels
- ✓ Decide upon a start time. Remember it does get dark early so think about what time you might finish.
- ✓ Ask your local garden centre if you can start/finish there. You may find they are holding an event too and so it would be a great way to join up with your local community
- ✓ Take plenty of photographs while you're training and on the day, if they're good quality images, with your permission we'd love to may be able to use them for future marketing
- ✓ We will send you a Greenfingers Charity T-shirt before your event which we hope you will wear on the day!
- ✓ Once you've completed your challenge, remember to tell all those who sponsored you how you did.
- ✓ Stay in touch with us and let us know how your training is going!

Send us your money as soon as possible



Virtual Run, Walk, Cycle or Swim...



Register your event...

To ensure you and your team will benefit from PR leading up to Garden Re-Leaf Day, on the day and afterwards, please ensure you register your event on the Greenfingers Charity website. www.greenfingerscharity.org.uk

You will be able to register your Garden Re-Leaf day event from 1st January 2021.



Promote your event in the press...

To help you get the most out of your event, promote it as far and wide as you possibly can. And don't forget you can benefit after your event too. Here are a few hints and tips...

Make your event newsworthy – the more fun and engaging your story, the more likely it is that it will be published.

Email a press release out to local newspapers, magazines, events websites and even your local radio and TV news. Local event news is always greatly received and helps generate a buzz amongst your customers pre-event. We can provide a press release template.

Get snap happy! Images are a brilliant way of communicating with an audience so make sure someone with a camera is taking photos of your events on the day. High resolution photos are hard to come by, so newspapers and Greenfingers will be keen to feature relevant ones. Email them out with a post-event press release, to ensure the publicity train rolls on and you get the most exposure from the event as possible!

NB: Please remember to send us photos from your day so that we can include them in post-event PR and social media – don't forget to check with those in the pictures that we're able to use their images. You can download a photo consent form [here](#).



Share on social media...

Social media is an incredibly effective, instant and FREE PR tool so make sure you use it to promote your Garden Re-Leaf Day event. Start promoting as soon as possible so that you can build as much awareness of your FUNdraiser as possible in the weeks leading up to the big day.

We will be causing a social media storm on **#GardenReLeaf Day** so remember to get involved and communicate with us to promote your event. Using the hash tag **#GardenReLeafDay** tag us in at:

Twitter: @greenfingerscha

Facebook: @greenfingerscharity

Instagram: @greenfingerscharity

LinkedIn: @greenfingers-charity



How to pay your money in...

Please get your money banked as soon as possible as the funds you raise will be put to good use, creating more magical and inspiring gardens for life-limited children who spend time in hospices across the UK.

Here's how to pay your money in:

Send a cheque made payable to Greenfingers Charity to 23 Gregories Road, Beaconsfield, Bucks HP9 1HH

Please remember to write Garden Re-Leaf Day on the back of your cheque and include your contact details

Bank transfer to:

CAF Bank

Sort code: 40-42-40

Account Name: Greenfingers Charity

Account no: 00030224 Please include reference: [your organisation's name and GRD]

Other ways to make a donation:

- JustGiving through the Greenfingers Charity website
- Text Giving: To make a £10 donation by text, simply text the word **Greenfingers** to **70085**. Please note texts cost £10 plus your standard text giving rate.



Resources...

We hope the following resources and links will help to ensure your event is a great success.

- ❖ Download a Press Release Template here
- ❖ Download a Sponsor Form here
- ❖ How to set up an online giving page: <https://help.justgiving.com/hc/en-us>
- ❖ Download a Poster which you, or we, can personalise for your event
- ❖ Share the Greenfingers Charity Film with your contacts, here's the link: <https://vimeo.com/480298387>
- ❖ Greenfingers Website: www.greenfingerscharity.org.uk
- ❖ [Greenfingers Charity – Garden Re-Leaf Day Facebook Page](#)
- ❖ To download the Garden Re-Leaf Day logo, click here

If you would like t-shirts, balloons, collection buckets or pin badges, please let us know when you register your event.



The difference your fundraising makes...

Due to the pandemic, as the therapeutic benefits of spending time outside and close to nature has been felt by the nation, the list of hospices applying for a new Greenfingers Charity garden has grown. However the charity's income fell in 2020, but we hope that the 10th Anniversary of Garden Re-Leaf Day will see the biggest FUNdraiser to date and in turn ensure more Greenfingers gardens will come to life in 2021 and beyond.

To find out more about the gardens on our waiting list, visit: www.greenfingerscharity.org.uk.



Contact Us

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By post:

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