IN THE COMMUNITY

**UCA Christmas Campaign**

**In 2021, the UCA will be supporting the Trussell Trust for our Christmas campaign.**

**The Trussell Trust is a national charity helping to feed people through foodbanks**.

Our Care & Share in the community campaign will take place on Monday 6th December 2021; however, you can change the date to suit your practice.

On this date patients will either:

* Donate food items up to the value of an adjustment
* Pay £10 and donate food items up to the value of the adjustment
* Make an online donation to the value of the adjustment

All food donations would then be donated to your local Trussell Trust foodbank.

A shopping list of suggested foods is also included within this pack that is congruent with the needs of the charity and a healthy diet. Only non-perishable items can be donated.

The Trussell Trust have over 400 foodbanks nationwide providing a minimum of three days’ emergency food and support to people experiencing crisis in the UK.

# Points to consider

* Advertise your event well in advance, enclosed are posters to promote your event
* Include information about the event on your website, Facebook, and social media
* Ensure your team are familiar with the details of this event
* Provide a basket/box for all the donations and iPad or link to make online donations
* Contact your local Trussell Trust foodbank at [**www.trusselltrust.org/get-help/find-a-foodbank**.](http://www.trusselltrust.org/get-help/find-a-foodbank)

Some of them may have their own requirements or direct websites and will include information about your event as well as pictures etc. after the event.

# Media promotion

* Make direct contact with local journalists, radio and newspapers – this can be done by telephone and then followed up with a press release (a ‘how to guide’ and draft copy is enclosed that you can change to suit your practice).
* Take plenty of photographs that can be used to promote the success of the event on your website/ Facebook etc
* This is all about ‘Your Community’ which is a key buzzword. Use this in our interactions.
* You will be responsible for delivering the food that you have collected. The address of your local Trussell Trust foodbank can be found on their website under foodbank map [**http://www.trusselltrust.org/map**](http://www.trusselltrust.org/map)
* Share your photos and experience with the UCA so we can promote this event nationally.

Alternatively, we encourage you to support your own local charity or aid.

# Here are a few options:

* Salvation Army – donating toys for adjustments
* Coats for Christmas – collect coats and donate to a local charity
* Sleeping bags for the homeless

