

UCA Christmas Campaign

In 2020, 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 7th December 2020**; however, you can change this 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.
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>
- 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

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