

A woman with long blonde hair, wearing a black winter coat, a white Santa hat with a red trim, and white gloves, is smiling. She is holding a green sign with white text and a white bucket with a red and green design. The background is a soft-focus, bokeh-style image of musical notes and snowflakes. The text 'SING FOR THEIR SUPPER' is written in large, bold, orange letters with a white outline, underlined. Below it, 'How to' Guide is written in a smaller, dark blue font. At the bottom right, the text 'END HUNGER >>> GROW FARMING FARM AFRICA' is written in white, bold, sans-serif font.

# SING FOR THEIR SUPPER

## 'How to' Guide

END HUNGER >>> GROW FARMING  
**FARM AFRICA**

## First – decide how you would like to take part

### Could you add a collection to an existing event?

Do you already know of a great carol concert, perhaps at church, your children's school or in your local community? Ask the organisers if you can have a collection for Farm Africa. Traditionally this is done during the second to last carol or when people leave. Make sure you let the audience know what the collection is for and when to have their gifts ready.

### Organise your own event

Could you hold a carol concert in your community? Why not book the local church, community centre or pub for a Sing for their Supper evening. Or think outside the box - one Farm Africa supporter holds an annual 'Carols in the Barn' event on his farm which is always extremely popular. Especially when the resident pony is also in attendance! Or you could keep it simple. Invite your friends and family round for an evening of carol singing and ask for donations for mulled wine and mince pies.

### Community collection

Everyone loves seeing carol singers whilst they're shopping for presents, enjoying a festive evening in the pub or during a winter's evening. Round up your carolling team and organise a door-to-door singing event one evening, a carolling collection at the local shopping centre or train station or even go pub-to-pub. Just make sure you follow our top tips for a successful and safe event.



## How to organise your own event

1. Choose a date and time. Think about when would be a good time for your carollers and also when you will raise the most. If you are carol singing in public, a Saturday afternoon when people are shopping is always a safe bet. For an evening event, a weeknight when people won't already have plans is best.

2. Apply for the licenses or permissions that you may need. A public collection may need a license from your local council – so the best place to start is your local council's website. For private venues you will need permission from the owner. If you need a hand with this, get in touch and we'll be happy to help.

3. Decide how you will raise the money. Solely through collecting donations whilst singing or will you also sell tickets or have a raffle?

4. Round up your carolling team. Use our sign-up sheet to keep track of who will be joining you.

5. Tell us you're taking part and request your free resources online at: **[www.farmafrica.org/sing](http://www.farmafrica.org/sing)**.

6. Promote the event. Make sure everyone taking part helps by putting up posters and posting on social media.

7. On the day, hand out copies of the carols booklet, sing, smile and collect those donations! Don't forget to tell people you are raising money for Farm Africa to help end hunger.

8. Send in the money you raised as soon as possible so we can put it to work helping farmers in eastern Africa.



# Important things to remember

## Licences and permissions

Before collecting in public you will need to ensure you have the appropriate permissions.

- For most public collections, including carol singing on your local high street or going door-to-door you will need a licence from your local council, so get in touch with them as early as possible.
- If you are planning to carol sing in private venues such as pubs or shopping centres you will need permission from the owner. You do not need a separate license.

## Collecting with children

Children love carol singing, and they tend to draw more of a crowd if you are carol singing in public. However there are a few important things to remember:

- Ensure you have permissions from parents or guardians for any children taking part – better yet, why not increase your numbers by inviting them along too?
- Children under 18 are not generally permitted to collect donations, so make sure the younger ones focus on their singing and let the grownups look after the collection tins.

## Raffles

If you are going to hold a raffle, make sure you only sell tickets on the day and draw the winners during your event. Otherwise you will need to obtain a lotteries licence. If you are unsure about whether you need a licence, give us a call on **020 7430 0440** and we can help.

## Health and Safety

Make sure you keep everyone safe whilst having fun.

- Make sure you have your final sign-up sheet with you so you know who is part of your group and who is responsible for any children.
- Remind everyone to wrap up warm and wear sensible footwear such as winter boots or wellies.

## Collecting, counting and banking the money

Your collection tins or buckets **must** display the Farm Africa logo and registered charity number. They also need to be sealed at all times whilst collecting. We can supply official collecting tins and buckets for people to make their donations. Get in touch on **020 7430 0440** or by emailing **community@farmafrica.org** to request your tins and buckets and we'll get them in the post for you.

If you are collecting during an event, maximise how much you raise by asking donors to Gift Aid their donations. Request our Gift Aid envelopes today to raise 25% more.

When counting cash, you should have **at least two people** to witness and record the amounts collected. When you are ready to send us your money, either pay it into your account and send a cheque or give us a call on **020 7430 0440** to pay over the phone or to confirm our bank details so that you can pay funds directly into our account.

If you have any questions about collecting or paying in cash get in touch on **020 7430 0440** or **community@farmafrica.org**

**Please do not send cash through the post**



# Top tips to raise as much as possible

## Promote your event

Tell everyone you know about your Sing for their Supper event and find out how they can help. Don't forget to send emails and post on social media to encourage your friends, family and workmates to join your carolling team or attend. And put up posters in your local community to tell everyone you are raising money for Farm Africa.

## Requests

People could make an extra generous donation (perhaps £5?) to request their favourite carol. This works especially well when singing in public spaces such as pubs or shopping centres.

## Festive outfits

Reindeer antlers, Santa hats and Christmas jumpers - make sure everyone gets into the Christmas spirit and dresses for the occasion!

## Practise practise practise

Get together as a group before you go out into your community to practise your carols together.

## The more the merrier

If you have lots of volunteer carollers, why not split into two teams and see who can raise more?

When singing door-to-door, knock on a few doors at once and gather a small crowd to listen to your singing and donate.

You could also send it to your friends and family who may not have been able to attend your carol singing and ask them to make a donation.



## What's it all in aid of?

Whilst singing, you may have people ask you what you are raising money for. Here are some quick and easy ways to explain Farm Africa's work.

**Farm Africa is working to end hunger in eastern Africa.**

**Farm Africa is working with families in rural Africa, helping them grow more food to end hunger.**

**Farm Africa's work is not about short-term or quick-fix solutions. Farm Africa helps Africa's families feed themselves, for the long term.**

**Farm Africa provides farmers in eastern Africa with seeds, tools and training so they can grow more food to feed and provide for their families.**

Don't forget, you can also let people know they can visit [www.farmafrica.org](http://www.farmafrica.org) for more information.

## Download and request your free resources online

- Carol booklet (downloadable)
- Posters (downloadable)
- Sign-up sheet (downloadable)
- Children's games (downloadable)
- Farm Africa stickers
- Balloons
- Collection tins and buckets
- Gift Aid envelopes

Visit [www.farmafrica.org/sing](http://www.farmafrica.org/sing) call **020 7430 0440** or email [community@farmafrica.org](mailto:community@farmafrica.org) to order your free resources.

Thank you for taking part in Sing for their Supper. And from all of us at Farm Africa;

## Happy Christmas!



**END HUNGER >>> GROW FARMING**  
**FARM AFRICA**

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