

# 10:10 FUNDRAISING. EVERYONE'S AT IT.

## 1 Get swapping

Host a 'Swishing' event and you'll give staff a chance to freshen up their wardrobes without breaking the bank. Everyone brings a good-quality item of clothing to swap, pays a small donation to 10:10 and goes home with a (nearly) new outfit. Bonus!

## 2 Office bake sale

A tea party in the office on a Friday afternoon is an ideal way to bring people together. It sounds old-fashioned, but what's not to like about cake? Plus, selling a slice of sponge or a bite of Battenberg is a great way to raise money. You can tell colleagues about your event using one of our customisable posters, available at: [1010uk.org/fundraising/posters](http://1010uk.org/fundraising/posters)

## 3 DisCO<sub>2</sub>

It doesn't do much to cut carbon, but a social night can raise money and awareness of 10:10. Perhaps any budding DJ colleagues could hold a night for staff and friends. (Or maybe a group of you could take to the decks for ten minutes each!) Income raised from ticket sales can be donated to 10:10.

## 4 Low-carbon pub quiz

Why not hold a quiz night in your office or local pub to raise cash? As well as questions about pop music or sport, throw in some teasers on carbon emissions. (E.g. 'What creates more CO<sub>2</sub> when drying your hands: a hand dryer or a paper towel?') If you'd like us to provide some inspiration for your carbon quiz, get in touch via: [fundraising@1010uk.org](mailto:fundraising@1010uk.org)

## 5 Sweepstake

As your business reduces its emissions with 10:10's help, you could hold a sweepstake among staff to guess how much carbon you've cut. By charging £1 per entry, you can raise a prize pot and give half of the proceeds to 10:10.

## 6 Send 10:10's Christmas e-cards

The 10:10 art team have their Santa hats on and are designing a range of super-cool e-cards – less carbon intensive than a conventional postal card. They'll be available soon, but we can also create a bespoke card for your customers and clients, championing your 10:10 commitment, in return for a donation. For more info on this seasonal scheme, contact: [fundraising@1010uk.org](mailto:fundraising@1010uk.org)

## 7 Cycle/walk to work week

Ask staff to cycle or walk to work or car share with colleagues. They could donate the money they save on fuel to 10:10. (Even if they just do it for a week, they could make themselves fitter and healthier to boot!)

## 8 Fundraise with a flask!

All those £2 lattes and Americanos quickly mount up – you can easily spend £10 a week on frothy coffee. By encouraging staff to bring flasks of quality, home-brewed coffee or make their own hot drinks in the workplace they could save a small fortune – and donate the savings to 10:10.

## 9 Take a challenge

Whether it's running a marathon, taking part in a sponsored bike ride or growing a beard, staff can do their own thing to raise money. Perhaps you could motivate them by matching whatever they make for 10:10? A sponsorship form is available for download at: [1010uk.org/fundraising/sponsorship](http://1010uk.org/fundraising/sponsorship)

## 10 Rattle a can!

Well-placed 10:10 collection tins – e.g. on the reception desk of your offices – will not only show the world you're doing your bit to reduce carbon emissions, but help raise much-needed funds. Or you could go further and sell 10:10 Tags on your front desk. For more on the 10:10 Tag see: [1010uk.org/mytag](http://1010uk.org/mytag)

Most organisations choose to support our work by donating all funds raised to the 10:10 Trust (charity no. 1137030), though it's also possible to donate directly to 10:10 UK. You can pay in at [1010trust.org/donate](http://1010trust.org/donate) or [1010uk.org/donate](http://1010uk.org/donate)

To find out more about how your donation is spent, or for details on Gift Aid or any other queries, please contact [fundraising@1010uk.org](mailto:fundraising@1010uk.org)

\* One towel beats an electric dryer, but two towels doesn't!



Cutting carbon 10% at a time