



THE ROYAL
COUNTRYSIDE
FUND

Fundraising Pack





About us

Established in July 2010 by our Patron, HM King Charles III, The Royal Countryside Fund exists to improve the prospects of family farm businesses and the quality of rural life. We are a small, practical, hands-on charity, who aim to support projects that drive economic vibrancy in the countryside, in turn securing a confident and sustainable agricultural and rural community for the future.

Our key charitable objectives are:

- To improve the prospects of viability for family farm businesses
- To support aid delivery in emergencies and build resilience
- To sustain rural communities and drive economic vibrancy

Our flagship initiative, the Farm Resilience Programme, provides free business skills training to farms through a series of interactive workshops and bespoke one-to-one sessions. Since it was established in 2016, the programme has grown in size, strength and reputation, with over 950 family farms having taken part.

We seek to create a thriving rural economy through our grant-making programme, and to date have distributed over £9 million to more than 250 projects. We distribute grants to local, grassroots organisations and fund a diverse range of projects, from community run pubs and shops, to transport schemes and digital support for rural businesses.

We also play a crucial role in responding to countryside crises, providing emergency funding when the need arises, and we commission research into areas of knowledge deficit. This research feeds back into our grant making as it enables us to channel aid to support those most in need.

What's inside

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- *Fundraising ideas and tips*
- *Fundraising advice and guidance*
- *How we can help*
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To find out more about the work of the Fund and our beneficiaries visit:
www.royalcountrysidefund.org.uk





The people we help

The Farm Resilience Programme

The Farm Resilience Programme sees family farms take place in over 90 business skills workshops across the UK each year, helping farmers to make the most of their business and prepare for the future.

The Shaw family

Trevor Shaw and his family are cow, sheep and arable farmers who joined the Farm Resilience Programme in 2021. They first heard about the FRP through a newspaper article and joined to see how they can be more sustainable due to the increasing challenges that face the agricultural industry.

Since joining, they've attended workshops to look further into how they're currently working and how they can adapt their farm to make it run more efficiently. *"The workshops have been good and very helpful with the speakers being very informative and giving lots of ideas."*

The FRP has helped them to have the difficult conversations that are needed to progress their business, and they now have a five-step plan in place for the future.

"We would definitely recommend the Programme to others. It gives you an understanding of your business, and while farming has been a way of life for generations, we now need to understand that it is a business too and needs business management strategy."



The people we help

Grants Programme

Covid-19 funding

2020 was our biggest year for grant giving in PCF's history.

In total, 99 grants were distributed, with a total value of £366,559.68.

Here's coverage of some of our beneficiaries:

Berwick Advertiser

Bell View given emergency funds

The **Prince's Countryside Fund** has awarded three emergency grants to farming and rural community support groups in Northumberland that are providing assistance to counter the effects of isolation during the coronavirus pandemic.

The beneficiaries include Bell View in Belford, which is providing a range of help such as a friendship phone line and a meal delivery service. It has received £1,500.

The successful applicants are tackling Covid-19 in a number of ways - from grocery, hot meal, and prescription delivery in remote areas, to setting up community shops and food banks, or providing business support tailored for rural and farm businesses.

A Bell View spokesman said: "We can't thank The **Prince's Countryside Fund** enough for its swift and timely response to the current crisis.

"Its support and funding provided to our charity will enable us to continue



Bell View in Belford.

responding to the challenges we are currently facing across rural north Northumberland."

The fund received nearly 300 applications for assistance and thanks to generosity of its corporate partners, players of People's Postcode Lottery, the Royal Warrant Holders Association Charitable Trust and the Barbour Foundation, it was able to release £120,963 in funding to 62 projects, benefitting people living and working in rural areas.

Founded by HRH The Prince of Wales in 2010, the Fund's mission is to help ensure a vibrant rural economy with a thriving and resilient

Belfast News Letter

Prince's Countryside Fund awards

The Prince's Countryside Fund has awarded four emergency grants to farming and rural community support groups across Northern Ireland who are providing assistance to counter the effects of isolation during the coronavirus pandemic.

The beneficiaries include Aghalee Village Hall, Ballycastle Community Development Group, Kells and Connor Community Improvement Association and Moneydig Rural Network.

The Fund received nearly 300 applications for assistance, and thanks to the generosity of its partners, the Royal Warrant Holders Association Charitable Trust, and the Barbour Foundation, were able to release £120,963 in funding to 62 projects, benefitting people living and working in rural areas.

Founded by HRH The Prince of Wales in 2010, the Fund's mission is to help ensure a vibrant rural economy with a thriving and resilient

farming sector at its heart, and its grant programme is a major focus of activity to achieve this. The Prince's Countryside Fund awards grants to local organisations, and since 2010 has distributed over £10 million in funding.

Moneydig Rural Network said: "We are working daily to provide people with food and hygiene packs and the grant from The Prince's Countryside Fund has been brilliant as it means we can deliver exactly what our vulnerable community members need. We have never experienced food poverty like this before and we are such small rural group making a massive difference in this huge crisis. Thank you."

Claire Saunders, Director of The Prince's Countryside Fund said: "These small rural organisations are the lifeblood of many far-flung communities." More details at www.princescountryside-fund.org.uk/grants.

Waitrose Weekend



Royal response aids rural areas

Charity funds projects set up to provide support for local communities during the lockdown, writes Lucy Allen

A community brewery and a prescription collection service are among initiatives that have been helped during the coronavirus crisis by a Royal charity.

More than £120,000 has been given by The Prince's Countryside Fund to 62 community-led projects dealing with the impact of Covid-19 across the UK. One of these is the Pumphouse Community Brewery in Essex, which has used the grant to keep running while its main outlet, The Green Man pub in Toppefield, is shut. The microbrewery helps people such as Mick Simms, who got involved after moving to the village.

Having taken early retirement from Carlsberg-Tetley, he then cared for his wife before she passed away. Mick says: "Word got around that I had worked with beer for

30 years and they asked if I wanted to help, so I started going a few times a week. "Before I moved here, I was having panic attacks and didn't go out much. But moving, having shares in the pub and volunteering at the brewery has been amazing. Everybody looks after everybody here."

Another charity to benefit is the Niton Community Project on the Isle of Wight, which is helping to protect the most vulnerable residents on the island. It provides a helpline for shielded residents to request whatever they might need, such as prescriptions, food, repairs, gardening, dog walking and emotional support.

And in Mousehole, Cornwall, the Solomon Browne Memorial Hall charity has been delivering 'bags of smiles' around the village, containing drawings and gifts from primary school pupils, plus books, puzzles and more, to help combat isolation.

The Prince's Countryside Fund is supported by Waitrose & Partners through an annual contribution of £150,000 and a donation, recently doubled from £100,000 a year to £200,000 a year, from sales of Waitrose Duchy Organic products.

Its director Claire Saunders said: "These small rural organisations are the lifeblood of many far-flung communities. They have adapted to provide unprecedented support to rural people, quickly and efficiently, with the help of a dedicated army of local volunteers."

"We are so grateful to all our sponsors, who by supporting The Prince's Countryside Fund, have enabled the provision of these rural response emergency grants during this crisis."

Derbyshire Times

Hardship fund to support people in need

A Matlock-based charity has set up a support fund to help Derbyshire residents and families suffering extreme hardship as a result of the Covid-19 pandemic.

Rural Action Derbyshire has launched a Rural Hardship Support Fund to help people in rural areas. This is thanks to an award of £2,000 from The Prince's Countryside Fund.

Rural Action Derbyshire has also been receiving donations through its website, which are also going towards this fund. Claire Saunders, director of The Prince's Countryside Fund, said: "Rural organisations like Rural Action Derbyshire are the lifeblood of many far-flung communities. They have adapted to provide unprecedented support to rural people, quickly and efficiently, with the help of a dedicated army of local volunteers."

Beverley Parker, CEO of Rural Action Derbyshire, said: "We know many people in rural areas are struggling, mainly in relation to jobs. Some people may have lost their job, others may have to stay at home to take care of children and not everyone qualifies for government support. We want to make sure people can pay their bills and aren't going hungry."

Applications to the hardship fund will be by referral and individuals will need to meet the criteria to qualify. The fund will provide regu-

lar food parcels and assistance with some critical household expenses. People will also be able to access information on other available support.

The fund is particularly targeting people associated with the farming industry and with the farming industry and countryside services, and people living in isolated rural communities.

To donate to the Rural Hardship Action Fund, visit www.ruralactionderbyshire.org.uk.



How your donation can help

£3

Ensures a farmer has access to over the phone advice from one of our farm support groups

£8

Could pay for one elderly resident to attend a crucial medical appointment

£15

Invested by our Farm Resilience Programme sees a £45 return for farmers

£50

Could pay for one young person to attend a workshop in an essential agricultural skill, such as crop spraying

£144

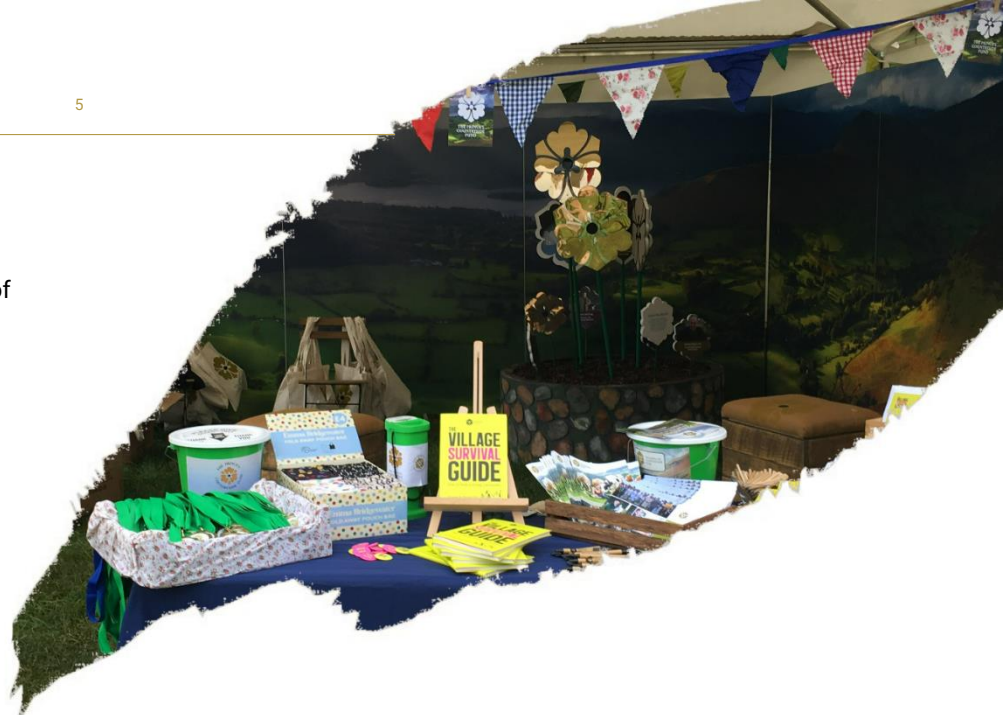
Could pay for one farming family in crisis to receive their first on-farm visit by volunteers, offering life-saving support, advice and reassurance when they have no one else to turn to



Fundraising ideas

Almost any event can work well as a charity fundraiser, but here are a few of our favourite suggestions:

- *Organise a coffee morning at work*
- *Get sponsored to complete a challenge*
- *Organise a clay shoot*
- *Host a race night*
- *Host a fundraising dinner with products sourced from local farms and producers*
- *Host a Tea for the Countryside*
- *Run a pub quiz*
- *Hold an open farm day*
- *Organise a walk in the countryside*
- *Host a BBQ or picnic*
- *Run a Facebook Birthday Fundraiser*
- *Arrange a church collection*



We'd love to hear from you about your fundraising ideas, so please don't hesitate to get in touch (even if it's only the very early stages of an idea!)

Once you have decided on an event, please do let us know about it—contact us by email at info@countrysidefund.org.uk.

Things we'd like to know include:

- What you have planned
- When it is happening
- Where it is happening
- Who has been invited
- Will the media be promoting it (we can help with this too!)

Don't forget to send us photos from the event and promote it on social media.



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TEA for the COUNTRYSIDE



Take on a tea-rrific challenge!

Please consider hosting a Tea for the Countryside –
a celebratory fundraising event to support the Fund's charitable work.

*Don't have a sweet
tooth? Go savoury with
sandwiches and quiche
instead of cake and
tarts*

Tips for a mug-nificent event:

1. Pick a time and a place

Plan early and make sure it's in everyone's diaries.

2. Decide what to make (or buy!)

Be aware of any dietary requirements or allergies.

3. Download our [Tea for the Countryside Pack](#)

Make sure to use our bunting, events poster and have
our information on display so people know what you're raising money for!

4. Think outside the box

Prefer a cafetière to of a teapot? Savoury over sweet?

Think outside the box and make the event original!

5. Celebrate your success

Send out a message thanking your guests and letting them
know how much money was raised.

*Go traditionally British!
Nothing beats a classic cake
sale: Victoria sponge,
Chelsea buns and a big pot
of English breakfast tea*

*Fundraising Fizz!
Serve prosecco in place of
tea for a bubbly twist*

**Money raised will be used to ensure a sustainable and resilient
future for the British countryside.**



Friends *of the* Countryside

Can't put on an event?
Help Britain's farming families *to thrive* with a monthly donation

£3

Ensures a farmer has
access to over the phone
advice from one of our
farm support groups

£8

Could pay for one elderly
resident to attend a
crucial medical
appointment

£15

Invested by our Farm
Resilience Programme
sees a £45 return
for farmers

To become a Friend, or to read more about how we
help Britain's rural communities, visit our website
www.royalcountrysidefund.org.uk/friends



Registered with
**FUNDRAISING
REGULATOR**





Fundraising guidelines

There are a few practicalities to bear in mind when organising a fundraising event. These are all outlined in the official Code of Fundraising Practice:

www.fundraisingregulator.org.uk/code

Here are some of the main points outlined below:

Children at your event

Children need permission from a parent or guardian to take part in an event. For guidance on adults supervising children, please see the Government's Disclosure and Barring Service (DBS) information.

Collecting money

Collecting money in a public place or door-to-door requires a license. On private land, you just need permission from the landowner. Always take care when handling money and keep it secure at your event.

First aid

It is possible to ask St. John Ambulance to attend your event to cover any first aid that is needed. Things to consider are who will be attending, where the venue is and what first aid facilities it has. It is also worth carrying out a risk assessment for your event (see below).

Food hygiene

The Food Standards Agency provides guidelines for preparing, handling and cooking food. If you are using a caterer, you need to make sure they have a Food Hygiene Certificate and Public Liability Insurance.

Insurance

If your event involves the public, you will need to have Public Liability Insurance. Some venues will already have their own insurance to cover your event.

Licenses

Please check with your local authority if your event requires a license. Below are some things that do:

- alcohol or entertainment, including recorded music
- holding a raffle, lottery or auction
- doing a public money collection
- putting up banners or signs in public areas.

Risk assessment

Please consider the following factors when compiling your risk assessment:

- scale, type and scope of the event
- type and size of audience
- location
- duration of the event
- time of day and year the event will be held

Suppliers or contractors

If you use external suppliers for equipment or services at your event, ask to see a copy of their Public Liability Insurance and risk assessment.



How we can help



Profiling your event in the local press

We are very happy to provide template press releases, and comments to include in these, for you to promote your event through local media.

Merchandise we can send you

- Collection buckets
- Stickers
- Leaflets

Social media

-  facebook.com/countrysidefund
-  twitter.com/countrysidefund
-  instagram.com/countrysidefund

Ways to donate

Donate online through our website to give either a one-off donation or become a Friend of the Countryside: www.royalcountrysidefund.org.uk/donate

Visit your local **Post Office** to make a donation to us over the counter.

Send a cheque made out to
'The Royal Countryside Fund' to
33 Cavendish Square, London, W1G 0PW

Please do also email, call or write to us to let us know about your donation; this not only allows us to keep track of our finances but means we can thank you.

If you are making an individual donation to the Fund, please visit our website to download a [Gift Aid form](#). Please fill this in and send it back to us if you are making an individual donation to the Fund and you are a UK taxpayer as we will be able to claim back the VAT from your donation.

Contact Us

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