

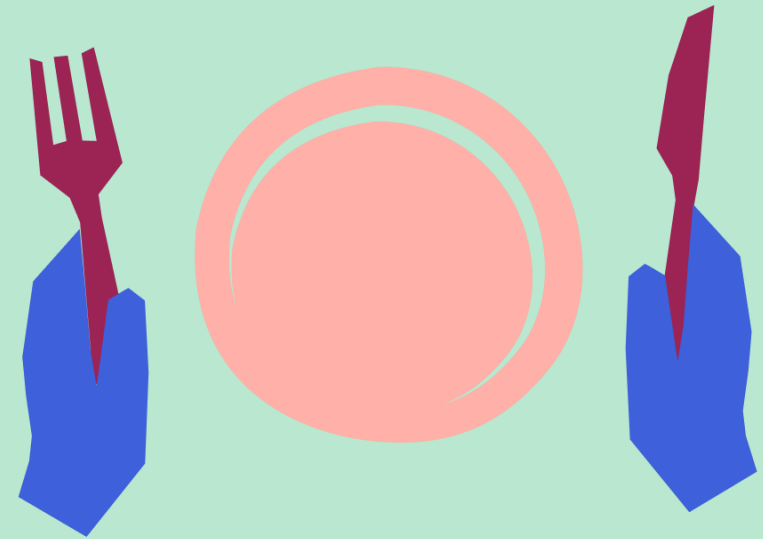


**An introduction for new partners**

July 2021

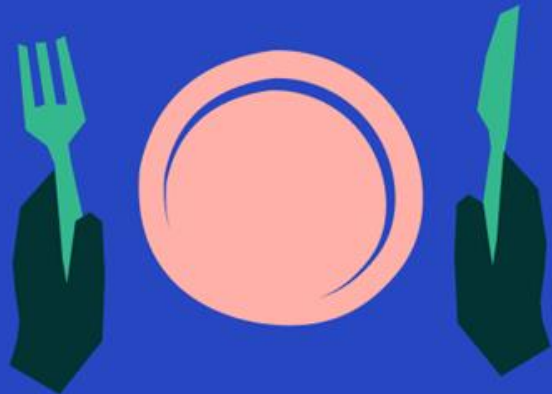
# Contents

- The Bankuet Story
- Why Bankuet?
- How Bankuet Works
- Fundraising Support
- Logistics and Costings



## OUR VISION

For no-one in the UK to go hungry.



## OUR MISSION

To get food banks what they need, when they need it - and make it easier for donors to give.









# How can Bankuet help my food bank or food project?



## INCREASE AND MAXIMISE DONATIONS

*Online giving and subscriptions + delivering more than £1 of food for every £1 donated through bulk buying*



## REDUCE WASTE

*We only ship food banks what you request and nothing else*



## SIMPLIFY OPERATIONS

*Food delivered to your premises, when it's convenient for you*

# Testimonials

*“Some of the great advantages of using Bankuet are, only receiving food items that you actually need, each week we receive a shopping list and that is **filled in with the shortages we actually require.***

*Secondly Bankuet has the means **for people to buy a “Bundle”, a regular online monthly donation** for a certain amount up to £100, we have a number of regular givers who have signed up, from whom we receive a donation each month. It makes life easier for the person donating as well. They only need to buy a bundle once, but the food bank will receive a food donation for the duration of the “Bundle” also Coventry Foodbank has its own **dedicated Bankuet page that people can make donations directly too.***

*Bankuet is able to purchase food from suppliers at wholesale rates meaning **you can get more food for your money.** Since starting in February Coventry Foodbank has received over 12,350 kilos of food with an approximate value of £21,000 **I would highly recommend Bankuet, Robin and his team, who have been so easy to work with.***

- Coventry Food bank



# Testimonials

*“Bankuet provides us with **an easy online alternative** to physical food donations which has been a valuable resource during the pandemic, when people still want to give but cannot come and donate food in person.” -*

*- Southwark food bank.*

*"We would definitely recommend using Bankuet as an easy way to get online donations of food, not only does it give **access to new donors** it means Food banks have much more **control of requesting stock** shortages and receiving the same in a timely way"*

*- Gateshead food bank*



# How Bankuet works

**You sign-up to  
bankuet.co.uk**

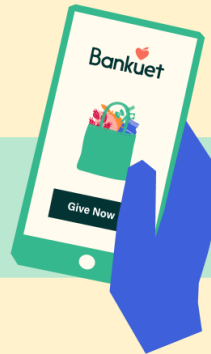
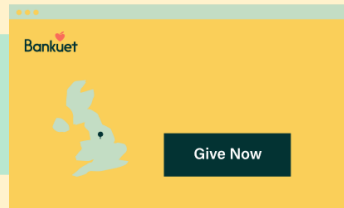
**We create  
your online  
page**

**Launch to  
your local  
community**

**People to  
donate  
directly to  
your  
foodbank**

**We order all  
your  
shopping  
based on  
donations**

**Food is  
delivered  
directly  
to you**



**You can tell  
us what you  
want, and  
when you  
need it.**

**Investing in  
this is crucial  
to successfully  
using Bankuet  
- we provide  
the tools!**

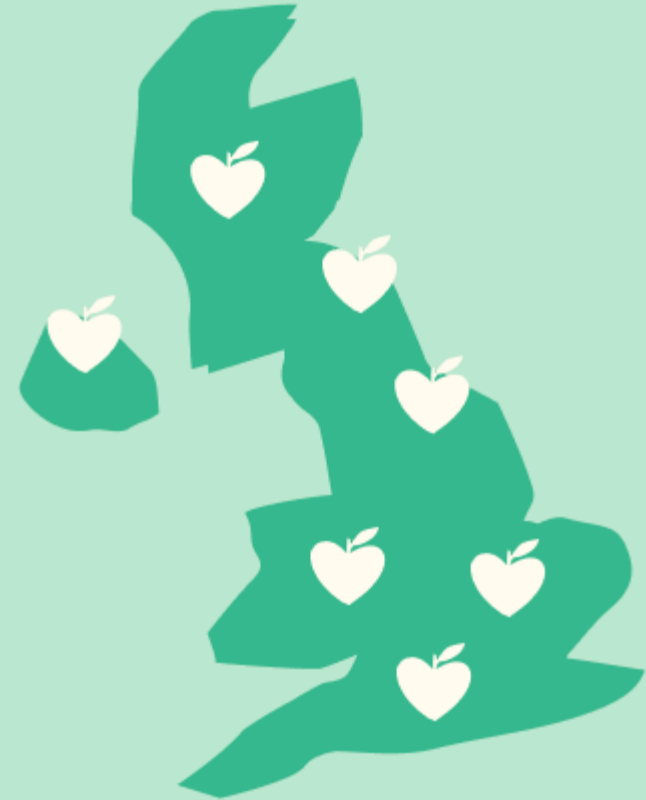
**One-off or  
Monthly  
subscription  
bundles**

**We can  
leverage the  
amount of  
shopping we  
do to get  
great deals**

**Delivery is  
every week**



- Bankuet allows donors to give to any food bank registered on our website and they can give from any device they want: mobile, laptop or desktop.
- Food banks can request supplies through our online system. We then arrange for these supplies to be bought with your donations.
- Each food bank has it's own page on our website:  
[www.bankuet.co.uk/wandsworth](http://www.bankuet.co.uk/wandsworth)



## The impact on a large food bank

- Bankuet increased the amount of food received by **up to 40%** in some cases in 2020.
- We've helped generate over **£7k** in monthly gifts.
- We helped run fundraising campaigns with existing and **new organisations** with our fundraising tools.



## The impact on a smaller food project

- In 2020 Bankuet helped many small and new projects get the food they need.
- One which launched in Jan 2020 used Bankuet to raise £35k in under a year and also built up **£2k in regular monthly donors.**
- Bankuet's fundraising tools meant extra food at **Harvest** and **Christmas**, helping them reach new donors.





We make it easier to  
give to food banks

[GIVE NOW](#)

[Our story](#)

[Join as a food bank](#)

[Start fundraising](#)

[FAQs→](#)

[Volunteer with us→](#)

[Contact us](#)

[Blog](#)

[Find a food bank](#)

[Food bank sign-in→](#)

[Sign In](#)



When you donate through Bankuet, we combine your donation with others' and use them to bulk buy the items food banks most need. Please give what you can to support our communities at this challenging time.



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[privacy policy](#)



# Fundraising Campaigns with Bankuet

Team up to reach a Giving Target

## Now get Fundraising with Bankuet!

Complete the form at:  
**[www.bankuet.co.uk/fundraising](http://www.bankuet.co.uk/fundraising)**



Choose your **campaign name** and set a **target**

You'll get **social media assets & updates** on your campaign's progress.



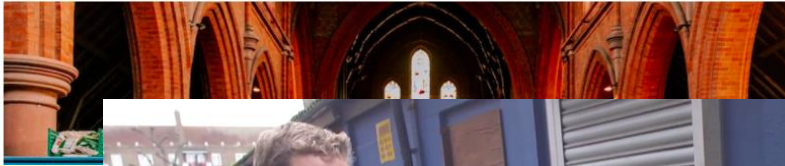
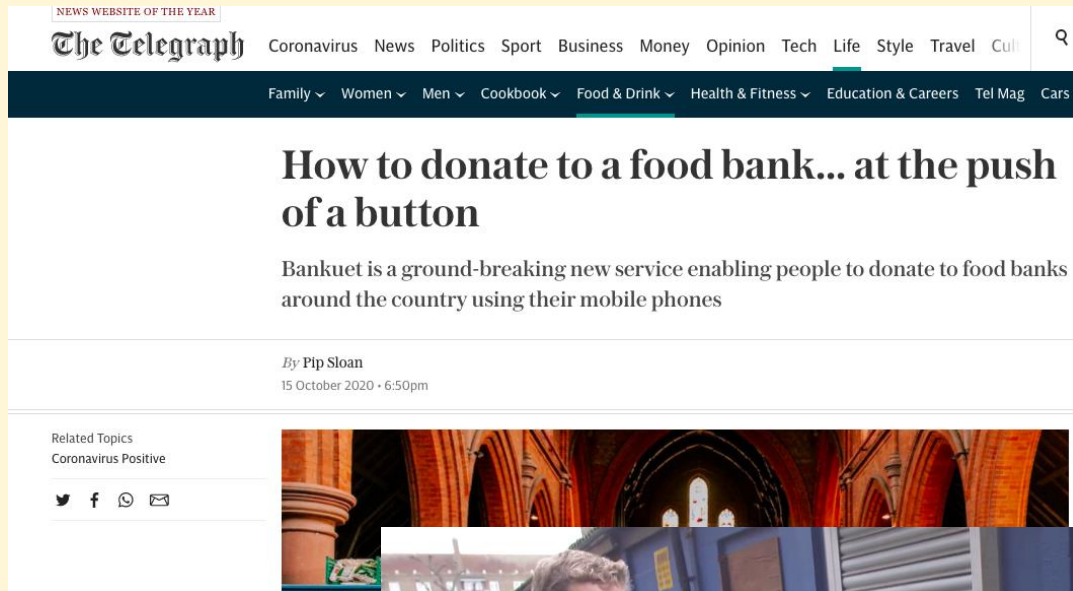
## Give through an existing Fundraising Campaign

Give money via  
**[www.bankuet.co.uk/give now](http://www.bankuet.co.uk/give now)**



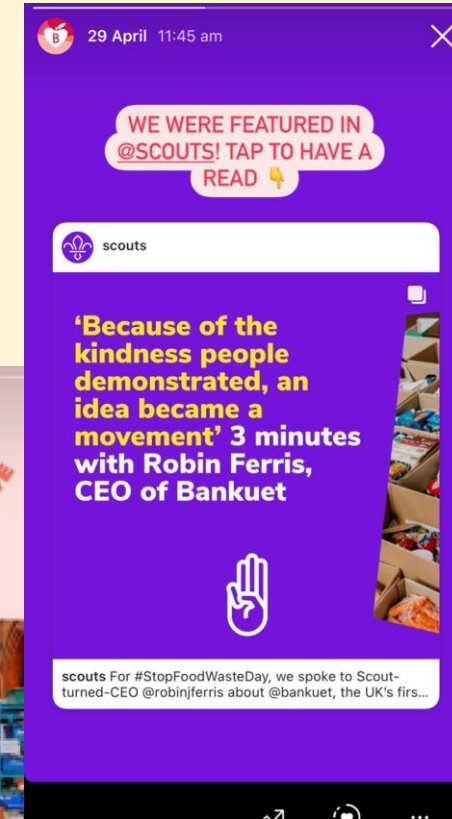
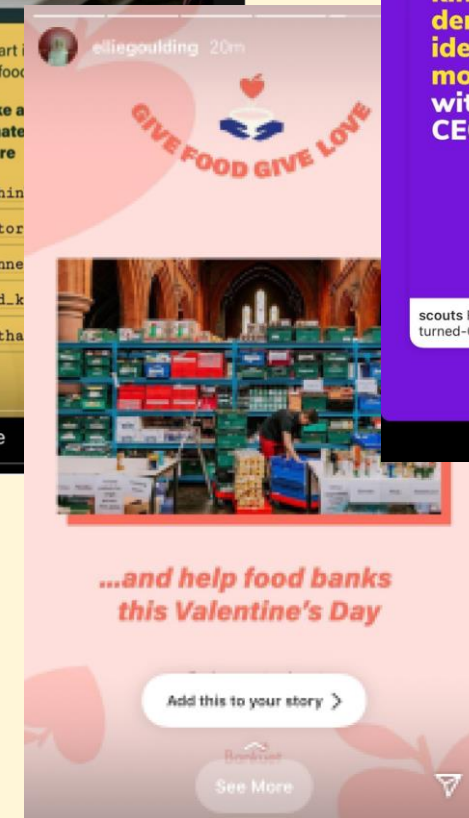
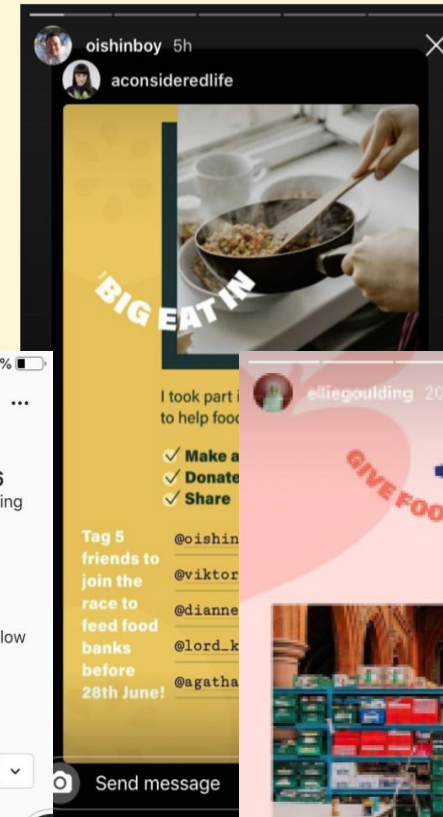
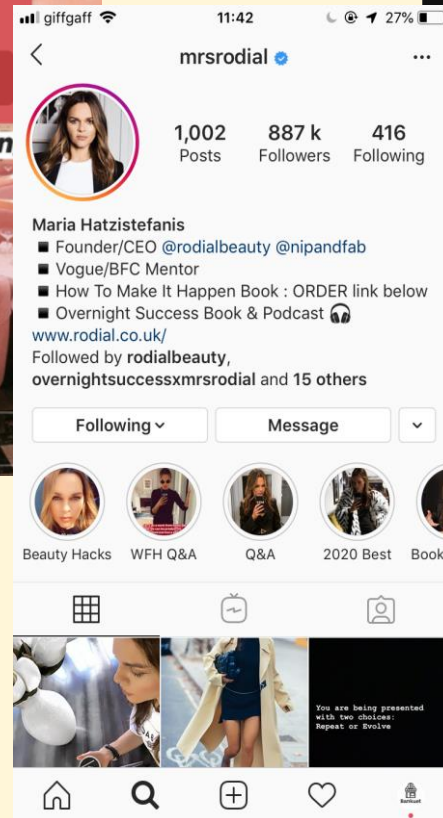
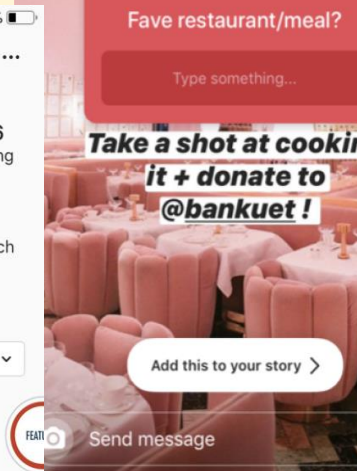
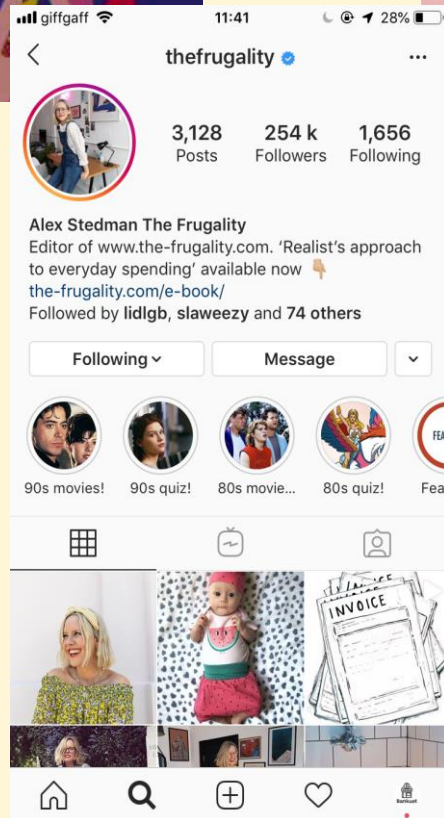
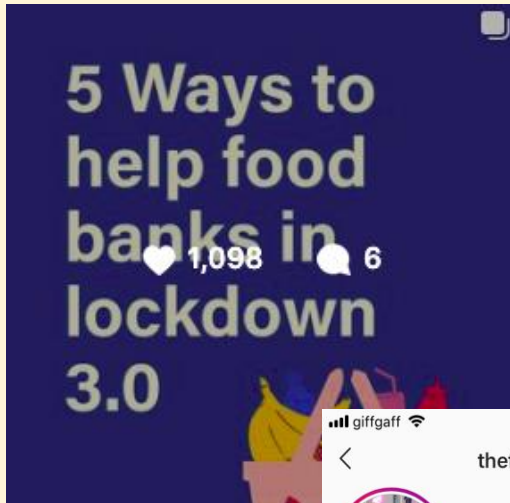
**Select a campaign** at the payment confirmation stage.

# We're driving traffic to get more donors for you...



CHURCH TIMES

# Bankuet is excelling in the digital Social media space





# Driving fundraising: Food Fighters e-cook for Bankuet food banks



Lifestyle > Food and Drink

## Food Fighters: The charity cookbook making sure no child goes hungry

Outraged at the free school meals debate last October, Gemma Combellack and Becky Tanner-Rolf put out a call to arms on social media for a fundraising cookbook. The response was epic, they tell **Hannah Twiggs**



Saturday 01 May 2021 10:35 | comments



### The Food Fighters: Celebrating the power of food

By The Food Fighters

All profits from this book go to Bankuet, a zero waste food donation platform which is tackling food poverty in the UK. This charity cookbook brings t... [More](#)

<https://www.instagram.com/ukfoodfigs...>

★★★★★ (1)

**£14.99**

£19.99

- ✓ Interactive cookbook
- ✓ Download to your library
- ✓ Featuring award winning chefs
- ✓ 60+ Easy to follow recipes

- ✓ All profits help tackle food poverty
- ✓ Scalable servings
- ✓ Shoppable ingredients
- ✓ All-new cook-along mode

Add to basket

Buy as a gift

Get FREE sample

17:47

HELLOCOOKT Posts Follow

hellocookt

♥ 💬 📌

Liked by ukfoodfighters and 23 others

hellocookt New cookbook alert!!! We're so happy to help @ukfoodfighters with the launch of their new charity cookbook with over 60 delicious recipes from a whole host of top contributors to help fight food poverty in the UK.

As soon as we heard about the project back in February we knew we wanted to get involved. Books traditionally take a year+ to get published, so when we said we'd do

🏠 🔍 📺 🛒 📱

AVAILABLE NOW

60+ RECIPES INTERACTIVE

£14.99 WITH ALL PROFITS GOING TO BANKUET

#ENDCHILDFOODPOVERTY

THE FOOD FIGHTERS

FOR EVERY BOOK SOLD A FAMILY IS HELPED WITH BASIC KITCHEN AND HOUSEHOLD STAPLES, FOR EVERY 5 BOOKS, A WEEK'S WORTH OF FOOD IS ADDED TO THE TABLE FOR A SMALL FAMILY.

#ENDCHILDFOODPOVERTY

THE FOOD FIGHTERS

PLEASE TAG US (AND THE CONTRIBUTORS) IN ALL OF YOUR BAKES AND MAKES.

WE CANNOT WAIT TO SEE YOU ALL ENJOYING THE BOOK!

#ENDCHILDFOODPOVERTY



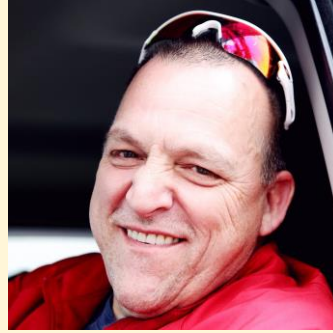
# PERSONAS (in testing)



**Millennial  
Foodie**  
Mel, 29

Young professional, global citizen. Passionate about travel, sustainability and cooking.

Gives small monthly gifts to a number of climate and poverty relief charities.



**Gen X  
Justice  
Warrior**  
Steve, 52

IT worker and local councillor. Enjoys cycling and working on his allotment.

Community focussed and gives regularly to aid and health charities.



**Faithful  
Boomer**  
Jennifer, 74

Retired Geography teacher. Active volunteer in her church and local community.

Regular giver to several charities and gives goods to food bank through church.

# Fundraising & Marketing toolkit for Food Banks

## Bankuet Getting started with social media

### 1. Engage within your (local) community

Follow local businesses and use localised hashtags. Tag donors in your thank you messages when you can.

Help us amplify your message! Post your stories, photos and videos on your social media channels and tag [@bankuet](#) so we can like and follow what you are doing!



### 2. Tell your story

People are at the heart of everything we do and sharing your story can help educate and encourage anyone who is keen to help but doesn't know how.




Keep it light, simple and colourful, but don't be afraid to share the reality. Start by mixing 4 or 5 content categories within easy reach and have fun with it.

### Content to try

- Portraits of volunteers and drivers
- Shoutouts to contributors
- Anecdotes
- Bankuet images provided
- Successful deliveries
- Thank you messages (anonymous)
- User stories (only with permission)
- Recipes
- Your cooked food (if relevant)
- Local/relevant news

### 3. Add context

Help your audience understand what they are working towards. We do this on our site, but it can help to do this on longer Facebook and Instagram posts

-  £10 helps people out with their basic kitchen staples
-  £20 is a week's worth of meals for one person
-  £50 puts a week's worth of food on the table for a small family
-  £100 gives a large family enough food to eat for a week

## Our Bankuet page is open!



  
GIVE FOOD GIVE HOPE



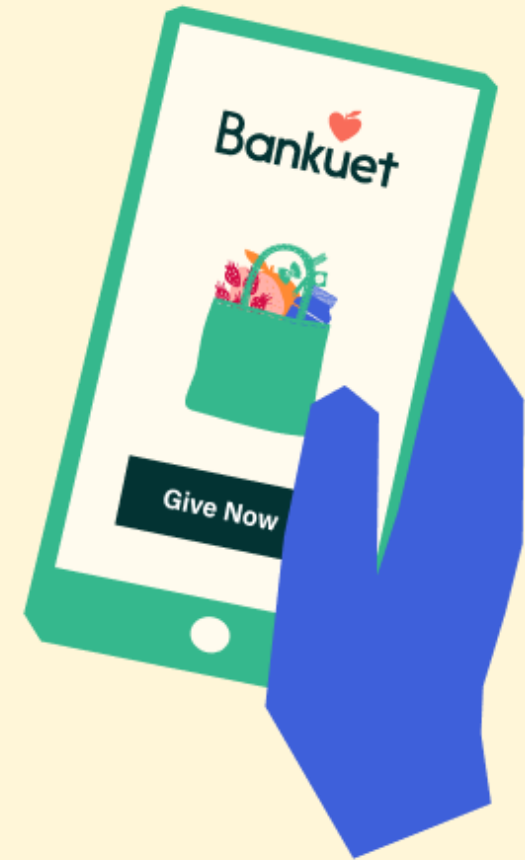
Bankuet 

But more people than ever are.

0:03 / 0:47

# Bankuet Supply Request (BSR)

- You will be given an account which you can use to log in to our fully secure online system at [foodbank.bankuet.co.uk](https://foodbank.bankuet.co.uk).
- You can use this system to make supply requests and designate the proportion of the supplies you request.
- Your food bank can request a wide variety of supplies through Bankuet, from toiletries to kitchen essentials.









# How much does Bankuet cost?



## Our pricing model:

- £450 worth of items as a welcome gift.
- Bankuet is £free to use for all food banks.
- No sign up fee.
- No monthly cost.
- Bankuet takes a fee of 5% on all donations including any Gift aid we may later be able to claim.
- Thanks to bulk buying we consistently deliver more than £1 worth of food for every £1 donated.

# How to Join Bankuet

- Go to [www.bankuet.co.uk/joinbankuet](https://www.bankuet.co.uk/joinbankuet) to book a call with our Join team now.
- They will talk you through the process of signing up to Bankuet.
- Please email [join@bankuet.co.uk](mailto:join@bankuet.co.uk) if you have any other questions.

# Thank you