

1. This challenge is to deliver some craft workshops for the charity's clients. Through art and crafts, we offer ways to reduce our clients' isolation and to improve their wellbeing. We would be particularly interested in learning about crafts from the students' own countries. If there was a Christmas theme as well that would be good. We decorate a Christmas tree each year for a Christmas Tree Festival and to have some international style decorations would be fantastic! Sometimes we have the opportunity to sell what we have made at the Christmas Market or other craft fairs and coffee mornings.
2. We would like to offer the challenge of your students producing a 3-minute video for us. The video would be used for presentation and on social media with the aim of telling the audience what we do. It needs to be short, fresh, inspiring, and informative. Demand is growing for our support and currently we have no video presentation that we can use to visually show people what we do. We think a video clip would really help us when advertising for volunteers or presenting to business/ councils at meetings for example. By raising awareness of our charity, we would be helping our existing beneficiaries (approx. 150 families) and future beneficiaries. The video would help our whole organisation in explaining what we do in an engaging way.
3. This September, our charity is launching the BIG Eat where we are asking people to eat big and fork out for. We are asking the student group to get their teeth stuck into a food challenge to help raise awareness for the charity. Please find attached alongside this application a pack of ideas of 'Big Eats' to get the ideas flowing. It could be a giant afternoon tea on campus, a chilli eating competition between students or encouraging lecturers to take part in a come dine with me challenge. Anything encouraging the whole campus to get eating would be incredible.
4. We want students to help with the set up and running of a Fair in the café for regular café customers, parents, and students. We will ask students to set up the marketing for the event and help run a stand of crafty activities. This may involve getting materials donated and ideas for the stand. We will also ask students to help run a fundraising raffle on the day. The fair will take place on 8th Dec from 10-1 in the café.
5. The challenge will involve enhancing our image profile online and allowing us to portray a modern, current image. Our branding has not been given a lot of attention and so we are not consistent in our presentation. We would like to be recognisable, so a bit of research into other charities will be required, how do they look, how can we apply good image methodologies? We would like to have a consistent image, be that on the website or social media. This will include templates for social media posts, fundraising certificates that we can simply add names to, website pictures and stories. It will also be expanded to cover apparel, advertising boards, posters, banners etc.