



Example GTG Introduction email

Hello

We're getting in touch on behalf of our local food donation campaign, Grow to Give, hoping your allotment will join us.

We started Grow to Give in response to the Coronavirus Pandemic. As gardeners ourselves, we wanted to find a way to help those going through difficult times as a result of the Pandemic. Food banks are facing huge increases in demand for food since March 2020, with many experiencing more than double the normal numbers of food bank clients, more than half being families.

Over 60% of those needing food parcels have health problems. Good quality, local, fresh, nutritious food is vital, but unfortunately for many, unaffordable. Donating food is one of the key ways we can show we care for others, and means even more in hard times.

As gardeners we know there are some times in the year when we all have too much of a particular crop, there's only so many courgettes one person can eat! 😊 By growing a bit more to start with, or donating your surplus fruit and veg you can make a real difference. In the last growing season we helped **seven local allotments** in the Aylesbury and High Wycombe areas to set up Grow to Give Schemes.

Together, we donated over **1,600 kilos** to The Aylesbury Vineyard and One Can Trust, giving amazing support to many local families and individuals.

We want to collect even more fresh food this year. Our aim is to collect at least **2,500 kilos** of locally grown fruit and veg.

It's very easy to get involved. We supply all the posters and materials you need. All we ask is that you send an email out to your allotment tenants (we've provided an example) to see if a couple of people could be your Grow to Give Allotment Champions. These Champions will make sure the on site collection point is set up, tenants know where to give their donations and will also help with delivering to the food bank. Many times the food bank will help with this, especially in the peak harvest season. We usually start the donations in late Spring/ early Summer.

The response has been amazing, our growers have really enjoyed being able to help in a practical way and getting regular updates on how much the produce is appreciated by the food bank users. We can also give you lots of support to get the scheme established and make it a fun, simple way to bring your allotment community together.

If you want to find out more please have a look at our website and our Grow to Give video:

www.growtogive.co.uk

<https://www.youtube.com/watch?v=JwA0HnFa7z0&feature=youtu.be>

Please let us know if your allotment would like to be involved.

All the best

Funded by:



For more information go to www.growtogive.co.uk or join our Facebook and Instagram pages