



FARM STRONG
Scotland

Fundraising Toolkit

**Backing
Scotland's
farming
community
to live well
to farm and
croft well**

Welcome

If you're reading this, you're thinking about fundraising for Farmstrong Scotland. Thank you. Truly. We're chuffed to have you with us.

You're here... and that means you're brilliant!

Supporting wellbeing in Scotland's farming community is a team effort. Every pound you raise helps farmers and crofters get the tools, advice, events and encouragement they need to stay well through the ups and downs of farming life.

The Difference you Make

Your fundraising keeps this whole peer to peer movement going. It helps create space for connection, laughter, learning, research and support across Scotland's fields, sheds, hill farms, crofts and kitchen tables.

THE IMPACT OF YOUR FUNDRAISING

- ✓ **Events** that encourage people to take a break and spend time with others
- ✓ **Research** underpins everything we do, so we can understand how best to support our community
- ✓ **Stories** in newspapers, magazines, on radio and TV, online and across our channels
- ✓ **Tools and resources** on topics like sleep, stress, nutrition and healthy thinking
- ✓ **Workshops** that build practical skills and confidence
- ✓ **Blether Together podcast** sharing honest conversations on the move



ABOUT FARMSTRONG SCOTLAND

Who We Are

A practical, action-focused wellbeing charity for Scotland's agricultural community.

Why We Exist

To enable individuals in Scotland's agricultural community to lead happier, healthier and more fulfilling lives, creating more productive and sustainable businesses.

Our Message

You are the most important asset on the farm. Building small, regular wellbeing habits helps your resilience, reduces stress and keeps you feeling good and functioning well.

Five Ways to Wellbeing

Connect. Be active. Keep learning. Take notice. Give. Download our five ways to wellbeing leaflet [here](#).



Your first steps

1. Pick Something You'll Actually Enjoy

Fundraising should be **fun!** If you're having a great time, everyone else will too. And when folk are smiling, they're far more likely to pop a pound in the pot.

Some Popular Ideas from Across Scotland...

- Blether & Brew
- Auction or Raffle
- Challenge Yourself (run, walk, cycle, zip wire, abseil)
- Tractor Run
- Quiz Night
- Head or Beard Shave
- Farm Fit Month
- Charity Stockjudging



Need inspiration?

Email us:

hello@farmstrong
scotland
.org.uk



2. Start Planning Early

Pick a **date**, gather a **wee team** and decide if you're creating something **new** or adding fundraising to an **existing** event.

PLANNING CHECKLIST

- When suits your community?
- Free or low-cost **venue** options?
- Parking** and wet-weather plans
- AV, catering** and **permits**
- Safety** considerations



3. Fundraise Online

Set up a **JustGiving page** for Farmstrong Scotland. Add a photo, share why you're doing it and set a target.

Click [here](#) for a video showing you how to set up a page.



Top Tips

- ✓ Make it **personal**
- ✓ Add a **great photo**
- ✓ Set **milestones**
- ✓ Share weekly **updates**

Where to Share It

- ✓ Social media
- ✓ WhatsApp
- ✓ Community groups
- ✓ Friends and family



Other fundraising platforms are available, please contact one of the team for help/support

If you would prefer, a **paper fundraising form** works just as well. We have a template available [here](#) or you can direct people to our existing Farmstrong Scotland page [here](#)

Spreading the Word

4. Spread the Word

Local newspapers and radio stations love a good community story.

Tell them **WHAT** you're doing, **WHY** it matters and **SHARE** your fundraising link.



FARMSTRONG MESSAGES YOU CAN SHARE

- ✓ We help Scotland's farmers and crofters live well to farm and croft well
- ✓ People are the most important asset on any farm
- ✓ There are four pillars of wellbeing: social, physical, mental and emotional.
- ✓ Small steps can make a big difference, find out what works for you
- ✓ The website is packed with practical tools

5. Work Backwards from the Big Day

Make a simple **timeline**. Who does what, and when? Folk love being asked to help.

6. Celebrate Your Success

Share **photos, totals** and **stories**. The funnier, the better. And **tell us too** – we love seeing what you've been up to!

FINAL TIPS FOR SUCCESS

- ✓ Keep it **simple**
- ✓ Pick something **fun**
- ✓ Track your **target**
- ✓ **Promote** regularly
- ✓ Ask for **help**
- ✓ **Tag us** so we can share it on our socials:
 - [Farmstrong Scotland](#)
 - [@farmstrongscotland](#)
 - [Farmstrong Scotland](#)
 - [@farmstrongscot](#)



Our Awesome Fundraisers

Some of Our Brilliant Fundraisers

Visit the [Wellbeing Hub](#) to see more inspiring stories from across Scotland.

The Come Ashore Cup

The Come Ashore Cup has grown into one of the most uplifting fixtures in the rural calendar. What started as a community rugby match is now a full day of connection, craic and coming together, with farmers, families and friends from Caithness, Orkney and beyond turning out for rugby, stockjudging, crafts, farm tours, music and more. It is a brilliant reminder of the power of community and a perfect example of what happens when folk take time off the farm to connect, talk and support one another.



John Muir Way Cycle

Pete Eccles

Pete Eccles took on an unforgettable challenge, cycling from one side of Scotland to the other along the John Muir Way. It was a journey of grit, determination and plenty of miles, with Scotland's landscapes and weather serving up everything in between. Pete's cross-country ride captured the spirit of the Five Ways to Wellbeing, with time outdoors, moments of reflection and a powerful sense of purpose driving him on. His challenge shows the impact one person can make when they choose to get active, push themselves and give something back to the farming community. A remarkable effort that will help support farmers and crofters right across Scotland.



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Kinross Young Farmers Tractor Run

Kinross Young Farmers pulled off a brilliant community effort, organising a festive tractor run that lit up the local area and brought people together from miles around. Families lined the route, cheering on the convoy of decorated tractors as they rolled through town in full seasonal spirit.

It was the Five Ways to Wellbeing in action, with the club getting active, connecting with their community, learning the ropes of event planning and logistics, and giving back to a cause that matters. A simple idea, powered by teamwork and a lot of goodwill, showing how young people can make a real difference when they put their heads together and get stuck in.



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Ben Nevis Walk

John Mackenzie



John Mackenzie took on an unbelievable challenge, walking all the way from Tobermory to the top of Ben Nevis, and friends joined him along the way. It was the Five Ways to Wellbeing in action, with John getting active, connecting with others and giving back to a cause close to his heart. One man with a big idea and the determination to see it through, showing just how powerful a single act of generosity and grit can be.

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Kiltwalk

Isla French

Isla French laced up her boots, put on her tartan and took on the Kiltwalk. Eighteen miles of walking is no small challenge, but Isla embraced every step with a smile and a brilliant sense of purpose. Joined by a friend, it was a day of fresh air, good chat and determination, all in the name of strengthening wellbeing across Scottish agriculture.



Donview Vets

The Donview Vets Charity Night is a fantastic example of community spirit in action. Their evening of quizzes, raffles and good humour brought local farmers, families and friends together and raised an incredible £5,0006 for Farmstrong Scotland. It shows what can happen when a community pulls in the same direction: connection, kindness and a brilliant night out that makes a real difference to the wellbeing of people across Scottish agriculture.

Farmstrong Fundraising Events

If you don't have the time to organise your own activity, or you're keen to do more than one thing for Farmstrong, you can join one of our organised fundraising challenges.

They are brilliant fun, a great way to meet new folk, and they help raise vital funds to support wellbeing in Scottish agriculture.

In 2025, eight intrepid explorers clipped in, took a deep breath and **abseiled down the side of the Port of Leith Distillery** in Edinburgh. It was a spectacular sight: hard hats, harnesses and plenty of nervous laughter, all in the name of supporting Scotland's farming community. Between them, they **raised £7,823 + gift aid** showing what can happen when a group of people push themselves a little out of their comfort zone for a cause they care about.

Our organised challenges continue to bring people together in memorable ways, from heights to high spirits. Each event offers a shared sense of achievement, plenty of laughter and the chance to step beyond the everyday in support of Scotland's farming community. Every challenge is designed to reflect the Five Ways to Wellbeing in action, encouraging participants to get active, connect with others and give back.

And there is always something new on the horizon. Whatever form it takes, it will be uplifting, community spirited and firmly rooted in supporting wellbeing across Scottish agriculture.



Keep an eye on our channels for dates, sign-ups and the next big adventure!..

We've got Your back

How Farmstrong Can Support Your Event

✓ Resources and Merchandise

We can send leaflets, posters and a handful of tees, caps or beanies to brighten up your event.



✓ Speakers

Where possible, we may be able to provide a speaker. Get in touch to chat.



✓ Using the Farmstrong Logo

Just ask and we'll send approved logo files.

Celebrating Your Fundraising



Before Your Event

Film a **simple clip** on your phone telling us why you're supporting Farmstrong. Write a **short blog** in under 400 words. We'll share it online.

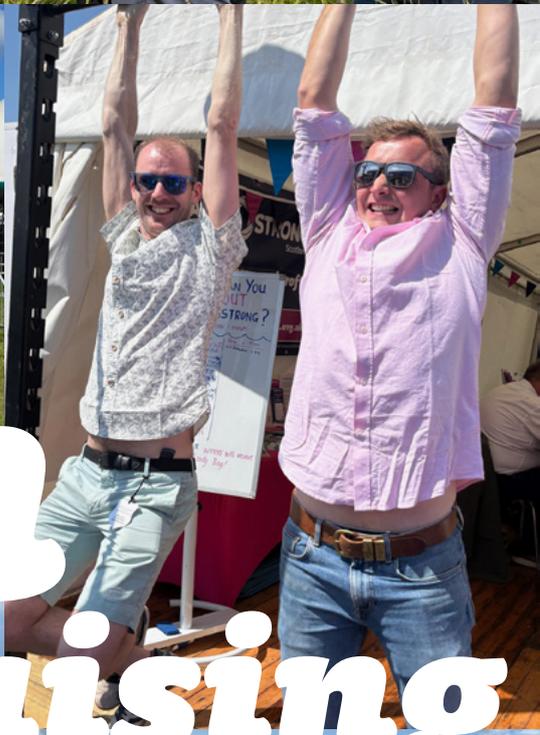


After Your Event

- What **you raised**
- **How it went**
- Any **standout moments**

We may feature you in our monthly newsletter.





fun draising



Talking about Wellbeing

Talking About Wellbeing and Mental Health

Fundraising brings people together. Sometimes folk open up. It's a privilege, but it can feel like a lot.

If someone shares something with you:

- ✓ **Listen** without judgement
- ✓ You **do not need to fix** anything

If they need more support:

- ✓ Contact their **GP**
- ✓ Call **RSABI** on **0808 1234 555**
- ✓ Call **Samaritans** on **116 123**

Look after yourself too.

Keep the **Five Ways to Wellbeing** in mind.

Fundraising should be ***fun!***



How to Pay in Your Funds

Before paying in

Email hello@farmstrongscotland.org.uk and tell us how much you are paying in and what for.



BANK

Please get in touch for our bank details.



CHEQUES

Farmstrong Scotland
c/o Royal Highland Centre
Ingliston
Edinburgh
EH28 8NB



CARD DONATIONS

Through JustGiving:
www.justgiving.com/charity/farmstrongscotland



GIFT AID

JustGiving handles Gift Aid automatically

Forms are also available for those not using Justgiving



Yay!



A Big Farmstrong Cheer for You

Your fundraising keeps this programme rolling.

You help us bring people together, spark new conversations and support the wellbeing of farmers and crofters across Scotland.

We are so glad to have you as part of the Farmstrong community.



FARMSTRONG
Scotland

www.farmstrongscotland.org.uk



Farmstrong Scotland is a Scottish Charitable Incorporated Organisation (SCIO).
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