



Thai restaurants are gems of the British high street. Whether it's elegant fine dining or punchy street-food, Thai cuisine is a firm favourite amongst the British public, with the number of Thai eateries in the UK growing by **123% in just 5 years!**

So, how can Thai businesses and Thai food-lovers support a cause and a country that is meaningful to them? **For Life Thailand** is a registered UK charity, working exclusively to support disabled children and their families in Thailand. We have launched the Thai Food in Action scheme to harness the power of Thai food for good! We aim to build an alliance of Thai food businesses that, together, will raise funds for children living in poverty and provide a platform for raising awareness of our work amongst the British public.

How it works:



Select For Life Thailand as your **partner charity** or charity of the year!



Choose a **fundraising scheme** that's right for your business. We can help you find a nice synergy that meets your CSR objectives and engages your customers.



Promote your campaign through social media channels and through customer engagement.



Donate funds raised to For Life through simple cheque or bank transfer.



For Life ensure funds raised go to **supporting children and families** in need in Thailand.



Be part of a **growing alliance** of Thai-UK businesses working together to support children in Thailand.

"We are thrilled to be involved with such a fantastic charity that is so close to our hearts. Thai culture and heritage runs deep through our philosophy and we are honoured to be able to support such a deserving cause."

ANGLOTHAI

John & Desiree Chantararak, Founders, AngloThai

Fundraising that suits your business:

Designated dish: Choose a "star" dish from your menu and or product from your range and work out a portion of the price to be donated to charity; *i.e. 25p from each Tom Yum or 50p from each Pad Thai*. This is great for highlighting new or seasonal dishes and can be costed and designed during your next menu reprint. This scheme can be ongoing or time-limited; *i.e. throughout a certain month or holiday*.

Ticketed events: If you run ticketed events, pop-ups, residencies or kitchen takeovers, consider budgeting a donation in the ticket price.

Give at the Checkout: An option for customers to donate when shopping online.

Card donations: Your PDQ machine can be set up to offer your customers the opportunity to make a donation whilst paying their bill.

Staff activities: We can support your staff in fundraising challenges that can be integrated into your staff wellness and team-building strategy.

Community events: Could you host a Thai pub quiz? A Supper Club? We will support you to put on events that boost your earnings and raise funds.

T-shirt printing: Your branded T-shirts can be ordered directly (at cost price) from our vocational training studio in Thailand, supporting livelihoods for disabled adults.

Partnership Benefits:

- Marketing and promotion across all our social media channels and Press Release on the Thai Food in Action (TFA) scheme.
- Your business logo and link on the TFA landing page.
- Featured recipe on our TFA webpage and in a printed recipe book (2022).
- Entry to our Thai Food in Action Awards (2022).
- Regular updates on the impact of your business' donations on our work with children in Thailand.
- Use of the Thai Food in Action logo for your marketing and communications.
- Offer of fundraising challenges places *i.e.* London Marathon, to your staff.
- Chances to connect with other Thai businesses in the UK.



Tai Kitchen:

Tai Kitchen has **raised over £4,000** for children in Thailand in just 6 months, through their **Pad Thai For Life** fundraising scheme. 50p from every Pad Thai sold is donated to For Life Thailand.

"The wonderful work For Life do is very close to Tai Kitchen's heart and is something we are proud to be associated with. Knowing we are making a difference by contributing some of our profits to disadvantaged children's lives, makes serving that dish a little extra special."

Richard Poole, Co-founder, Tai Kitchen

