



CHRISTMAS TREE RECYCLING

CHELMSFORD AREA OF SERVICE:



Project description

The project involves collecting Christmas trees from households the weekend after 12th Night for a donation of £10 minimum. The trees are chipped and provided to the local councils for use on pathways / landscaping etc.

The project has grown to a size where c2,500-3,000 trees are collected annually and c£40,000 raised for charity. The Club provides 3-4 vehicles and manpower working in teams of 2-3 over a 3 day period, alongside other volunteering groups.



1200 people served

(based on a typical family of 4)



136 volunteer hours

(based on 95 hours for Lions, 12 hours for Leos and 29 hours for friends and relatives)





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What went well?

The event is organized by Farleigh Hospice and Just Helping who manage the logistics. After the first few years, Just Helping wanted the proceeds to benefit a wider Group than the Hospice movement, through a 10% share of the proceeds. Our Lions Club had been involved with the project from the outset, and we already had a strong relationship with Farleigh through our Santa's Sleigh collections (2 nights for Farleigh working with a team from Farleigh), and help with marshalling their sponsored events among other things. Through this close working relationship with Debbie, their Fundraising Manager, they are fully aware of our wider involvement in the community and we were the natural fit for them to partner with on this project and were chosen on this basis

Monies are allocated on receipt, and a Presentation Event is held with Farleigh in attendance, where the recipient charities are invited. In the 3 years the partnership has been operational, we have been able to donate over £10,000 to approximately 20 local charities.



Lessons learnt

- The benefit of building strong relationships with other charities/organisations and key individuals.
- Build a reputation of an organisation who deliver and can be trusted and relied upon.
- Good communication throughout the project to manage expectations.