

Charity Guide: How to Run a Foreign Coin Fundraising Campaign

Collecting foreign coins and leftover currency is one of the simplest, most inclusive, and effective ways to raise funds for your charity. This guide provides practical steps to help you set up, run, and promote a successful coin collection campaign. With millions of pounds' worth of unused currency sitting in UK homes, the opportunity is too valuable to ignore.

1. Why Foreign Coins Work for Fundraising

- A donation that costs nothing – supporters give coins and notes they cannot use.
- Accessible to everyone – most people have some spare foreign currency at home.
- Sustainable – new supplies of currency come in after every holiday season.
- Environmentally friendly – reuses currency that would otherwise go to waste.

2. Planning Your Collection

- Set a clear goal – decide what the funds will support.
- Promote widely – use social media, newsletters, posters, and your website.
- Choose collection points – place secure boxes in shops, schools, offices, and community hubs.
- Time your campaign – end-of-holiday periods are particularly effective.

3. Partnering with a Specialist

Handling and exchanging foreign coins can be challenging without expert support. Cash4Coins works with hundreds of UK charities to provide collection, sorting, and exchange services. We accept all coins, notes, and withdrawn currencies, offering competitive rates and fast payments. By outsourcing the process, you save time while maximising fundraising results.

4. Tips for Success

- Thank your donors – acknowledge contributions publicly.
- Share results – let supporters know how much was raised and the impact.
- Make it regular – run coin collections yearly or around travel seasons.
- Encourage groups – schools, businesses, and clubs can collect on your behalf.

5. Sample Campaign Timeline

Week	Activity
1	Launch campaign – promote via email, posters, and social media.
2-4	Collect coins at designated points and encourage participation.
5	Arrange secure collection with Cash4Coins.
6	Receive funds and thank supporters.
7	Publicise results and share impact stories.

Foreign coin collections are an excellent way for charities to generate additional income with minimal effort. By encouraging supporters to donate unused currency, you unlock funds that would otherwise remain unused. With the help of Cash4Coins, your organisation can run efficient, secure, and profitable campaigns year after year.