



Reconnect Through Giving

A holiday celebration with a
difference



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Reconnect Through Giving

There's no better time than the holidays to bring your organization together. After two long years of not being able to celebrate in-person, this holiday season gives you an opportunity to reconnect with employees, partners, and clients or customers in new ways!

By partnering with Feed Ontario this winter, you can not only help families facing hunger, but also build meaningful connections. As you prepare your holiday plans, why not use the power of giving to help drive sales, strengthen employee engagement, or grow retention - all while spreading some extra joy!

Your support will also give you access to unique, uplifting gifts and stories to share with employees, partners, and your communities.



5 ways to give

There are five easy ways you can help Feed Ontario as part of your Holiday celebrations and campaigns this season:



1. Holiday Donation

Make a corporate donation and share about the difference you're making in the community with your customers, investors, employees, and the public.

Great for: Employee morale • Brand perception • Retention



2. Donation in lieu of Gifts

Instead of (or in tandem with) sending gift baskets to clients, vendors, or stakeholders, make a donation to help send food to families facing hunger.

Great for: Client engagement • Brand perception • Retention



3. Employee Fundraiser

Run an employee fundraising competition between teams and engage staff in making a difference this holiday season. We'll even setup a personalized page for you!

Great for: Employee morale • Retention

5 ways to give (cont'd)



4. Cause Related Marketing

Run a portion of proceeds or at-the-cash donation campaign and engage customers in that great feeling of doing good.

Great for: Brand perception • Retention



5. Matching Campaign

Match donations raised by employees or customers, or commit to donating \$1 for every action taken (e.g., holiday party registrations, e-bill signups, social shares, etc.).

Great for: Brand perception • Engagement • Retention

Giving is good for business

Did you know?

- 73% of employees want to change society through their workplace*
- Nearly 2/3 of consumers buy from brands whose values align with their own**
- 88% of investors scrutinize ESG as closely as operational and financial considerations**

*Edleman Trust Barometer 2022, <https://www.edelman.com/trust/2022-trust-barometer>

**Edleman Trust Barometer 2020, <https://www.edelman.com/trust/2020-trust-barometer>

Benefits

Your support of Feed Ontario doesn't just deliver nutritious food to communities across Ontario. Here are some tangible benefits your organization could access based on the amount donated or raised.

Don't see what you're looking for? Chat to us to explore more options.



\$1,000 (3,000 meals)

- Personalized holiday thank you letter sharing impact with your employees/customers/partners
- Impact messaging to use on internal or external communications



\$5,000 (15,000 meals)

- Personalized holiday thank you letter sharing impact with your employees/customers/partners
- Feed Ontario executive quote for press release
- Access to Feed Ontario Logo and impact messaging



\$10,000 (30,000 meals)

- Holiday thank you cards for employees/customers/partners
- Holiday thank you letter sharing impact with your employees
- Thank you video
- Feed Ontario executive quote for press release
- Access to Feed Ontario Logo and impact messaging

Benefits (cont'd)



\$20,000 (60,000 meals)

- Feed Ontario Holiday Food Trivia Game
- Holiday thank you cards for employees/customers/partners
- Holiday thank you letter sharing impact with your employees
- Thank you video
- Feed Ontario executive quote for press release
- Access to Feed Ontario Logo and impact messaging



\$50,000 (150,000 meals)

- Feed Ontario Holiday Swag (talk with us to choose the right swag for you)
- Feed Ontario Holiday Food Trivia Game
- Holiday thank you cards for employees/customers/partners
- Holiday thank you letter sharing impact with your employees
- Personalized thank you video
- Feed Ontario executive quote for press release
- Access to Feed Ontario Logo and impact messaging

Every \$1 you give can provide the equivalent of 3 meals to someone facing hunger.

Why Feed Ontario?

Nearly 600,000 people visited a food bank in Ontario last year. One in three was a child. As the costs of living rise, people are turning to food banks more than ever before.

But with your help, we can ensure everyone in our province has access to the nutritious food they need.

By joining us this Holiday Season, you can help distribute millions of pounds of fresh food, invest innovative programs and food bank capacity to better serve communities, and develop true solutions to hunger and poverty.



Together in 2021-2022 we ...



Delivered over
8 million
pounds of
nutritious food



Helped
592,000
adults, seniors,
and children



Supported
3.6 million
visits to a food
bank



Served
1,200
organizations
fighting hunger



Invested
\$594,335
in innovative local
programs



Reconnect through giving
Holidays 2022



Find out more

For more information on how your organization can working alongside Feed Ontario these holidays, contact:

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