

# Feed Ontario Fundraising Toolkit

## Thank You!

Firstly, we'd like to give you a huge thank you for fundraising with Feed Ontario!

From securing fresh and healthy food sources, to driving change through policy research and innovative programming, Feed Ontario unites food banks, industry partners, and local communities in our work to end hunger and poverty. By fundraising with us, you are working on building a healthier province for all of us.

With your support, we'll ensure that food banks have the resources they need to help our province continue to recover and thrive.

Every \$1 raised is the equivalent of 2 meals to someone in need!

## How to Raise Money

To start, make sure to [set up a fundraising page](#) – it's super easy to do!

Next, you want to personalize your page so that it is engaging and fun. Here are some easy tips to make your fundraiser a success and unite even more people and organizations to Feed Ontario:

1. **Set a goal:** It's helpful to set a goal based on what your donation will achieve because it makes it feel more tangible (you can use the formula \$1 = 2 meals, for example, \$1,000 is the equivalent of 2,000 meals).
2. **Be the first to donate:** You can inspire others to donate by taking the first step yourself! Give the amount that you hope others will donate to your campaign.
3. **Share:** Get the word out! Share your personal stories and reasons for giving. Ask your friends to help promote your fundraiser and use the social shareables attached to this kit.
4. **Ask:** Don't be afraid to directly ask friends, family, and colleagues to donate to your campaign! Most people are happy to be asked to help and want to act and do something useful in this time of uncertainty.
5. **Follow up:** Let people (especially your donors) know how much you ended up raising and how many meals it translates to (your total x 2 = number of meals you raised). Be sure to thank all of your wonderful supporters!

All fundraising activity conducted on behalf of Feed Ontario must meet the following criteria:

- Be truthful and not make claims that are misleading or cannot be upheld
- Accurately describes the activities of Feed Ontario
- Accurately represents the purpose for which funds are requested

## Social Media Posts

Here are some example posts you can use to share your fundraiser on social media. You can also download the social media shareables from the Welcome Page in the backend of your fundraising page.

- I am fundraising for @FeedOntario to help end hunger in our province! Every \$1 provides 2 meals to someone in need, donate now to help make a difference in our province!
- I am fundraising to support local food banks across our province with @FeedOntario! Support me by donating to my page and know that every \$1 you give provides 2 meals to someone who needs it.
- Did you know that last year over 1 million Ontarians used a food bank? This is why I am fundraising for @FeedOntario. Support me and donate to my page, every \$1 provides 2 meals to someone in need - together we can #FeedOntario!

## Follow and Share

You can stay up to date with the latest news from Feed Ontario on our website and social media pages:

- Facebook: <https://facebook.com/feedontario/>
- Twitter: <https://twitter.com/feedontario/>
- Instagram: <https://instagram.com/feedontario/>
- Website: <https://feedontario.ca/>

Remember to follow, like, and share to keep your supporters updated.