



FUNDRAISING TOOLKIT



IN THIS TOOLKIT

Thank you for coming onboard to support our work. This toolkit contains ideas, guidelines and benefits to help you organize and promote a successful fundraiser:

Supporting	
Food Banks Canada	1
Getting Started.....	2
Fundraising Ideas.....	3
Fundraising support & benefits.....	4



Supporting Food Banks Canada

We're so grateful you're planning to support those in need by raising money for Food Banks Canada with your own event or idea.

THANK YOU!

Food Banks Canada provides national leadership to relieve hunger today and prevent hunger tomorrow—in collaboration with the food bank network from coast-to-coast-to-coast.

There has likely never been a more difficult time for food banks in Canada. Across the country, more people are turning to food banks than ever before in our history. Many people are visiting for the first time, as families struggle with the soaring cost of living, an affordable housing crisis, and inadequate social safety nets. Families are making the difficult choice to ask for help because their money simply isn't stretching far enough to cover their expenses.

When you fundraise for Food Banks Canada:

- You support nationwide partnerships with food producers to help us source large quantities of fresh, nutritious food, keeping food banks' shelves stocked when their communities need them most.
- You help us leverage our logistics expertise to ship food across the country, to quickly and equitably respond to need.
- You help food banks upgrade their capacity to meet their community's growing and changing needs, through grants, training and information-sharing.
- You help invest in a future where no one will have to face the stress and worry of hunger.

**Our vision is clear:
Create a Canada where no one goes hungry.**

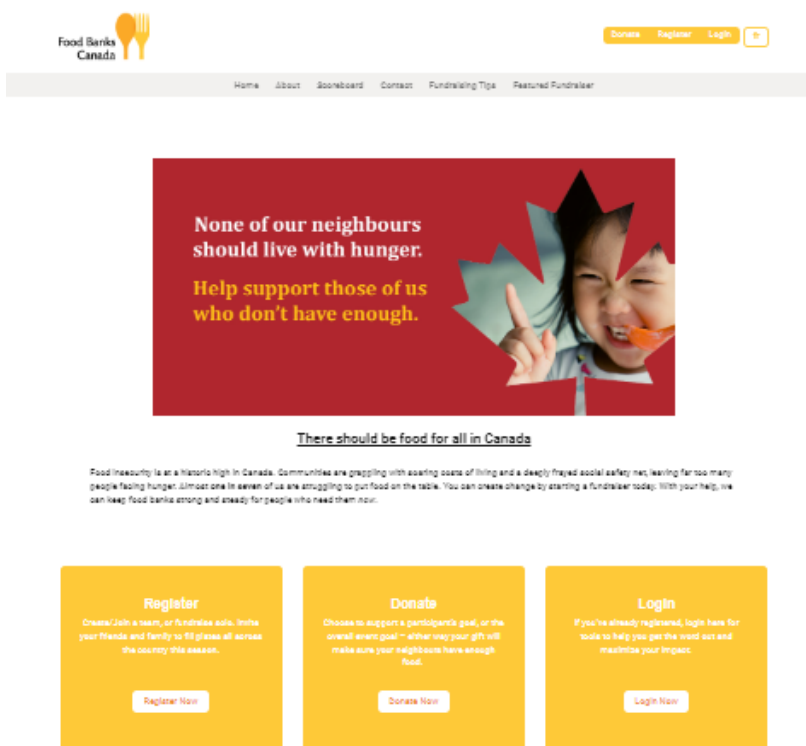


GETTING STARTED

1. Decide on your fundraising initiative .

2. Register your event and set up a fundraising page on the portal [here](#).

3. Share your page and raise funds!



April 2021-March 2022

Key Impacts



31+ million lbs
of food distributed



38+ million
in funds distributed



4500+
food program partners

Our fundraising champions
have been instrumental
in making this happen!

Have questions?

Call us - 1 (877) 535-0958

email us:

giving@foodbankscanada.ca

[Click here to set up your fundraising page!](#)

FUNDRAISING IDEAS

There are many ways you can raise funds for Food Banks Canada and have fun while doing so! Here are some fun ideas to spark inspiration:



You can CREATE...

Tap into your creative pursuits for a good cause. For instance, you could host a paint night, crafts lesson, or talent show.



You can MOVE...

Get your sweat on! Organize an “a-thon” and collect pledges for the distance you walk, stairs you climb, kilometres you run, or songs you dance to.



You can ENTERTAIN...

Sell tickets for a performance that will wow the crowd. You could entertain guests with an inspirational speaker, magician, hypnotist, singer, or stand-up comedian...the possibilities are endless!



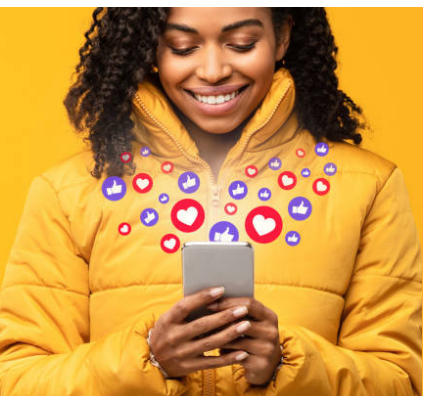
You can GATHER...

Get together and make a difference while doing so! How about a BBQ, tea party, or trivia night? Alternatively, take a holiday or special occasion—such as a birthday, anniversary or team outing—and add a fundraising twist. For example, you could encourage guests to make a donation in support of Food Banks Canada in lieu of a birthday gift.



Or, you can step up to the CHALLENGE...

Challenge your colleagues, family and friends to a fun activity—like getting outside every day for a month, building the highest Lego tower, or growing the tallest sunflower. To get started, everyone can donate a set amount to participate via the online portal (e.g., \$25) and qualify for a charitable tax receipt.



Social media is a powerful tool that can drive awareness of the great work that you’re doing, as well as drive traffic to your fundraising page. Post your initiative on all platforms, and be sure to tag Food Banks Canada!



[Food Banks Canada](#)



[@foodbankscanada](#)



[@foodbankscanada](#)

FUNDRAISING SUPPORT & BENEFITS

Depending on your level of fundraising planned, you can expect the following support from Food Banks Canada.

Under \$999

- Customized fundraising page
- Use of 'proud supporter' logo.
- FBC Letter of Support
- Offline donation receipting*
- Thank you letter from FBC fundraising officer.

\$1000-\$2499

- Customized fundraising page
- Use of 'proud supporter' logo.
- FBC Letter of support
- Offline donation receipting*
- Customized QR code
- Thank you letter & call from FBC fundraising officer

\$2500-\$4999

- Customized fundraising page.
- Use of 'proud supporter' logo.
- Offline donation receipting*.
- Customized FBC Letter of Support
- Customized QR code
- 30min strategy planning call with FBC fundraising officer.
- Thank you letter & call from FBC Fundraising Manager.

\$5000-\$9999

- Customized fundraising page.
- Use of 'proud supporter' logo.
- Offline donation receipting*.
- Customized FBC Letter of Support.
- 30min strategy planning call with FBC fundraising officer.
- Thank you call from FBC Fundraising Manager.
- Thank you letter from FBC CEO.
- Recognition in monthly donor newsletter.

Over \$10,000

- Customized fundraising page.
- Use of 'proud supporter' logo.
- Offline donation receipting*.
- Customized FBC Letter of Support.
- 30min strategy planning call with FBC fundraising officer.
- FBC staff attendance at your event (where possible).
- Thank you call from FBC Fundraising Manager.
- Thank you letter from FBC CEO.
- Recognition in monthly donor newsletter.

THANK YOU, AND GOOD LUCK FUNDRAISING!

"From the bottom of my heart, THANK YOU for embodying what Canada is all about – caring neighbours who come together to support one another through even the most challenging times."

**per CRA guidelines*

*Kirstin Beardsley
CEO, Food Banks Canada*