

# THE FOOD BANK OF YORK REGION

## PEER-TO-PEER (P2P) FUNDRAISING TOOLKIT



# Yes, you can make a difference!

You've taken the first step to change the lives of tens of thousands of vulnerable residents suffering from food insecurity within York Region. For every \$1 that you raise, The Food Bank of York Region will be able to provide \$5 worth of food to those that need it most.

Whether you choose to promote your campaign with an autumn bake sale or a corporate coffee chat - this fundraiser is uniquely your own.

With your support, The Food Bank of York Region will continue the fight to end food insecurity for York Region's most vulnerable residents.

Thank you!



# Step 1.

Go to the [CanadaHelps Fundraising Portal](#) and set up your personalized fundraising page.

**SET A GOAL** and then be the first to donate! Your donation will inspire others to give and set the “giving level” for your campaign.

# Step 2.

# Step 3.

**SHARE** your campaign! **ASK** for that donation! Give a personal look into why this campaign means so much to you!

**SAY THANK YOU!** Once you’ve reached your goal, it is time to thank your donors. You couldn’t have done this without them. Congratulations!

# Step 4.

*Congratulations!* 

**It’s that easy!**

You’re making a huge impact on the lives of millions of throughout York Region who are facing food insecurity and needing hunger relief.

# Email and Social Media Templates

You read it correctly. We also provide you with the templates you need to have a wildly successful fundraiser online.



Hello, [ INSERT NAME HERE ]

I am fundraising for The Food Bank of York Region to help end hunger in our local community. The Food Bank of York Region's network of 70+ community partners supports approximately 37,000 people across York Region who rely on food programs and services. For every \$1 I raise, The Food Bank of York Region is able to distribute over \$5 worth of food to people in need. Thank you for helping support people and families in our community who need it most.

[ YOUR NAME HERE ]



Did you know that the number of people accessing food banks in York Region has **increased by 57%** since 2021? More individuals and families are relying on food banks and programs for nutritious food and support. Please support my fundraiser so the Food Bank of York Region can continue to deliver food, and support those who need it most.

You can also download social media shareables from the "WELCOME PAGE" in the backend of your fundraising page.

Follow [The Food Bank of York Region](#) @FoodBankYR on all of your social media platforms to stay up-to-date with our organization and get fundraising tips and tricks.

