

THE FOOD BANK OF YORK REGION

PEER-TO-PEER (P2P) FUNDRAISING TOOLKIT



www.fbyr.ca

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 the 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 you donors. You couldn’t have done this without them. Congratulations!

Step 4.

Congratulations!

It’s that easy! You’re making a huge impact in the lives of millions throughout the York Region who are facing the painful reality of food insecurity

Email and Social Media Templates

You read it correctly. We are even providing you with the templates you need to have a wildly successful fundraiser.

“ Hello, [INSERT NAME HERE]

I am fundraising for The Food Bank of York Region to help end hunger in our community. There are over 1 million people in The Food Bank of York Region’s base area that are experiencing food insecurity. For every \$1 that I raise, The Food Bank of York Region is able to provide \$5 worth of food to someone in need.

Thank you for helping those in our community that need it most.

[YOUR NAME HERE]

“ Did you know that in 2023, The Food Bank of York Region saw a 38% increase in need? Over 30,000 new clients received items for a hot meal from The Food Bank of York Region. Please support my fundraiser so that The Food Bank of York Region can continue to provide hope for those that 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](#) on all of your social media platforms to stay up-to-date with the organization and get fundraising tips and tricks.

