



Welcome to Fundraising for the Food Bank of York Region

At the Food Bank of York Region (FBYR) we're dedicated to alleviating food insecurity and hunger in York Region. We serve as a nexus between the abundance of surplus food in Ontario and the non-profit organizations that provide food and meals in their programs, and food-insecure individuals serviced by our mobile food bank program

What We Do

We adopt a unique strategy for reducing food insecurity and eliminating hunger in our region. Our Food Bank serves as a food distribution hub and the only food access program in York Region with expansive capacity to collect, warehouse and deliver refrigerated and frozen products safely.

From pick-up to warehousing to delivery, we maintain the integrity of the cold chain, ensuring the safe transport of healthy foods to our community partners, who in turn directly serve the hungry and needy at local food pantries, homeless shelters, women's shelters, seniors' programs, and social housing. The economies of scale we realize could never be matched by individual agencies diverting their limited resources to take on this task.

Why We Do It

Members of our community face homelessness, mental illness, and physical disabilities. Seniors with dwindling incomes, single parents, homeless and unemployed people in our community who can't make ends meet struggle with food insecurity. The global pandemic changed the lives of many and impacted our community hard, driving those who experience food insecurity up by 70%. Our hungry neighbors need our help. You can be a part of the solution.

With faith and perseverance, we will continue to grow our capacity until there is no more hunger in York Region.

Getting Started!

So, you've decided to fundraise for the Food Bank of York Region, **THANK YOU!** You're joining a community of everyday people making a difference and providing hope for those who need it most.

Fundraising can seem daunting at first glance, but the good news is you don't need to be a fundraising expert to raise a lot of money. You have a chance to make a big impact, even if you can't personally make a big donation. By mobilizing your friends and family, you can help the Food Bank of York Region reach more people, raise more money, and make a bigger impact on Food Insecurity right here in York Region.

There are so many ways to raise funds for neighbors in need – request donations instead of gifts on a special day, take on a challenge, host an event, or do your own thing by getting creative.

The Food Bank of York Region is here to help – beginning with this handy toolkit full of tips and tricks to be successful on your fundraising journey.

The Power of Your Donations

Relish the fact that what you are doing is incredible, and no matter how much you raise, you are making a positive impact.

- \$50 gets 150 meals delivered to our hungry neighbours' homes
- \$100 gets 300 snacks delivered to schools to fill children's bellies
- \$500 can deliver a month of meals for a family of five
- \$1000 delivers 3000 meals to one of our community partners like the local food bank, our social housing community.

We are counting on your support! Big or small, you're doing great work for the Food Bank of York Region and all the people we serve.

Sincerely,

Alex Bilotta
Founder & CEO
The Food Bank of York Region



Step-by-Step Fundraising Platform Guide

There are many online fundraising platforms out in the world to help non-profits like us raise monetary donations in an efficient and streamlined way, either on our own or with the support of like-minded individuals like yourself!

The following is a step-by-step guide on how to set up your own online fundraising page for the Food Bank of York Region, across multiple platforms. You can choose any of the following channels and customize your page to your liking using branded FBYR materials and key messages. Each platform's steps to setting up a fundraising page is linked in the below. Here is where you can find more detailed instructions for their channels.

Platforms set up with the Food Bank of York Region:

1. [GoFundMe](#)
2. [CanadaHelps](#)

Quick Notes

- Please make sure to use one of the above pre-approved platforms when fundraising for the Food Bank of York Region. Some of these companies charge fees to receive the funds or create accounts, and as a non-profit we'd like to stick to the platforms that are most easily accessible from a financial standpoint.
- Link your page to the Food Bank of York Region's company fundraising page
- Invite others to be your team members and to help promote your fundraising page.
- Be sure to include or invite the Food Bank of York Region as your beneficiary so that the funds are sent to our non-profit.
- Make it personal. Tell your story about how you relate to food insecurity, or why you got involved with the Food Bank of York Region.

Team Fundraising:

Have a small group you'd like to fundraiser with together? Visit GoFundMe's [Team Fundraising](#) page for more information or email Sarah Smith, communications@fbyr.ca to request to join the fundraising team with CanadaHelps.



Social Media Key Messages

Social media is a key way for you can share your fundraiser and your efforts with your communities. The following key messages can be easily personalized or copied and pasted directly into Twitter, Facebook, Instagram, and other social media platforms.

SAMPLE POSTS

Example 1: So excited to share that I'll be participating in the virtual #FoodMatters fundraiser to support food security initiatives across the @foodbankyr network of community partners and through its home delivery program! Please donate to my page here to support my #FoodMatters [LINK]

Alternative Language, if unable to participate in fundraiser:

Sending my support to all the virtual fundraisers in the #FoodMatters campaign in the next 9 weeks! There's still time to donate to support Hunger and Food Security initiatives that the @foodbankyr provides! [LINK]

Example 2: I did it! I just donated \$10 to my own fundraising campaign because to me #FoodMatters for all. #FoodMatters is a fundraising campaign in support of the @foodbankyr to fight hunger right here in York Region. There's still time to donate to my page to support food security initiatives [LINK]

Example 3: From 2018-2020 the amount of people accessing the Food Bank of York Region and its network of community partners, rapidly rose to a 70% increase, primarily due to Covid 19. So far that increase has only come down to 64%, whilst even being in a post-pandemic recovery period. @foodbankyr needs our help, a donation as little as \$10 gets 30 meals delivered to families in need!

Example 4: #Didyouknow that monetary donations are down 55% when comparing April 2021 to April 2022 @foodbankyr yet we see the #needforfood is bigger than ever. Join me in donating at [LINK]

Example 5: The @foodbankyr helped feed 24,000 people across 7,500 households in 2020 – and that's only the people they could reach, or who could get to a food program that they

support. How many more people are we missing? That's why I'm fundraising for the FBYP today, and that's why your donation matters now. #HelpMakeADifference [LINK]

We encourage you to include photos and videos in your social posts to attract attention and add a personal touch! While we recommend sharing personal photos and videos of yourself participating in the fundraiser challenges, activities, and physical food drives, you may also post the graphics supplied in the digital toolkit to your social media as you share your journey and drum up support!

Example Campaign Hashtags:

#FoodMatters

#HungerInYorkRegion

#FoodBankYorkRegion

#InternationalHungerAwarenessDay

#FightHunger

Important Links:

FBYP donation page: <https://www.canadahelps.org/en/dn/9421>

FBYP website: <https://fbyr.ca/>

FBYP Social Media Channels

Facebook: [@foodbankyr](#)

Instagram: [@foodbankyr](#)

Twitter: [@foodbankyr](#)

LinkedIn: [The Food Bank of York Region](#)

YouTube: [The Food Bank of York Region](#)

Pinterest: [@foodbankyr0](#)



Fundraising Tips for Success

TIPS TO GET STARTED



Make It Personal:

Make sure your fundraising page shows why you are participating in a fundraising campaign for the Food Bank of York Region by personalizing it with photos and updating the text on your page! Tell people why YOU have joined the fight against Food Insecurity, and why they should too.



Set A Goal:

Fundraisers with a specified target are more likely to reach their campaign goal and make a greater impact, so share your goal with your network of friends, family, colleagues, and more.



Donate First:

Being the first to donate to your own campaign will show your network how dedicated you are to creating positive change and hitting your campaign goal!



Be Active:

Update your fundraiser regularly. Post photos, videos, text, at least once a week and share good news, challenges, and setbacks. Bring your supporters along on your journey!



Build Your Community:

Ask your online network to share your fundraiser to grow your fundraising community reach. Leverage social media by posting inspiring messages, photos, and videos to draw interest to your fundraiser. Even if they can't donate, they can help further the cause and draw attention in.



Virtual Fundraising: How to Get Started

Decide on what type of event you want to host or participate in. Fundraising events can be done in the workplace, in your community or in the comfort of your own home. This section will provide you with a variety of ideas depending on the type of event you'd like to put on. Whether it's virtual, in the workplace, community or at home—all will bring fun and do a whole lot of good for our community.

FUN—Raising Virtually

For a variety of reasons, getting together is sometimes just impossible. And with our current reality, here are some virtual event ideas that are easy, fun, engaging and respectful of recommended physical distancing. You may not be in the same room, but we guarantee loads of fun!

FUN—Raising in the Workplace

Your workplace runs a Food Bank of York Region campaign, and you want to plan an event? Raising money at your workplace not only helps make a difference in your community, but it can also give you and your colleagues a morale boost and build camaraderie among staff, all while putting the “fun” back into fundraising.

FUN—Raising in the Community or At Home

So, you want to host a fundraising event in your community or at home. What a great way to give back while having some fun with your family, friends, and community network. You can do this on your own time in your own home with the freedom to personalize your fundraiser as you like.



Virtual Fundraising

Online Auction

Online auctions work like in-person ones, and the concept is simple - the highest bid wins! Besides offering a variety of unique and useful items, remember to also include services and virtual experiences. Encourage your co-workers to donate popular items (gift cards, wine and spirits, gift baskets, etc.), as well as unique and rare ones (sports memorabilia, autographed items, etc.) People are more likely to support and bid if it's for a good cause, so variety is key.

Virtual Bake Off

Host a virtual bake off with your colleagues to see who has the top baking skills. Using a pre-determined list of ingredients (or only ingredients and equipment you're likely to find in your cupboard), have participants record and upload a video of themselves baking their treat of choice and share an image of their baked masterpiece.

Encourage people to vote for their favourite baked good by donating, where every donation is a vote towards selecting a winner. The baker with the highest dollar amount raised wins!

Birthday Giving Campaign

Instead of gifts you can ask for donations in support of the community. You can spread the word using tools like Facebook, that

offers an opportunity to raise funds for a charity of choice during your birthday.

Challenge for Charity

Get your friends to take part in a virtual challenge while raising money for the FBYP. Have your friends commit to doing something physically challenging for every \$10 they raise. Ten push-ups for every \$10? Yes! Climb ten flights of stairs? Go for it! Run a mile? They can do it! Did someone say burpees?! Not only does it inspire people to keep active and moving, but it can also create fun, friendly competition amongst everyone involved, not to mention all the feel-good endorphins! Encourage them to add a personal touch to it by recording themselves doing the challenge and feature video clips with the FBYP to share.

Gala Night

Get dressed up and invite your colleagues, friends, and family to a virtual gala. Sell tickets, build a performance line up, and make it interactive by including a virtual DJ, online auction, and fun activities. You can also have guests choose from a set menu, providing each guest with a ready to-warm up meal. Invite sponsors to support the event and find unique ways to promote their support throughout the event.

Karaoke Idol

This one is sure to be a fun time. You can either rent a karaoke machine, use YouTube, or speak to a local restaurant or bar about playing host for the evening. Charge an entry fee and make sure to have a prize for your winner. Consider prizes for the audience favorites and adding on additional fundraising activities to create excitement.

Recipe Potluck

As a tribute to the days before recipe phone apps, you can crowdsource recipes from different supporters, to compile a charity cookbook. Ask supporters to include a dedication, doodle, or note with each recipe submission so that the book feels unique and personal to your group. Reach out to local graphic designers or students to help design your cookbook and then sell the book throughout your workplace community.

Give it Up

To demonstrate how the smallest donation can make a difference, ask fundraisers to give up something daily, for example a beverage or meal, and donate the money they would have spent to community instead. Provide supporters with data showcasing the impact of \$5, \$10, \$20+ donations to the FBYP. Then encourage them to share their activity on social media and ask their networks to give up something and donate too.

Holiday Party

Is your office hosting a Holiday Party? Consider making the FBYP your charitable partner and asking employees to donate in lieu of a Secret Santa gift or consider

making one larger donation on behalf of your organization instead of individual gifts this year. Consider including a corporate match and have employees make a gift that can be multiplied by the matching gift. Announce your collective success at your annual Holiday Party!

House Party for a Cause

Don't put your social time on pause. Host a virtual House Party to catch-up and celebrate with your friends! Have everyone submit theme ideas for your house party and hold a vote to determine the night's theme. Ask for a minimum donation to attend as a cover fee. As the official House Party host, plan a range of activities for your party guests to enjoy e.g., games, costumes, cocktail making session.

Trivia Night

Miss going to trivia night at your favourite local establishment? Create your own virtual trivia night and raise funds for the FBYP! Play against your colleagues and friends in real time by inviting them to join you virtually via a preferred platform to tackle questions across a range of topics and themes—competing for the ultimate Trivia Master bragging rights.

Video Game Showdown

Turn video-gaming into the most charitably productive activity in your community. Host a gaming night where people can sign up and create a fundraising page, play games for an extended amount of time, tournament style, and ask their friends and family for donations. Different individual or team contests (and prizes) can drum up excitement and donations throughout the evening.



Fundraising in the Workplace

Battle of the Bands

Gather local bands to put on a charity concert. Performers can fundraise and attendees can purchase tickets. Invite influencers, local celebrities, or senior executives to judge to help spread the word and get people excited about your show.

Breakfast or BBQ hosted by an Executive

Have the head of your company host a breakfast or BBQ for your workplace and ask employees to donate to attend. Recruit other leaders to volunteer and cook for the office making it a fun networking opportunity for all those attending.

Live Concert

This idea for a fundraiser is for all the live music junkies out there. Partner with a local venue and recruit local artists into your show. They can even start fundraising pages leading up to the event so that fans, friends, and family can donate even if they can't attend.

Mini-Putt for the Food Bank

9-holes that can be set up in an office or community space is a great way to get people networking and having fun for a good cause.

Ping Pong Tournament

Challenge your family and friends to a table tennis tournament. Teams or individuals can fundraise a minimum amount to be entered. They can recruit their friends and family to sponsor and be a part of their cheering squad. A fun and active way to engage community champions at your workplace and find out who the ultimate ping-pong champion is.

Presentation Assembly

With a keynote speaker or entertainment, add food, a fun theme and maybe a team-building activity to engage participants. Tickets to participate can be sold as well as tickets for food and activities.

Pub Crawl or Food Crawl

A charity pub or food crawl can make a fun night out equally as meaningful. Plan your route with local breweries, pubs and restaurants, charge for entry, and invite registrants to secure donations for each stop they make. Put a fun twist on the event by adding a strict dress code or ask people to dress in costume.

Spin Off

Popularly known as "Spinning," this indoor activity asks riders to sweat for a cause.

Partner with a local gym or Spin studio and ask your contacts to participate for a suggested donation. You could even ask a local instructor to donate their time and lead the class through a workout. To jazz up the event, throw in mood lighting, a killer playlist, and excessive fist-pumping for an awesome ride.

The Great Bake Off

Get ready for some sweet smells with this fundraising event idea. Participants compete to bake the most delectable treat out there, and guests can donate for the chance to taste test and vote for their favorites. You can narrow down eligible entries by pastry type, whether that's pies, cakes, cookies, brownies, or some other sweet concoction. Whatever you serve, make sure you follow any local food serving laws.

Truck Pull

Gather your colleagues into teams to challenge each other in a parking lot FBYR truck pull. Contestants play tug of war with one of the FBYR's fleet of vehicles to see which team can pull their truck across the finish line first! Teams can fundraise or have pledges made for participating or collect a team participation fee. Contact the FBYR for more information on setting this event up.

Food Hamper Packing Contest

Join us in the warehouse with your colleagues for a few hours of packing hampers for the hungry. Pay a group fee or donate, and your work friends can break off into teams to compete in a packing contest. Whoever packs the most food hampers, wins!



Fundraising in the Community and At Home

Alumni Mixer

Alumni networking mixers are a fun and an easy way for students and past graduates to connect, get to know each other and begin cultivating relationships that can last a lifetime. Tickets can be sold, and fundraising activities incorporated to help you raise funds together, for community.

Arts & Crafts Fair

If Pinterest has taught us anything, it's that do-it yourself activities aren't going anywhere. Gather talented friends and family members to help create and sell your crafts, whether they are masks, bracelets, buttons, keychains, or greeting cards. Crafts can be sold in-person or online.

Beach Volleyball Tournament

There are few better ways to enjoy the sun and sand than beach volleyball. Set up a tournament and ask teams to fundraise to enter. Then offer tiered incentives and prizes to motivate participants to meet their fundraising goal and minimum fundraising requirements to enter.

Board Game Night

Ditch the keyboards and controllers and kick it old school to raise money for the FBYR. Put together a board game fundraising event that's friendly for all ages,

complete with an assortment of game options. Charge for entry and host mini virtual or in person tournaments among different sets of players and advertise prizes for the winners.

Bowling Tournament

Each team fundraises a minimum amount for entry. You could also recruit partners to sponsor lanes where they can put up their logos. Snacks and merchandise can be donated and sold, or a silent auction can be added to the event to raise more funds for community.

Community Car Wash

A good old-fashioned car wash is a classic summer fundraising idea. Advertise your event ahead of time on social media to let the local community know what hours your volunteers will be accepting customers. Request a suggested donation and offer different levels of service, such as wax or a towel dry

Dodgeball Tournament

Ask each team to fundraise a minimum amount to participate and to come geared up for some serious dodging. Teams can come up with fun names and recruit their family and friends to be a part of their fundraising and cheering squad.

Football Tournament

Tap into the sport enthusiasts at your company by hosting a charitable flag football tournament. Charge a minimum entry fee per team and/or ask participants to fundraise for entry. Priority seating, merchandise, snacks, and beverages can be sold for additional fundraising.

Handy Around the Home

Are you handy around the house or yard? Offer your talents to friends, family, and neighbours for a donation to the FBYP.

Ice Cream Social

This fundraising event idea is perfect for families and children. Ask your community and local businesses to donate supplies, get the word out, and charge per scoop or per frozen treat. Consider adding an ice cream eating contest into the mix. This type of event would be ideal on a weekend or in the summer when families have more free time on their hands.

Mowing for a Cause

For much of the country, spring is the season of cleaning. Stray sticks and stones have wandered into yards, and the grass—having finally escaped the snow—looks unruly as ever. Take the burden off your community and advertise a lawn maintenance and cleanup service in exchange for donations. Recruit landscapers to volunteer their services.

Oscar Party

Invite family and friends to come to red carpet Oscar party at your house or online. Ask them to fundraise, pay an admissions ticket and support their nominations by

raising money. Arrange an inexpensive gift basket awarded to the highest fundraiser and have other party favours on hand.

Pool Tournament

Hold a pool tournament for the FBYP. If you really want to level-up the fun factor you can even establish a theme or costume rule, requiring each team to come up with its own unique getup. “Punny” costumes or themes that involve a play on words are always a crowd favorite, so encourage your teams to dress up while playing in the tournament.

Superbowl Party

Invite family and friends to come to the Superbowl party at your house or online. Ask them to fundraise, pay an admissions ticket and support their team by donating. Arrange an inexpensive gift basket awarded to the highest fundraiser and have consolation prizes as well.

Wedding Favour

In lieu of wedding giveaways, donate to the FBYP and give your guests a little token to mark the occasion.

Yard Sale Fundraiser

Collect gently worn clothes, home goods, or collectibles and host a yard sale. If you have valuable items like first-edition books or signed collector’s items, you can hold an auction for the top-tier items at the end of the day. In addition to opening donations to your community to local celebrities or philanthropists for those high-ticket items. To generate buzz around the event, take pictures of the items and post them on social media.

Lemonade Stand

Pop up a lemonade stand on a warm sunny day and sell your refreshments for a cause! A great way to get the whole family, and your community involved. Host it on a front lawn, or at a park (with the right permissions).

Food Sales Fundraisers

Are you a good salesperson? Jump on board and start selling pizza or popcorn! Little Caesars and Kernels Popcorn have food fundraisers anyone can participate in with a proceed of the profits going directly to the FBYR. If you have another sales idea, feel free to pitch it to the FBYR team!

Fasting for Food Insecurity

This is a great way to show your community of friends and family how serious Food

Insecurity is. By participating in a predetermined set amount of time to fast, you get a real understanding of what it feels like to go without meals and can demonstrate how important it is that food matters. Ask for pledges and donations for support while you fast, and never do it alone or if you have any kind of medical conditions.

Eating Contest

Invite your community, friends, family, and co-workers to an eating contest event in support of the FBYR. Participants can pay an entry fee to be collected as donations, supporters can donate as well, and you can incentivise the contest with cool and fun prizes. Tickets can be sold if you make a large enough event for spectators, or you could also host the event online.



SPECIAL NOTES

Special Event Licences

If you'd like to run special events in support of your campaign—a raffle, bingo or special event—you must first obtain a license from the Alcohol and Gaming Commission of Ontario.

Applications for lottery events licenced by the Alcohol and Gaming Commission of Ontario (AGCO) must be submitted at least 30 days prior to the date of the event and 45 days prior for organizations applying for the first time. Please note the FBYR is unable to facilitate this process and does not have any influence over the length of time required to issue a licence.

Important

- The AGCO requires a report to be submitted by your organization, within 30 days after the completion of the fundraising event.
- Lottery licences are required to deposit proceeds derived from lottery events into a separate account designated as a trust account by the financial institution in which it is held.

Types of special events that require licences:

- Raffle—Note, AGCO has advised that a licence number must appear on the tickets.
- Bingo
- Special Occasion Permit—Required any time liquor is sold or served anywhere other than in a licenced establishment or a private residence.
- Social Gaming—Event where no more than a total of 20 blackjack and/or wheel of fortune tables are operated.
- Break Open Ticket—Ticket with perforated cover window tabs, with winning or losing numbers/symbols behind.

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