

# Mayor's City-Wide Thanksgiving Drive

## Corporate & Community Challenge

You're invited to participate in a special city-wide drive in support of Food Banks Mississauga taking place from **September 11 to October 15, 2023**.

Mississauga based companies and community groups participating in this year's challenge will compete against each other to raise the most funds for **Food Banks Mississauga**. This is a gratifying opportunity to encourage your staff and community members to participate in a meaningful and engaging activity that will give back to children, seniors, families, and neighbours experiencing hunger in Mississauga.

There will be one top corporate award and one top community group that will be recognized for their funds raised. The award will be given by the Mayor at the end of the campaign.

## Key Dates

**September 11:** Campaign Launch

**October 15:** Campaign Closes

**Week of October 16:** Result announcement. Those groups who meet a milestone will be contacted by Food Banks Mississauga to be informed of their milestone level achieved.

## How to Participate?

Every organization that donates funds during the Thanksgiving Drive period from September 11 to October 15 will automatically be registered for the Challenge. Please note the shift of focus from food to funds, only fund contributions will be counted towards the milestones listed below.

## What Are the Benefits of Participating?

There are a number of benefits your team will receive for every fundraising milestone you reach.

**Milestone 1:** *Your company or community group raises \$5,000 - \$9,999*

**Benefits:**

- An engaging, team building volunteer opportunity at Food Banks Mississauga's warehouse (shifts are generally 3 hours long, availability of dates may vary)
- A personalized video message from Meghan Nicholls, CEO of Food Banks Mississauga, thanking you for your participation
- A certificate of appreciation from the office of Mayor Bonnie Crombie

**Milestone 2: *Your company or community group raises more than \$10,000*****Benefits:**

- A cheque presentation photo opportunity with Meghan Nicholls, CEO of Food Banks Mississauga
- A certificate of appreciation from the office of Mayor Bonnie Crombie
- Acknowledgement on social media from Food Banks Mississauga
- Recognition in the Mayor's post campaign e-newsletter

**Top Performer: *Your company or community group raises the largest amount compared to any other corporate or community teams*****Benefits:**

- Your company or organization will be publicly acknowledged at the wrap event at Council and will be noted in our final press release
- Acting Mayor will present your company with the Mayor's Thanksgiving Drive Corporate or Community Award

Visit: [www.foodbanksmississauga.ca/thanksgiving](http://www.foodbanksmississauga.ca/thanksgiving) to download resources (including posters and other materials) to kick-start your local fundraising campaigns. Once on the webpage, simply scroll down to the "spread the word section" and click on the downloadable content.

## Questions:

**Food Banks Mississauga can also assist in setting up individualized team fundraising pages.**

To build your team site or for more information, resources, or assistance, please contact Kimberley Souliere, Director of Development, at [ksouliere@foodbanksmississauga.ca](mailto:ksouliere@foodbanksmississauga.ca) or **905-270-5589 x234**.