



PEER-TO-PEER Fundraising Toolkit

 HUNGER WARRIORS

 **FOOD
BANKS**
MISSISSAUGA



WELCOME

Thank you for hosting a fundraiser for Food Banks Mississauga to support neighbours living with food insecurity! This is your first step to becoming a Hunger Warrior!

This toolkit is designed with the fundraising journey in mind. We are here to help you make an impact on food insecurity and guide you through hosting your fundraiser!

Read on for resources and tricks and tips for organizing a successful fundraiser.



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ABOUT FOOD BANKS MISSISSAUGA

Food Banks Mississauga leads and distributes food to a network of 60+ food programs across Mississauga through a hub and spoke model. This means your support goes beyond one organization to reach neighbours in need across the city!



We provide healthy food for almost **10 million meals** to food bank visitors.



1 in 16 Mississauga residents now rely on a food bank.



Almost **49,000 neighbours** made **503,000+ visits** to Food Banks Mississauga and our network last year.



Watch this video to learn more about our work!

youtu.be/5ZvdBfWX2_k

STEP 1: SET GOALS FOR YOUR FUNDRAISER

- Choose between a team-based (corporate/community group) or individual fundraiser.
- Set a fundraising goal: Aim high but realistic (\$500 for teams of 5 or less people, and \$5,000+ for larger teams)
- Break it up into smaller milestones (\$100 in week 1, \$500 by week 4)
- Think beyond dollars: consider goals like the number of participants.
- Share your goal and progress on your pages! It could be your company's intranet page, social media pages and more!
- ***Don't forget to ask your company if they can match all employee donations!***

PLANNING THE EVENT

Give yourself 6 to 8 weeks to plan.



Remember!

Use your workplace or community calendars to avoid conflicts with holidays or major events.

SAMPLE TIMELINE

- Week 1-2:** Register fundraiser, set up Hunger Warriors page, recruit your team
- Week 3-4:** Begin outreach by sending emails, posting on social media, and inviting folks to donate
- Week 5-6:** Build momentum by sharing progress updates, spotlighting team members, launching mini challenges (example: "Donate \$20 this week and be entered to win...")
- Week 7:** Host the event or final push to your deadline
- Week 8:** Celebrate, thank donors/participants, and share your results

If you are hosting a silent auction as a part of your fundraiser or looking for sponsors or gifts in kind for your event, you can refer to these templates as a starting point!



Sponsorship Request Templates

STEP 2: REGISTER YOUR HUNGER WARRIORS FUNDRAISING PAGE

Join our team of Hunger Warriors with a personalized fundraising page!

Creating your own fundraising page is as easy as 1, 2, 3!

1. Read this simple how-to to set up your fundraiser as a team, event or individual.

[Hunger Warriors Fundraising How-To](#)



2. Register your fundraiser by clicking here:

[Click here to Register](#)



“It is so important as a community to fundraise as much as we can to help our neighbours. Anyone can find themselves in a position where they can’t afford food. Perhaps loss of income, mental health issues, debt or rising grocery prices can force people into poverty and food insecurity. Food is just one of those basic needs that must be met for anyone who needs it. Fundraising brings awareness, and awareness brings in donations.”



Christian, Hunger Warrior

STEP 3: FUNDRAISING IDEAS

Your Call to Action

What will the fundraising part of your activity look like? There are lots of fun and engaging activities that you can organize to raise donations! Below are some ideas to get you started.



COMPETITIVE AND CHALLENGE-BASED GIVING

- **Dare to Donate** (challenges with a value to unlock; includes talent show)
- **Sweepstakes** (prize-based ticket selling by teams)
- **Fitness Challenge** (sponsor someone for steps, kms walked, or workouts)
- **“Boss for a Day” Challenge** (winner gets to be “boss”)
- **Pie-in-the-Face Contest** (vote with \$)
- **Lip Sync Battle**
- **Costume Challenge** (wear something wild if a goal is met)
- **Office Olympics** (teams compete, audience donates to vote)
- **Silent Auction for Skills** (e.g., coworker offers a lunch, lesson, or service)
- **Fundraising Thermometer Wars** (departments race to reach goals)



RAFFLE AND PRIZE DRAWS

- **\$20 Ticket Draw** (parking spot, vacation day, etc.)
- **50/50 Draw**
- **Gift Basket Raffle**
- **Gift Card Tree Raffle**
- **Themed Basket Draw** (spa day, movie night, gourmet food, etc.)
- **“Mystery Box” Draw**
- **Weekend Getaway Raffle**
- **Experience Package** (concert, sports, dinner)
- **HR-Approved Extra Time-Off Raffle**
- **Board Game or Book Bundle Raffle**
- **Lottery Ticket Wreath Raffle**



EXPERIENCE-BASED AND IN-PERSON EVENTS

- **Paint Night**
- **Trivia Night**
- **Craft Sale**
- **Garage Sale**
- **Bingo Night**
- **Karaoke Night**
- **Escape Room Challenge**
(DIY or local business)
- **Comedy Night**
(amateur or hired comedian)
- **Movie Night** (ticketed, with snacks for sale)
- **Game Night** (board games, video games tournament)
- **Scavenger Hunt**
- **Wellness Workshop**
(yoga, mindfulness, nutrition)



TASTY TREATS AND FOOD-BASED FUNDRAISERS

- **BBQ Lunch**
- **Pancake Breakfast**
- **Ice Cream Social**
- **Hot Chocolate & Cookie Stand**
- **Smoothie Bar**
- **Gourmet Coffee/Tea Sale**
- **Cupcake or Cookie Grams**
(sell/send to coworkers)
- **“Soup for the Soul” Lunch** (home-made soups sold by donation)
- **Popcorn Bar**
- **S’mores Kit Fundraiser**
- **Candy Jar Guessing Game**
- **Nacho Day**
- **Chilli Cook-Off/Bake-Off**



STEP 4: STORYTELLING

Why is the fight to end food insecurity important?

Everyone has their own reasons for giving and supporting their neighbours living with food insecurity. We want to make sure that you can tell YOUR story to your community about why you're fundraising for Food Banks Mississauga!

Below are some short key messages to get you started.

- Did you know? The City of Mississauga formally declared a **food insecurity emergency** in Mississauga in November 2024. This is a monumental step in recognizing:
 - Food insecurity has **gone beyond crisis levels**.
 - Food insecurity is **not a temporary issue**; more needs to be done at all levels of government to solve this problem long-term.
- Food Banks Mississauga and their network of 60+ food programs provide food support to almost **49,000 neighbours in need** across the city.
- I'm calling on my community to get involved and join my fundraiser to provide food to neighbours in need today.
- Your monetary gifts enable Food Banks Mississauga to **source fresh and frozen food** such as dairy, meat, grains, fruit, and vegetables in bulk at lower prices than retail and to **transport and safely store donated food** from across the supply chain.
- For every \$1 you donate, Food Banks Mississauga can provide healthy and appropriate food for 1 meal to neighbours facing food insecurity. **That means \$50 provides food for 50 meals!**
- The cost of living continues to rise, there is a lack of affordable housing, and social assistance rates have not kept up with inflation. This means that those who are already living close to or below the poverty line are falling further behind. Please join me in supporting our neighbours in need today.



STEP 5: PROMOTE AND RAISE FUNDS

Now's the time to share your event and inspire people to join in! Use a clear call to action and give your audience a simple, actionable step they can take to support you.



Email is key! Be direct in your request for better effectiveness. You can also ask your friends and family to promote your fundraiser within their community.



Make Posters with Canva and post them online, in local shops, at school, or in the lunch room at work!



Share through social media. Don't forget to tag us: @foodbanksmississauga



Don't forget to send reminders! People get busy, so a friendly nudge is always helpful!



Always include a link to your donation page!



Hot Tip: Start your fundraiser strong by making the first donation to your own page. It shows your commitment and sets a great example for others to follow!



LAST STEP: WRAP UP AND THANK YOUR DONORS!

You did it! You achieved your goal and did something amazing for food insecurity! You and all those involved are directly supporting neighbours in need across Mississauga.



Celebrate your achievements and share with everyone who donated, your team members and friends and family. Communicate the impact made on the Food Banks Mississauga community!



Thank everyone who supported you. Whether they were a donor, sponsor, or participant, send a thank you by getting creative and writing your own cards or use the [thank you templates](#).



Submit any donations you may have received offline to Food Banks Mississauga. Please email donation@foodbanksmississauga.ca to organize the handover of the funds you raised offline.



“Raising funds is one of the most fun and rewarding things I have ever done, and knowing how many people that I have helped through my fundraiser shows me that even I can have an impact. To anyone thinking of fundraising, do it! Make sure you plan and stay organized, but other than that, have fun and meet new people! I have been introduced to so many new people in my neighbourhood through this experience and truly believe it has united the community.”



Trinity, Hunger Warrior

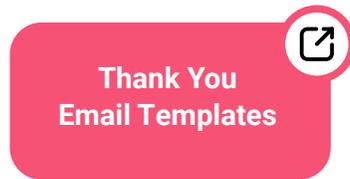
RESOURCES AND TEMPLATES

TAX RECEIPTS

Donations of \$10 or more will automatically receive a tax receipt if a full name and address are provided. As per CRA regulations, Food Banks Mississauga can only issue an official donation receipt to the individual/organization that made the gift. Food Banks Mississauga cannot issue an official donation receipt in the name of anyone but the true donor. Tax receipts for donations of less than \$10 will only be issued upon request.



TEMPLATES & GUIDES



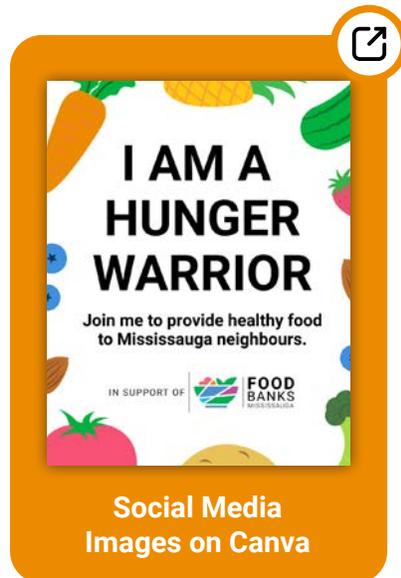
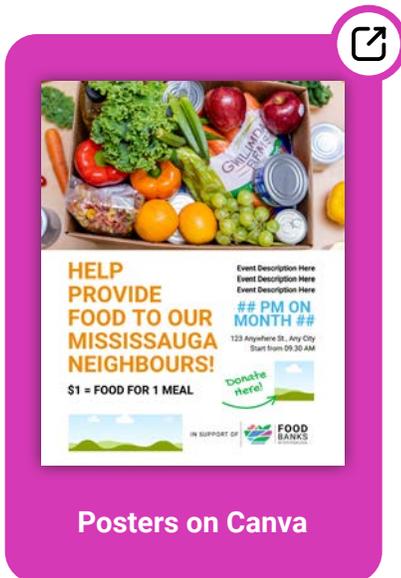
See page 4 for more info on creating your Hunger Warriors fundraising page.

LOGOS



See page 11 for logo guidelines.

POSTERS AND GRAPHICS



VIDEOS



Feel free to share anything you find on Food Banks Mississauga's social pages:



LOGOS

You're not restricted to only using the digital assets we provide! You can also create your own! Use our Food Banks Mississauga logo on its own or use any of the following variations.



When using our logo, please follow the guidelines below:

Protected Space around the Logo

When applying the logo, it is important not to place the logo too close to other elements. The distance "X" (shown below) represents the space around the logo that must remain clear of any other element. This ensures the logo will remain highly readable.



Minimum Permitted Size

It is important to ensure that the logo is used at a legible size. The minimum reproduction size of the logo (shown below) is the absolute smallest permitted size.



What Not to Do with the Logo

The logo must always be used in the approved format and colours. Never stretch, change the proportion or colour of the logo in any way. Below are some examples of what not to do with the logo.

