

Third Party Event Toolkit

The Food Sharing Project



Providing nourishment for students in KFL&A to improve their readiness to learn by increasing access to healthy and nutritious food.

Steps to Hosting a Successful Fundraiser

Thank you for your interest in hosting an event in support of The Food Sharing Project. Your great idea can have a big impact on the thousands of students each year who are able to access nutritious food at school. We are excited to help guide you on your event planning journey! Whether your event is big or small, this toolkit is designed to help you achieve success.





Step 1

Choose your fundraiser and start creating your plan



Step 2

Map out your budget and how you'll raise funds



Step 3

Register your fundraiser with The Food Sharing Project



Step 4

Work out your event logistics



Step 5

Promote and execute your event



Step 6

Celebrate your success!

Step 1 • Choose your fundraiser and start creating your plan

Whether it's at home, work, school, or in the community, "donating your day", organizing an "a-thon", big or small, there are many ways you can raise funds for The Food Sharing Project.

Recruiting a group of friends, neighbours or colleagues to plan and organize, not only helps, but lets you tap into other ideas, talents and networks (plus, it can make it even more fun!) This committee can help with some of the key tasks:

- deciding on the type of event to host
- brainstorming around the different ways you can raise money
- date, time, location
- planning out the event logistics
- promoting the event
- executing the plan on event day

If you want to host a fundraiser but aren't quite sure what type of event to organize, go to page 8 for some ideas!

Step 2 • Map out your budget and how you'll raise funds

How do you plan to raise money at your event? Whether you are asking for pledges, donations, sponsorships, registration fees or tickets, or are selling items at an auction or raffle, you should consider all the different ways you can raise funds and decide on your fundraising goal.

You will also need to think about your expenses. What are the different elements of the event, what will they cost, and are there any you can have sponsored or donated as a gifts-in-kind? You'll want to keep your expenses at a minimum to help you maximize your dollars raised.

Make sure to review the Fundraising Guidelines and Tax Receipting information so that you have clarity on what's allowable and not.



Step 3 • Register your fundraiser with The Food Sharing Project

Now that you've worked out the key details, complete the Third Party Fundraiser Registration Form. You can complete and submit it online, download and email it to us at info@foodsharingproject.org, or drop it off at our office at 4-37 Rigney Street, Kingston, ON, K7K 6Z3.

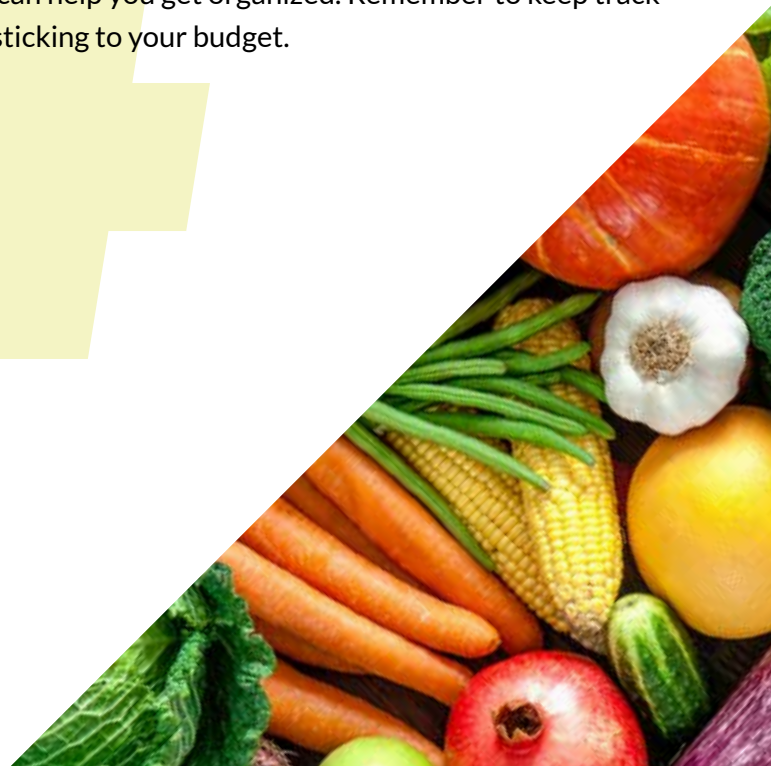
When you register, you can request materials from The Food Sharing Project, like a tablecloth with our logo, tabletop signage, and brochures, to help draw attention to your fundraiser. We can even provide a wireless tap machine so you can take credit and debit card donations.

We will review and approve your event within 2-3 business days.

Step 4 • Work out your event logistics

Now it's time to kick your planning into high gear with your committee. It's helpful to create a checklist, a work-back plan with key deadlines, and identify who is responsible for each task. Secure your location, sponsors, and any permits or licenses you might need. Create a back-up plan in case of bad weather or other unexpected challenges.

There are lots of handy templates and resources online that can help you get organized. Remember to keep track of your event expenses along the way and make sure you're sticking to your budget.



Step 5 • Promote and execute your event

You're doing such a great job planning your event, now make sure everyone knows about it! Take advantage of social media, local event listings/calendars, and online community platforms to help you promote your event. You may also want to create posters or flyers to distribute in your neighbourhood or community.

It can be helpful to create a social media plan and schedule so you can stay on top of posting regular updates and engaging content **Please refer to page 9 for key messages to communicate when promoting your event.**

You'll likely want to create your own fundraising page to share information about your event and accept donations that go directly to The Food Sharing Project through CanadaHelps.

Go to page 10 for more info and the link

Step 6 • Celebrate your success!

Congratulations! You did it! Share the success of your event on social media. Let your participants, donors, sponsors, and volunteers know how things went, share the impact they've had, and thank them. Send your photos to The Food Sharing Project so we can help spread the good news and celebrate your great work.

At this point, you might want to gather your committee to debrief the event: what went well, what you might do differently, and whether you'd like to do it again. Do a final accounting of your expenses and dollars raised.

Submit all funds raised outside of CanadaHelps to The Food Sharing Project office, along with any borrowed signage, tablecloths, etc., as soon as possible so they will be available for someone else to use.



Fundraising Ideas



At Home

- Barbeque • Oscar Night Party
- Board Game Night • Murder Mystery Night
- Scrapbook Event • Super Bowl Party
- Haunted House • Henna Party
- Garage Sale • Birthday Party Fundraiser
- Head Shave • Ugly Tie contest

At Work

- Casual Fridays • Bottle Drive
- Fitness Challenge • Karaoke Party
- Pumpkin Sale • International Food Fair
- Pancake Breakfast • Balloon Pop
- Flower Sale • Tournaments (golf, hockey, volleyball, bowling)
- "A-thons" (walk, bike, bowl, yoga, skate, dance)

In the Community

- Afternoon Tea • Dinner-in-the-Dark
- Battle of the Bands • Car Wash
- Local Talent Night • Fashion Show
- Gift Wrapping Stand • Dinner and Dance
- Scavenger Hunt • Cook-off
- Motorcycle Ride • Bathtub Derby
- Regatta • Trivia Night
- Euchre Night • Jail and Bail

Key Messages

- The Food Sharing Project is the charity that provides nutritious food, and equipment, for in-school breakfast, lunch and hearty snack programs in Kingston, and Frontenac and Lennox & Addington Counties. Each school day, over 12,000 healthy meals and snacks are provided at no cost to any student who needs nutrition to take advantage of all that school has to offer.
- We provide nourishment – every week, we deliver \$25,000 worth of nutritious food to all 88 publicly funded schools in KFL&A
- We have a centralized source for food that meets Ontario's Student Nutrition Program's nutrition guidelines, including fresh fruits and vegetables, whole grains, and protein.
- We distribute ten tons of fresh food to schools every week through an efficient order and delivery system; Volunteers pack and staff deliver food to each school every week.
- We serve all students – our programs are offered in an inclusive environment to all students, regardless of need.
- Programs are offered in a way that is stigma-free by providing all students access to food.
- Based on the needs of their students and the availability of space and volunteers, schools choose from a variety of models, such as sit-down breakfasts, hearty snacks in classroom bins or grab-and-go lunches.
- Programs give students the opportunity to help with tasks, such as food preparation or distribution, which increases their knowledge of food skills and encourages kindness and empathy.
- Our collective efforts improve students' readiness to learn – half of all students in our region access nutrition programs; about 15% of students access it on a daily basis
- Students who eat nutritious food at school are more engaged in their learning, can focus better on tasks and can have more positive social interactions throughout the day.
- Research tells us that exposing students to a variety of nutritious food at school can increase their willingness to try something new, which can lead to better food choices as adults.
- Volunteers, donors and community partners are critical for our success
- Our volunteers are teachers, educational assistants and community members who ensure nutrition guidelines are followed in a positive, nurturing environment.
- Our programs are funded from a variety of sources including the Ontario Student Nutrition Program, national foundations and local school boards and organizations.
- Every year individual donors generously provide 30% of the funds we need which ensures that we can feed students every school day.
- Connections with our local community partners allow us to have a greater impact by helping us to increase awareness and provide opportunities to improve the efficiency of our operation.

Expand your impact!

Create an online fundraising page with CanadaHelps

Tell your story, set your fundraising goal, add pictures or videos, and more. Share it with your friends and family to ask for their support!

Follow a few easy steps to create your fundraiser. Bonus – donors can make secure credit and debit card donations and receive their donation receipt instantly in their inbox.

All you need is a free CanadaHelps account to log in and get started.

To create your online fundraising page for The Food Sharing Project, go here:

<https://www.canadahelps.org/en/fundraise/>

Contact our office if you need assistance. 613-530-3514.

Third-Party Fundraising Guidelines

1. Prior approval to hold a third-party event is required. Approval is based on the type, theme and financial viability of the event. The Food Sharing Project reserves the right to withhold the use of its name and logo from any event, initiative, promotion, performance or presentation it feels is inappropriate.
2. All promotional materials must state that your event is “in support” of The Food Sharing Project.
3. Taking commission, for any purpose, on funds raised as part of a third-party event is prohibited.
4. The third-party organizer is responsible for meeting all municipal, provincial, and/or federal standards and fulfill all legal authorization(s), permit(s), license(s), precaution(s) and/or general liability insurance required to organize the event. The Food Sharing Project accepts no legal responsibility and cannot be held liable for any risk, injury or otherwise.
5. The third-party event organizer will be responsible for all costs related to the event and will handle all monies until the official donation is submitted to The Food Sharing Project. Event expenses are to be deducted before sending proceeds to The Food Sharing Project. The Food Sharing Project shall incur no costs unless otherwise agreed in writing prior to the event or promotion.
6. The Food Sharing Project will not solicit or approach donors, sponsors, supporters or corporations on behalf of the Third-Party event nor will we provide contact, donor or e-mail lists.
7. When donation receipts are requested, the third-party event organizer is responsible for collecting the names, addresses and contact information of all donors, and is required to send the appropriate information to The Food Sharing Project within 30 days of the event. The Food Sharing Project will issue official donation receipts suitable for income tax purposes in accordance with Canada Revenue Agency guidelines. Refer to Receipting for Charitable Donations section for details.

8. While The Food Sharing Project will always try to accommodate requests for a representative or speaker to attend an event or cheque presentation, we cannot guarantee availability.
9. The third-party event organizer agrees to ensure that all materials borrowed are returned promptly and in the same condition they were received. The organizer agrees to accept responsibility for damage or loss of materials borrowed from The Food Sharing Project.
10. The Food Sharing Project will not be responsible for mailing materials to attendees/ participants or volunteers, other than the mailing of applicable donation receipts.
11. The third-party event organizer agrees to handle all monetary transactions for the event and to present the proceeds to The Food Sharing Project within 30 days of the event.

Cheques can be sent to:

The Food Sharing Project
4-37 Rigney Street,
Kingston, ON K7K 6Z3

Appendix - receipting for charitable donations

The Food Sharing Project will provide a donation receipt suitable for income Tax purposes for the following

- Direct personal or corporate donations of \$20 or over (unless otherwise requested by donor). Name, address and contact information must be provided, along with the amount donated.
- In-kind donations where the value is documented and is provided by the original donor/business.
- Tickets (sporting events, theatre, ballet, etc.) where the value is either noted on the ticket or a payment receipt is provided.

Donors who make their donation online will receive a receipt automatically from CanadaHelps.org, our trusted online donation platform.

The Food Sharing Project cannot provide a tax receipt for the following:

- Gifts of promises or pledges (i.e., gift certificates donated by the issuer, hotel accommodation)
- Payment of basic fee for an event
- Gifts where the value or benefit of the donation cannot be determined
- Lottery or raffle tickets
- Name of true donor(s) cannot be determined - one person cannot benefit from gifts made by multiple donors
- Sponsorship

If you have any questions or would like more information, please contact:

The Food Sharing Project
info@foodsharingproject.org
613.530.3514

Our Legal Name and Address:

The Food Sharing Project
37 Rigney Street, Unit 4
Kingston, Ontario K7K 6Z3
Our Charitable Number: 11893 3522 RR0001

We can't thank you enough for considering a fundraising event for The Food Sharing Project! No matter the size, every donation makes an impact and every event increases awareness of our work in the community. If you decide a Food Sharing Project fundraising event is the right fit for your team, your efforts will ensure that the nutritious food we provide in schools will continue to help students thrive. In the words of kindergarten students at J.G. Simcoe Public School, thank you from the bottom of our bellies!

Brenda Moore

Chair, Board of Directors



THE
FOOD SHARING
PROJECT

Providing healthy food to students

