



HELLO!

We are delighted that you are joining us for the 2023 Community CookOff!

Our flagship fundraiser is packed with purpose, great chefs, delicious food and lots of fun!

This toolkit will help kick start your fundraising journey. Every dollar donated allows us to provide two meals to someone in need.

We're here to answer questions and provide support, so please do not hesitate to get in touch with the Community Cookoff Team at: cookoff@ozharvest.org

COMM'UNITY' SPIRIT!

The rising cost of living is keeping food insecurity in Australia at all-time high. Demand for our services continues to grow, with so many new people seeking food relief. Coming together as a community to help those in need has never been more important.

We're thrilled to be hosting this event with our amazing chef friends in some of Australia's best restaurants, as they open their hearts and kitchens for you to join them to chop, mash, mix, roast and stir for purpose!

Capturing the community spirit of Australia, you'll help create a night to remember for special guests invited from the charities we support as you prepare and share a gourmet dinner, served with dignity and respect.

We are deeply grateful for your support as funds raised from these events help us to 'Nourish our Country.'

Let's get your fundraising journey started!



THE FUNDRAISING TOOLKIT



To help you on your fundraising journey, we have some tips and tools to help get the message out, inspire support and kickstart donations!

Passion is infectious.

Sharing why you are passionate about OzHarvest will inspire others. Everyone has their own motivation to support a cause - what's yours? Let everyone know why this matters to you.

The power of Thank You.

A little thank you goes a long way and acknowledging all the incredible support you get is so important to help encourage your supporters to spread the word about your wonderful fundraising and the work of OzHarvest.

Have fun!

You are doing something pretty amazing and fundraising is especially challenging at the moment. The goals are high, but remember to enjoy the journey!

SETTING UP YOUR FUNDRAISING PAGE

The first step on your journey is setting up your personal fundraising page.

Login to and complete your fundraising profile. Teams and individuals with completed fundraising profiles are known to raise the most amount of money!

Tip: No one likes going first – we suggest you make the first donation. This will show everyone else how easy it is and it will set the pace for your fundraising campaign!

The screenshot shows a fundraising profile for Mary Moss. At the top, there is a navigation bar with the OzHarvest Community CookOff logo, a search bar, a login button, and links for 'The Event', 'The Restaurants', 'Leaderboards', and 'Resources'. Below the navigation bar, the profile header features a circular profile picture of Mary Moss, her name 'MARY MOSS', and her role as 'Owner at Castle Cove Family Dental' participating in the '2nd Community CookOff'. Social media icons for Facebook, Twitter, Email, and LinkedIn are present, along with a 'My Company' link. A progress bar shows 'Raised \$18,319' and 'My Goal \$25,000'. Below the header, a section titled 'I'M HELPING TO FEED PEOPLE IN NEED' contains text about food relief in Australia and a video player showing 'OUR IMPACT IN 2022' with the OzHarvest logo. On the right side, a yellow sidebar offers donation options: 'Select amount to donate' with choices of \$50, \$100, \$250, \$500, and \$2000, each with a description of the impact. Below this is an option to 'Or enter an amount' with a text input field and a 'Donate' button.

GETTING THE WORD OUT

Head to the resources page to access all the tools you need to communicate how you are fundraising!



Social media assets

Check out our gallery of social media tiles to help you let everyone know what you are doing and why. Don't forget to include a link to your personal fundraising page!

For a personal touch, please get in touch and we can create a custom tile including a picture of you or your team.

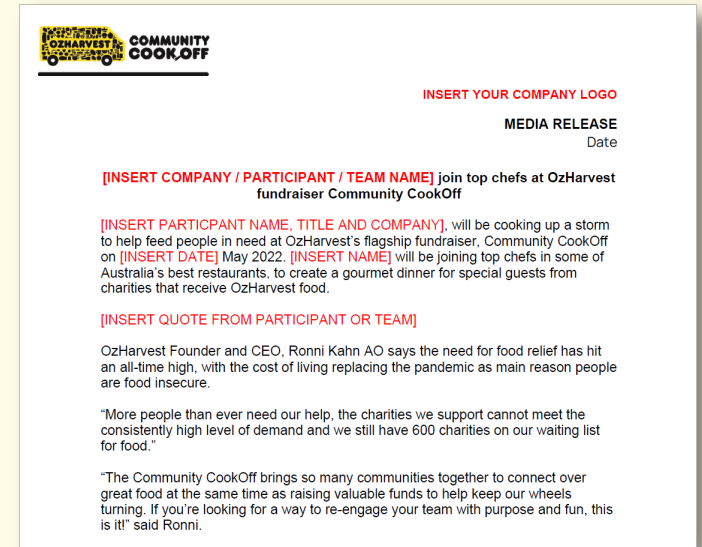
See [here](#).



Email signatures

Update your email signature with these branded banners and include a link to your fundraising page.

See [here](#).



Media release

Use the media release template to highlight your involvement, send to your industry or local media.

See [here](#).

FUNDRAISING IDEAS

Get your friends, family, team or the whole company involved with your fundraising efforts. Our favourite ideas include:

Go Yellow Day

Add a bit of sunshine to your workplace by asking everyone to wear a splash of yellow for the day. Staff can donate cash or direct to your fundraising page.

Cooking for a Cause Session at OzHarvest

Invite your business associates, team members or clients to cook alongside you at OzHarvest. All meals made are packed and delivered to local charities to feed people in need. Encourage your guests to donate directly to your fundraising page while you enjoy the session!

Bake Off

Who doesn't love cake? Choose a date to host your event and get your colleagues to bake some delicious treats for a donation.

Rockstar Park Auction

There's nothing better than having the best car spot at the office! Auction off a rockstar park at your workplace for a week, month or year! Invite your neighbouring businesses to raise the stakes.



FUNDRAISING IDEAS

Long Lunch

Host a long lunch with your team, colleagues, friends and family (or book OzHarvest Food Truck or Catering team). You can raise money by selling tickets and inviting guests to a restaurant, a volunteer's home, or your office for a delicious meal.

Fun Run

Host a community wide yellow themed colour fun run! Ask participants to cover a flat registration fee and encourage them to tap into their network to raise funds through peer-to-peer fundraising. Post-race medals and branded water bottles are great incentives for each runner!

Dare to...

Face your biggest fear or take on a dare to raise funds! Double the impact by matching donations dollar for dollar. You could organise a blind taste test at the office by blindfolding willing team members and quizzing them on what certain foods are, take an ice bath challenge, shave your head, grow a mullet or take on a fitness related challenge!

Donate a Percentage of Sales

You could add \$1 to every transaction or contribute a percentage of sales towards your fundraising tally. This is a great way to get many people involved and behind the cause!

Host a Fundraising Event

Organise an event at your workplace or local venue and encourage guests to make a contribution! Elevate your event with catering from OzHarvest or if you're a Sydney sider have the OzHarvest Food Truck on site!

Lego Legends

In every adult is a child that wants to play! Host your own Lego competition by inviting participants to battle it out and build the most legendary LEGO structure in an allocated time. Make the fundraising event more magical by donating a box of Lego to a local children's charity. You could even invite them along to receive the box at the competition!

FUNDRAISING IDEAS



Host your own CookOff Inspired Event

Invite your friends, family or work colleagues to cook up a storm together. Create some competition by asking guest to taste and cast their vote for the top dish as well as making a direct donation!

Golf Day

Organise an intimate round of golf with friends or entire golf day with your wider community and encourage them to wear a touch of yellow to support your efforts! As part of the day ask them to donate directly to your fundraising page to get behind the cause.

Add a Silent Auction or Raffle to any Event

Organise a silent auction or add it to an existing fundraising initiative to help encourage further donations! Reach out to your network to start assembling items or consider appointing a committee of volunteers who can help.

A raffle is another great way to get people involved and encourage donations. Sell tickets for entry into the raffle of donated prizes. All ticket sales will be added to your fundraising tally. You can host a raffle or auction in person or online to open it up to more people!

Let us know your plans so we can provide guidelines for your state.



THANK YOU!

We can't wait to see you at Community CookOff in May!

Being connected to our cause is so important and there's nothing better than experiencing OzHarvest's impact first-hand. We can arrange for you to join a van ride or help at our OzHarvest Market Waterloo.

It's a great opportunity to share your passion for the cause with your supporters and network and get your fundraising journey started. Please contact the team as soon as possible if you would like to get involved.

With gratitude,
The OzHarvest Team