



# HELLO!

**We're delighted that you're fundraising for OzHarvest's Giving Day!**

We have a big goal to raise \$1.5 million. Every dollar you fundraise will be doubled, meaning we can deliver four meals to people in need.

This toolkit includes everything you need to help fundraise for us. Thank you for helping to 'Nourish our Country' - we couldn't do it without you!



**GIVING DAY**  
18<sup>th</sup> June 2025



# THE NEED FOR FOOD RELIEF HAS NEVER BEEN GREATER...

Right now, **31% of people experiencing food insecurity have never needed help before. It's not who you'd expect either.** It's people with full-time jobs (sometimes two), families with working parents, single parents, pensioners and students. With housing affordability and rising grocery prices hitting those on low incomes hardest, families remain a huge demographic needing our support.

**Finding food relief is often a hard task that requires extreme courage.** For some it's a temporary measure to tide them over for a week, for others it's a lifeline that they depend on to survive. It transcends culture, age, and demographics. Beyond nutrition, there are massive mental health benefits to providing food, along with restored dignity and improved financial stability.

Demand for our services is at an all-time high, with 77% of charities reporting an increase in people seeking food support in the last year, and 72% indicating they could take more food to meet demand. Charities are unable to support an average of 58 people each month - a 20% increase from last year. **Over 1,200 charities are now on our waitlist (up from 848), missing out on desperately needed food. Keeping our wheels turning has never been so important, so thank you for getting behind our cause.**

Let's get your fundraising journey started



# THE FUNDRAISING TOOLKIT



We have some tips and tools in this kit to help you get the message out, inspire support and kickstart donations!

Here are a couple to get you started...



## **Passion is infectious.**

Sharing why you're 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 a '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.

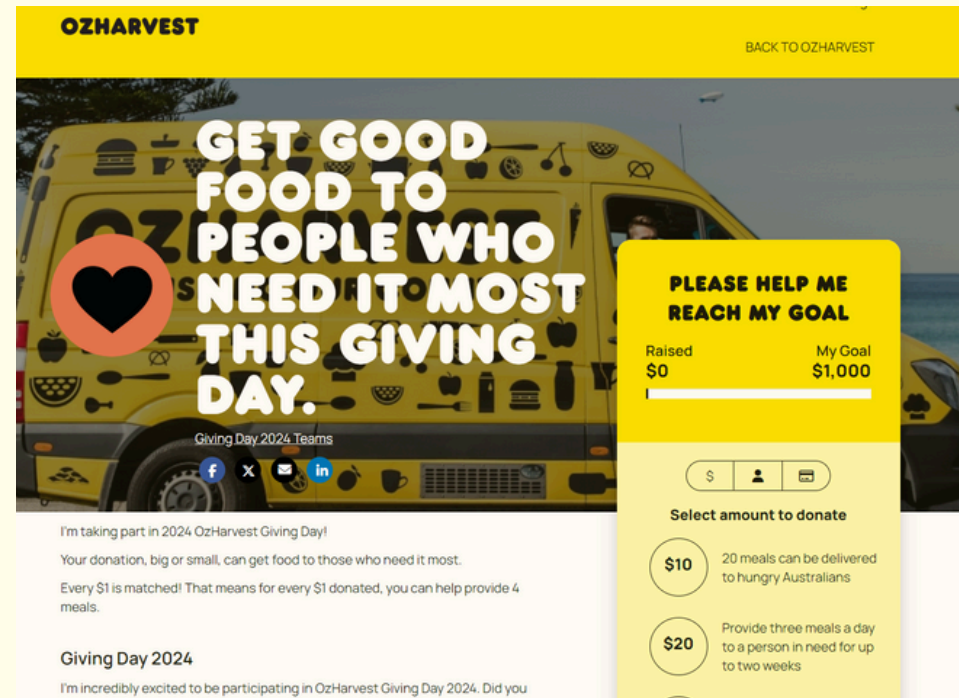


# SETTING UP YOUR FUNDRAISING PAGE

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

Login to and complete your fundraising profile. People with completed fundraising profiles are known to raise the most amount of money! Make sure you update your profile picture and have the URL to your page handy to share with your network to help drive donations.

**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!**



# GETTING THE WORD OUT



## Social media assets

Check out our 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!

See [here](#).

## Poster

Print off this poster and add it to your office or staff room so everyone can learn more about Giving Day and get behind the cause!

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.

## Come Cook with Us!

Invite your business associates, team members or clients to cook alongside you at a Cooking for a Cause session in the lead up or on Giving Day. 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 ask your colleagues to bake some delicious treats for a donation.





# FUNDRAISING IDEAS

## 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!



## Food Drive

Host a food drive to engage your team, organisation, school or community group and encourage people to make a donation too!

## 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.

## Dare to...

Face your biggest fear or take on a dare to raise funds! Take an ice bath challenge, shave your head, grow a mullet or take on a fitness related challenge.



# THANK YOU

for helping to 'Nourish our Country'!

If you have any questions please get in touch with [hello@ozharvest.org](mailto:hello@ozharvest.org)



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