



Every Event Feeds a Need

A Guide to Planning a Community Event with Second Harvest

Second Harvest is a charitable, fresh food rescue organization that offers a common-sense approach to hunger relief. Unlike a food bank, we collect perishable fresh food that would otherwise go to waste from restaurants, grocery stores and food manufacturers and distribute it to approximately 200 social service agencies in the GTA. Even though Second Harvest provides enough fresh, frozen and prepared food for over 15,000 meals every day, the need to feed those who are hungry is always growing.

Community events are a fantastic way to raise money in support of Second Harvest. By organizing an event you are sharing our vision that no one need ever go hungry in the communities that we serve. By choosing us as your charity of choice, you will be recognized as helping feed those in need.

Here are 7 easy steps to help you organize and plan a fun and successful event in support of Second Harvest.

1. Brainstorm

Talk to your friends, family and coworkers to generate ideas for an event that really excites you. Your event can be as simple or as extravagant as you like - anything is possible!

Event Ideas Include:

- Host a dinner or BBQ and ask for donations in lieu of gifts
- Host a party and collect donations through a silent auction, bake sale, dress down option, pot luck, collection and/or food drive
- Have a garage sale and donate proceeds to Second Harvest
- If you are already planning an event, donate a portion of ticket sales to Second Harvest
- Set a fitness goal and ask for donations from your friends and family
- Have a game night and donate the winnings to Second Harvest
- If you are hosting a bridal shower raffle off a gift basket with tickets sales going to Second Harvest
- If you have children, host an eco-friendly birthday party and support Second Harvest - check out ECHOage.com for more information

2. Form Your Planning Team

Whether the event is big or small, ask some of your friends, family or coworkers to share the tasks and help you organize your event.

Successful teams include:

- A leader who can inspire and engage people with their vision
- A person who is organized and can plan the event details
- A person to keep track of the money
- A person to promote your event and recruit volunteers if needed

3. Establish - Who, What, When, Where and Why

Things to keep in mind when planning your event:

- **Who** - will be supporting and attending your event? Identify your target audience
- **What** - is your event about? Your event should fit the size, interests, talents and goals that were planned by your team
- **When** - will your event take place? Plan your event during a time of the year when you will get the most number of guests
- **Where** - will you host your event? Book a venue for your event or simply have it at your office, your house or at a park
- **Why** - let people know that this event supports a great cause

4. Confirm your Event with Second Harvest

By submitting the **Community Events form** Second Harvest will be kept in the loop about your event. With a better understanding of your event, we may be able to offer suggestions, advertising opportunities, more information or even volunteers to help out.

5. Promote Your Event

Strong promotion and publicity are key elements to making your event a success. Spread the word about your event by sending your guests an invitation, email, or e-vite and post your event on Twitter, Facebook and other social media websites that you belong to. You may be surprised how many people are interested in your event and want to attend or help out.

Second Harvest may be able to advertise your event through our:

- Website - secondharvest.ca
- Facebook page - <http://www.facebook.com/home.php#/pages/Second-Harvest/7264992062?ref=ts>
- Twitter account - [Follow us @2ndHarvestTO](#)
- Monthly e-newsletter (sent out every second week of the month) - if space permits
- Second Harvest Times newsletter which is mailed out 3 times a year - if time and space permits

You are welcome to use our logo in your promotional materials, **as long as they are approved in advance by Second Harvest**. We can also supply pamphlets, collection cans, signage and even volunteers to help out at your event.

6. Collect Funds

Ways you can donate funds raised from your event:

- Send a cheque to:

Second Harvest
Community Events
1450 Lodestar Road, Unit 18
Toronto, ON,
M3J 3C1

- Call our office at 416.408.2594 and provide a credit card number
- Make a secure online donation at secondharvest.ca and note that the funds are associated with a community event

7. Say Thank You!

The most important step is to let your guests know how much you appreciate their support. When thanking them you can let them know that they have helped Second Harvest provide meals to hungry men, women and children in the GTA and that every dollar they give provides 2 healthy meals.

How easy is it to host a Community Event?

Stories from our past supporters

My wife and I love to entertain and often have dinner parties for our friends. It occurred to us that we are so very fortunate to enjoy plenty of great food and drink while there are so many around us who do not even have enough to eat every day. We thought about how we could make our dinner party meaningful for others as well, and asked our friends to write a cheque to Second Harvest as their 'price of admission' to our dinner party. It was simple, easy to do, and lots of fun. - Greg Nordal

Supporting organizations that make a positive difference - like Second Harvest - is part of CIBC Mellon's commitment to the communities in which we live and work. At our recent golf tournament, we asked players to donate \$20 to Second Harvest to enter a 'beat the pro' contest. Anyone able to drive their ball farther than the pro was entered into a prize draw. The fundraiser was a great activity for our clients and employees - we were able to raise more than \$1,500 for a great cause while adding excitement and fun to our tournament. - Christina Chen

Second Harvest makes it easy for you to host an event either at home or work.

Good luck with planning and remember every dollar counts!

**When you are ready to begin planning your event
please call 416.408.2594 or email
Jennifer Chow at jenniferc@secondharvest.ca**