



HELLO!

We are delighted that you are joining us for the 2022 Community CookOff!

Our flagship fundraiser has a new look and a new name! But it's still 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 impact of the pandemic has changed so many aspects of our lives. At OzHarvest, we saw demand for food relief hit an all-time high at a time when our resources were most under pressure. Our ability to meet the increased need came down to our community of supporters rallying to help.

For the last two years, OzHarvest has adapted and pivoted to the daily challenges, including coming up with a new format for our flagship fundraiser! We are so proud to introduce 'The Community CookOff' - an event to bring people together and break bread over a meal made with love.

Sharing food with dignity and respect with those who need it most is still the philosophy for this event. Instead of hosting one big CookOff, we're creating a community of CookOffs by partnering with some of Australia's best restaurants. Business leaders, teams and chefs will join together in kitchens across the country to cook thousands of delicious meals which will go directly to feed people in need.

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

Let's get your Community CookOff 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 displays a fundraising page for Mary Moss, who is participating in the 2nd Community CookOff. The page features a dark background with a photo of Mary Moss and a progress bar showing \$18,319 raised towards a \$25,000 goal. A yellow sidebar on the right offers donation options, including preset amounts (\$50, \$100, \$250, \$500, \$2000) and a custom amount field. The main content area includes a video titled 'OUR PURPOSE IS TO NOURISH OUR COUNTRY' and a text block explaining the importance of food relief in Australia.

MARY MOSS
Owner at Castle Cove Family Dental
Participating in their 2nd Community CookOff

Raised **\$18,319** My Goal **\$25,000**

I'M HELPING TO FEED PEOPLE IN NEED

Last year demand for food relief in Australia hit an all-time high. With so many new people turning to charities for the first time in their lives.

That's why I want to raise valuable funds to help OzHarvest get good food to those who need it most and keep their wheels turning so they can continue to support over 1,800 charities across the country.

Every dollar raised provides two meals. I'd love your support in helping me reach my fundraising goal!

Watch the video to see the OzHarvest impact in the last year.

Thank you for your support!

OUR PURPOSE IS TO NOURISH OUR COUNTRY

Watch on YouTube

PLEASE HELP ME REACH MY GOAL

Raised **\$18,319** My Goal **\$25,000**

Select amount to donate

- \$50** 100 meals to youth at risk
- \$100** Feeds a family of four three square meals for two weeks
- \$250** Delivers 500 meals to women and children in refuge
- \$500** 1000 meals to youth at risk
- \$2000** Help OzHarvest deliver NEST - a nutrition program to vulnerable people

Or enter an amount

Donate

GETTING THE WORD OUT

Head to the [resources page](#) to access all the tools you need to communicate how you are fundraising!




Social media

Blast out a message to let everyone know what you are doing and why. Don't forget to include a link to your personal fundraising page!



Email

Update your email signature with the branded banners with a link to your fundraising page.



INSERT YOUR COMPANY LOGO

MEDIA RELEASE

Date

[INSERT COMPANY / PARTICIPANT / TEAM NAME] join top chefs at OzHarvest fundraiser Community CookOff™

[INSERT PARTICIPANT NAME, TITLE AND COMPANY], will be cooking up a storm to help feed people in need at OzHarvest's flagship fundraiser, Community CookOff™ on Monday, 2 May 2022 [or relevant date]. [INSERT NAME] will be joining top chefs in some of Australia's best restaurants, which will be transformed into food relief hubs for one night to create gourmet meals to help feed some of Sydney's most vulnerable communities.

[INSERT QUOTE FROM PARTICIPANT OR TEAM]

OzHarvest Founder and CEO, Ronni Kahn AO says that the need for food relief has hit an all-time high in the last two years with 1 in 6 Australians now considered severely food insecure. "The impact of the bushfires, drought, floods and COVID-19 has seen more people than ever turn to charities for help. We have seen demand for our services increase at a time when our resources are most under pressure."

"The Community CookOff will bring people together to connect over great food at the same time as raising valuable funds to help keep our wheels turning. If you're looking for a way to re-engage your team with purpose and fun, this is it!" said Ronni.

The fundraising goal is \$3 million which will help OzHarvest provide an additional six million meals to those who need it most.

You can support [INSERT PARTICIPANT OR TEAM] by donating directly at [INSERT LINK TO PERSONAL FUNDRAISING PAGE]

Media

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

FUNDRAISING IDEAS

Get your 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.

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.

Food Fighter Screening

Food Fighter is a documentary that follows OzHarvest founder Ronni Kahn's crusade against global food waste. Organise a movie night in your office or event space and screen the film on Binge or Apple TV+.

OzSizzle

Fire up the barbie and get cooking! This works for breakfast, lunch or even after work and in exchange for donation in cash or directly to your fundraising page.





THANK YOU!

Thank you for joining the OzHarvest family and supporting the 2022 Community CookOff!

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, help at the OzHarvest Market or do some hamper packing. 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 all our gratitude,
The OzHarvest Team