

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!

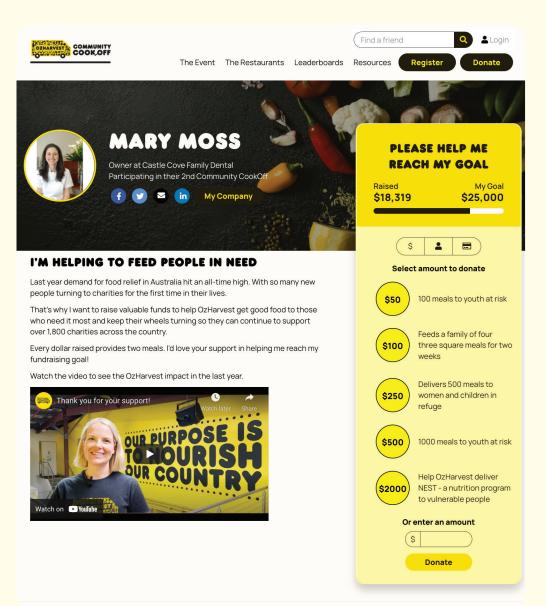


SETTING UP YOUR FUNDRAISING PAGE

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!





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GETTING THE WORD OUT

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



Social media

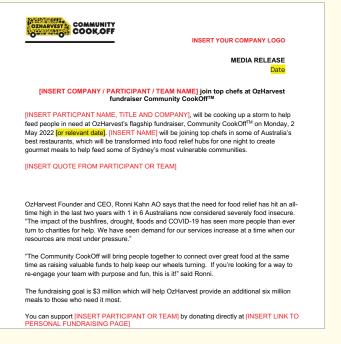
Blast out a message to let everyone know what you are doing and why. Don't forget to include a link to your personal fundraising page!





Email

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



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

