



**COOK
CONNECT
CREATE CHANGE**

BRING EVERYONE IN

ACTIVATE AND ENGAGE THE WORKPLACE

Simple ways to get your people behind it — and reach your target without asking anyone for a big cheque.

INTERNAL FUNDRAISING IDEAS

CEO

\$5,000 IS VERY DOABLE

Most leaders get there without asking anyone for a big cheque. The trick is a few small things inside your own organisation, run over a few weeks, with the food-waste story doing the work. Pick two or three from below – and remember every \$1 raised delivers 2 meals.

QUICK WINS

Low effort, run in a week.

1

The business matches staff dollars raised

Matching every dollar your staff raise is the single fastest way to double your total.

2

Use-it-up lunch

Staff cook lunch from what is already in their fridges and donate what they would have spent.

3

Skip-a-coffee week

Everyone donates one week of coffee runs. Small ask, surprisingly large total.

4

Auction your calendar

Sell a coffee, a mentoring hour, lunch with the exec team or your car space to the highest internal bidder.

BIGGER SWINGS

Worth the setup – these are where the target gets passed.

- Set the tone by donating first – a visible leader donation lifts everyone else's.

- Ask your top five suppliers to contribute; most have community budgets already set aside.

- Put it to the board or leadership group as a collective donation, not individual asks.

- Run a Cooking for a Cause session and pair it with a team donation drive on the day.

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Always share the number, not the ask: "\$50 feeds 100 people." Your OzHarvest contact can supply materials and help you plan any of these.

MORE WAYS TO ACTIVATE

CEO

Bigger, more social ideas that pull in colleagues, clients, friends and family. Bolt one onto an event you are already running and it is barely any extra work.

1

Bake Off

Pick a date and ask colleagues to bake. Treats for a donation – the easiest one to run.

2

Go Yellow Day

Everyone wears a splash of yellow and donates cash or straight to your page.

3

Silent auction

Assemble items from your network, or appoint a small committee to gather them.

4

Raffle

Sell tickets for donated prizes. Run it in person or online to reach more people.

5

Add \$1 to every sale

Or contribute a percentage of sales for a period – gets customers behind it too.

6

Host a long lunch

Sell tickets to a meal at a restaurant, the office or a volunteer's home.

7

Your own CookOff

Guests cook together, taste and vote on the top dish, and donate on the way in.

8

Dare to...

Blind taste test, ice bath, shave your head. Double it by matching donations.

OzHarvest catering – and the Food Truck if you are in Sydney – can cater any of these. Ask the team early and we will help you plan it.

TIPS FROM A TOP FUNDRAISER

CEO

Wayne Bunz, National Director at CBRE Hotels, has been a top CookOff fundraiser for years — and took the top spot in Queensland. This is his formula.

1 Personalise your why

A personal connection, your company values, a community story — make it authentic. People respond when they understand why it matters to you.

2 Send direct, personal messages

Reach out individually rather than blasting a generic email. Use their name and say why you are asking them.

3 Leverage your whole network

Beyond your immediate circle: colleagues, clients, business partners, friends, family, even hobby and community groups.

4 Ask once, clearly

Be confident and specific about what their support achieves. A clear call to action beats repeated reminders.

With the right approach, fundraising becomes less about asking and more about inspiring others to give.

AND REMEMBER

Lead with passion

Everyone has their own reason to support OzHarvest. Tell people yours.

Say thank you

Gratitude motivates others to get behind you and share what you are doing.

Have fun

Fundraising can be hard work, but be proud of the impact you are making.

3.4 million Australian households are struggling to put food on the table. That is what your \$5,000 is for — and every dollar of it delivers two meals.