OZHARVEST

CEO COOK OFF®

FUNDRAISING TOOLKIT 2025





QUICK START

5 ESSENTIALS FOR SUCCESS

We know you're busy — and some of you are already off and running. These five actions are the essentials: tick them off now, or revisit them if you've started, to make sure your campaign is set up for success.

1. PERSONALISE YOUR PAGE

Log in, upload a friendly photo (bonus points in an apron!), add a few lines about why you're supporting OzHarvest, and set a clear fundraising goal.
A personal touch makes people far more likely to donate.

2. MAKE THE FIRST ASK

Momentum matters. Reach out personally to one or two close contacts today and ask them to donate.
Getting early donations to your page builds momentum and shows others it's worth supporting.

3. MAKE YOUR TOP 20 LIST

Write down 20 people in your network who are most likely to give generously — close friends, business partners, colleagues, clients. Reach out personally with a call, coffee, or tailored email. These "anchor donors" will kickstart your total.

4. SHARE YOUR FIRST POST

Use our ready-made social tiles and add your personal link. Keep it simple: tell people why you're doing CookOff and invite them to be part of it. Your first post sets the tone and opens the door for donations.

5. PLAN YOUR THANK-YOU

Decide now how you'll thank donors (quick email, call, or even a short video). A sincere thank-you within 48 hours builds trust and encourages more support. Gratitude is your secret fundraising weapon.

CONTENTS

1. WELCOME 05

2. THE WHY 06

3. THE WHO 08

4. THE HOW 12

5. THE IMPACT 21

6. THE MESSAGE 24

7. THE TOOLS 27

8. THE COPY 32

OZHARVEST

CEO COOK OFF

COOK.
CONNECT.
CREATE CHANGE.



COOK.
CONNECT.
CREATE CHANGE.

WELCOME

I'm absolutely delighted to welcome you to OzHarvest's flagship fundraiser, CEO CookOff® 2025. Your commitment to take part in this extraordinary event is what makes it possible — leaders like you bring the vision to life and create lasting impact for our communities.

This year, CEO CookOff® is expanding further than ever before, with nine events across seven cities throughout October. Together, business leaders and chefs will **Cook, Connect and Create Change** — serving a gourmet dinner to our guests of honour from local charities, and creating a night of dignity, joy and connection.

Every chop, stir and sizzle on the night will raise vital funds to help OzHarvest deliver millions more meals to people in need - and the journey starts now.

That's why we've created this Fundraising Toolkit — to help you make the most of your participation, share your story with your networks, and maximise your fundraising impact. Inside you'll find practical tools, creative ideas and inspiration to guide you every step of the way.

Thank you for joining us in helping to nourish our country.

I look forward to seeing you at CEO CookOff® and celebrating the incredible difference your leadership will make.

Ronni

Ronni Kahn AO
Founder & Visionary in Residence





THE WHY

PURPOSE & INSPIRATION

THE NEED

Using the Talking Points

These headline facts are here to back you up. They add urgency and credibility to your message — but only work if you use them with purpose.

- In conversation – Drop a stat into your personal story. Example: “Right now, 3.4 million households are struggling to put food on the table — that’s why I’m stepping into the kitchen for CookOff.”
- On social – Use one fact at a time alongside your fundraising link. Clear, punchy numbers make your posts stand out and give people a reason to act.
- With your team or clients – Pull one or two figures into a slide or meeting to show the scale of the problem, then connect it directly to your fundraising goal.
- When thanking donors – Show them the difference their gift makes. Example: “Your $100 donation = 200 meals for people doing it tough.”

Tip: Don’t reel off every stat. Choose the one that fits your story and make it count.



3.4 MILLION

Households experience food insecurity



5,000

People go without food each month



$1 = 2 MEALS

For every dollar donated, OzHarvest can deliver two meals to people in need



31%

of people are seeking support for the first time, many googling “food relief” to find help



OZHARVEST

Australia’s leading food rescue organisation



500,000

OzHarvest delivers 500,000 meals a week, but that is not enough to meet demand



72%

of charities urgently need more food



1,200

Charities are on our waitlist for food



77%

of charities have reported an increase in demand for food relief services



THE WHO

NETWORKS & ENGAGEMENT

THE WHO: YOUR TOP 20

IMMEDIATE NETWORK

Write down 20 people in your immediate network who are most likely to give generously — family, close friends, business partners, key colleagues, or long-standing clients.

WHY IT MATTERS

The first donations set the tone. When people visit your page and see support already flowing, they're far more likely to join in.

HOW TO REACH THEM

Personal outreach works best — a direct phone call, a quick coffee, or a tailored email explaining why you're doing CEO CookOff®.

TIP

Make your first ask today. Securing even a few early pledges builds visible momentum and builds your campaign.

THE POWER OF THE PERSONAL ASK.

People give to people; your voice and sincerity can move someone much more than a generic appeal.

While mass emails and posts are useful, one-on-one requests are often the most effective. Identify 10-20 individuals who are likely to donate generously (close friends, high-net-worth colleagues, business partners, etc.), and reach out personally – a phone call, a tailored email, or a coffee chat.

When approaching donors, be specific:

“I’m aiming to raise $10k, and I’d be honored if you would consider contributing $1,000 to help me reach that goal.”

Don’t be shy about suggesting a significant amount – if you know they care about community issues, they will appreciate the directness and the chance to make a big impact.



THANK YOUR SUPPORTERS

THANK THEM QUICKLY & WARMLY.

Sending a personal thank-you within 24–48 hours of a donation shows genuine gratitude and reassures your supporter that their gift made an impact.

At OzHarvest, we know that a heartfelt thank-you isn't just polite — it's powerful. Taking the time to acknowledge someone personally can strengthen relationships and inspire them to give again.

Your fundraising page allows you to thank supporters directly.

PROVIDE THEM UPDATES.

Send periodic updates on your progress: "We're halfway to the goal!" or "Thanks to you, I've raised $2,500 which equals 5,000 meals delivered!"

These updates remind people their support matters.

It might also encourage those who haven't donated yet to jump in when they see the momentum.

STAY ACCESSIBLE.

Let your network know they can approach you with any questions about the cause or how to donate.

Being an active champion means not just asking for funds, but also being ready to discuss the mission and invite others to care about it as you do.

This builds trust and might convert interested prospects into donors.



THE HOW

TOOLS & FIRST STEPS

SET UP YOUR TOOLS.

Log in to your CEO CookOff® fundraising page and customise it. Upload a friendly photo (maybe in an apron!), write a few sentences about your mission, and be sure to include those powerful impact facts (meals delivered, etc.).

A well-presented fundraising page serves as the hub for your campaign – OzHarvest's platform is user-friendly and even allows team fundraising or company branding if needed.

If your company is involved, consider creating a team page so employees and colleagues can fundraise alongside you or on sub-teams.

PLAN YOUR TIMELINE.

Break your fundraising period (from now until the CookOff event in October) into phases with mini-goals.

For example: "Raise $3k by end of this month, hit $7k by next month, and cross $10k by event day."

Planning milestones keeps you on track and gives you reasons to update and re-engage your network. Mark key dates in your calendar for outreach pushes (we'll provide a suggested communications calendar in the follow-up social media toolkit).

GET THE TEAM ON BOARD.

Don't do it alone – involve your executive team, EA, or a passionate employee in your fundraising strategy.

As a leader, empowering others within your company to help will not only lighten your load but also amplify the reach. Host a kickoff meeting or send an internal memo announcing your participation and inviting ideas.

You might even form a small "CookOff Crew" in your office to help organize activities or cheerlead the effort internally.

TIPS FROM A TOP FUNDRAISER



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

Wayne Bunz
National Director at CBRE Hotels

Meet Wayne Bunz, National Director at CBRE Hotels, returning for his third CEO CookOff®. A passionate supporter of the event, Wayne has consistently ranked among the top fundraisers, previously claiming the #1 spot in Queensland.

His secret? Keep it personal, clear, and confident:

- Share your why – make it authentic and meaningful.
- Ask once, clearly – let people know exactly what their support achieves.
- Make it personal – reach out individually, not with mass emails.
- Leverage your network – colleagues, clients, friends, family, even community groups.

Wayne proves that when you connect your story to the cause, people respond.



View Waynes Fundraising Page

Third time’s the charm –
Wayne is back in the kitchen for CEO CookOff.



PROVIDE EASY WAYS TO GIVE.

DIRECT LINK

Include the direct link to your fundraising page in all communications (emails, social posts, etc.).
Your link can be copied directly from your dashboard.

FIND YOUR QR CODE

Log in to your CEO CookOff® page, click your name in the top right corner, and under Get Support you'll find a link to download your personalised QR code. Share it on posters, emails or at events so supporters can scan and donate instantly.

EASY ACCESS

For in-person asks, have a QR code handy that links to your page - put it on flyers, or even your business card. Your QR Code can be copied from the dashboard.

SMART GIVING

Mention that donations are tax-deductible. OzHarvest is a registered charity, so gifts of $2 or more are deductible for Australian donors.

FLEXIBLE SUPPORT

If some contacts prefer offline donations (e.g., by invoice or check), coordinate with OzHarvest on how to handle those and add them to your tally.



LEVERAGE COMPANY PLATFORMS

LEADING TOGETHER

Send a company-wide email or intranet post about your CEO CookOff® participation. Share your passion and invite employees to help you reach the goal. Many will feel proud to see their CEO leading by example in the community.
We've included sample copy here that you can adapt and share

VALUES SPOTLIGHT

Use company newsletters, press releases, or external blogs to spread the word. A short feature about "Our CEO is cooking to fight hunger" can both raise funds and positively showcase your company's values.
Some example copy is provided here as a starting point.

VOICE MATTERS

Offer to speak for a few minutes at a staff town hall or team meeting about OzHarvest. Putting a human story to the cause (e.g., recount a visit to an OzHarvest program or a OzHarvest statistic) can rally more support.
Here are quick 60-second talking points you can use.

IMPACT VOICE

Consider an external-facing story. For instance, a LinkedIn Pulse article about why you are personally investing time in this cause can attract donations from your broader network and even the public.
Here is a draft article as a starting point — make it your own so it reflects you.

SPONSOR YOUR CEO COOKOFF EVENT

OzHarvest's CEO CookOff® is a unique, heartwarming fundraiser that brings together top business leaders and celebrity chefs to cook and share a meal with people in need.

It's an unforgettable evening of cooking, connection and purpose – raising crucial funds to fight food insecurity and food waste.

Since its launch in 2012, the CEO CookOff® has provided over 16 million meals to vulnerable Australians.

In 2025, the event goes nationwide with local editions across the country, on a mission to fund 2 million meals for people in need.

A LIMITED NUMER OF OPPORTUNITIES REMAIN OPEN TO SPONSOR LOCAL EVENTS

To explore sponsorship opportunities, contact:

Jo McGee
Senior National Partnerships Manager
jo.mcgee@ozharvest.org
0467 087 675

GIVING THROUGH A PRIVATE ANCILLARY FUND (PAF)

A POWERFUL WAY TO SUPPORT

If you have a Private Ancillary Fund, it's a powerful way to support your CEO CookOff® fundraising.

OzHarvest is fully registered to receive PAF distributions, and any contribution made through your fund can be credited directly to your fundraising total.

How it works:

- Share OzHarvest's ABN and DGR status with your fund manager;
- Ask your fund manager to process the grant, noting your name and CEO CookOff® in the reference.
- Let our team know when the grant is made so we can ensure it's added to your page.

OzHarvest Details

Name:	OzHarvest Limited
ABN:	33 107 782 19
DGR Status:	OzHarvest is a registered Deductible Gift Recipient (if your trustee requires confirmation).

Need help?

Email us at cookoff@ozharvest.org and we'll walk you through the process.

CREATIVE FUNDRAISING IDEAS

Break out of the usual fundraising mold and infuse some creativity and fun into your campaign! Here are several fresh ideas to inspire you and your team.

These can help engage different groups of people and potentially raise substantial funds. Pick one or two that fit your company culture or personal style, or brainstorm variations that suit you best.

Remember, the best idea is one that excites you and fits your network's interests. Don't hesitate to involve your team in brainstorming – employees often have brilliant creative energy when it comes to fun fundraising!

And whatever you do, share lots of photos and updates when you carry out these ideas; it entertains your supporters and gives you more content to keep the momentum going.

EXECUTIVE CHALLENGE

Turn your fundraising into a challenge or dare. For example, commit to a fun stunt if you hit a certain milestone – shave your head, wear a wacky costume to work, or take a pie in the face at the next board meeting. These playful challenges generate buzz.

AUCTION YOUR SKILLS (OR PERKS)

Think about what makes you special and share that gift! You could auction off a 'CEO for a Day' experience where someone gets to shadow you, or offer an hour of your expertise to your network. Have a personal talent? If you're a wine connoisseur, why not auction a private wine tasting session? Your unique skills – whatever they are – can make a real difference while supporting our mission.

COMPANY MINI-COMPETITIONS

Spark some friendly competition among departments or offices to support your fundraiser. For instance, each department could have an online tally to collect donations, with a prize like a team lunch for the department that raises the most.

DONATE A PERCENTAGE OF SALES

Turn business into impact

One of the simplest ways to boost your CEO CookOff® fundraising is by linking it directly to your business. By donating a small percentage of sales — or adding $1 to every transaction — you can turn everyday business activity into meaningful impact.

This approach not only raises significant funds but also gives customers, clients, and staff the chance to feel part of the cause.

How it works

- Add $1 to every transaction OR
- Pledge a small percentage of sales during a set period
- Direct those funds to your CEO CookOff® fundraising tally

Why it's effective

- Engages a wide audience — customers, clients, and staff all feel part of the cause
- Simple, scalable, and easy to communicate
- Builds positive brand recognition while raising vital funds

Examples

- $1 from every coffee sold this week = 500 extra meals
- 5% of October sales from one product line = thousands of meals delivered



PRO TIP

Promote the initiative through your company's social channels, website, and in-store signage. Celebrate milestones publicly (e.g. "Thanks to your support, we've raised 10,000 meals so far!").

GIVE IT UP CHALLENGE

Give up something small, like your daily coffee or treat for a week and donate the savings.

Ask your network to join in — small sacrifices can add up to big impact.

RECIPE EBOOK

Collect favourite recipes from your team and turn them into a mini cookbook. Think Nonna's lasagna, Nani's biryani, Yiayia's moussaka, or Popo's dumplings.

Share the collection with your network in exchange for donations.

COFFEE JAR CHALLENGE

Set up a jar in the office — ask staff to drop in the cost of their daily coffee for a week. Watch it add up quickly.

FRUIT & VEG STALL

Set up a pop-up stall in your office or foyer, stocked with quirky fruit and veg that might otherwise go to waste (think wonky carrots or oversized zucchinis).

Invite colleagues to "shop" for a bag of produce in exchange for a donation. It's colourful, fun, and perfectly in line with OzHarvest's mission to rescue good food and give it to people who need it most.

YELLOW DAY

Encourage everyone in the office to wear something yellow (OzHarvest colour!) for a gold coin donation. Bonus points for the boldest outfit.

OFFICE RAFFLE

Sell tickets for a fun prize (like an extra day off, better parking space, or dinner cooked by you). Draw it live for extra buzz.

YELLOW BAKE SALE

Host a morning tea with all-yellow treats (cupcakes, lemon slice, mango tarts). Donations go straight to your CEO CookOff® tally.

PRIZED AUCTION

Auction off the CEO's parking spot (or another prized item) for a week or a month. Staff will happily bid for convenience!

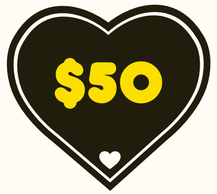


THE IMPACT

BEYOND THE ASK

DONATION IMPACT EXAMPLES

These figures show how donations translate into real, tangible outcomes across OzHarvest's programs. Use them to inspire your network and make the impact of their gift crystal clear.



Keeps a family of four nourished for an entire week.



Nourishes three families with healthy meals for a full week.



Provides 500 people with fresh produce and pantry staples.



Powers a local charity to feed people for an entire month.



Gives a family access to good, nutritious food for a whole year.



Brings FEAST to 5 high schools or 3 primary schools.



Powers NEST in 3 regional communities for a full year.



Keeps the weekend markets open in South Australia for an entire year.



Provides seed funding to launch Nourish in Tasmania.



Keeps one of our iconic yellow vans rolling and rescuing food 365 days a year.

Every dollar makes a difference!
Our Donation Impact Examples show the impact your donation can have.
Funds are used where they're needed most across OzHarvest's programs.

THE BLACK APRON CLUB

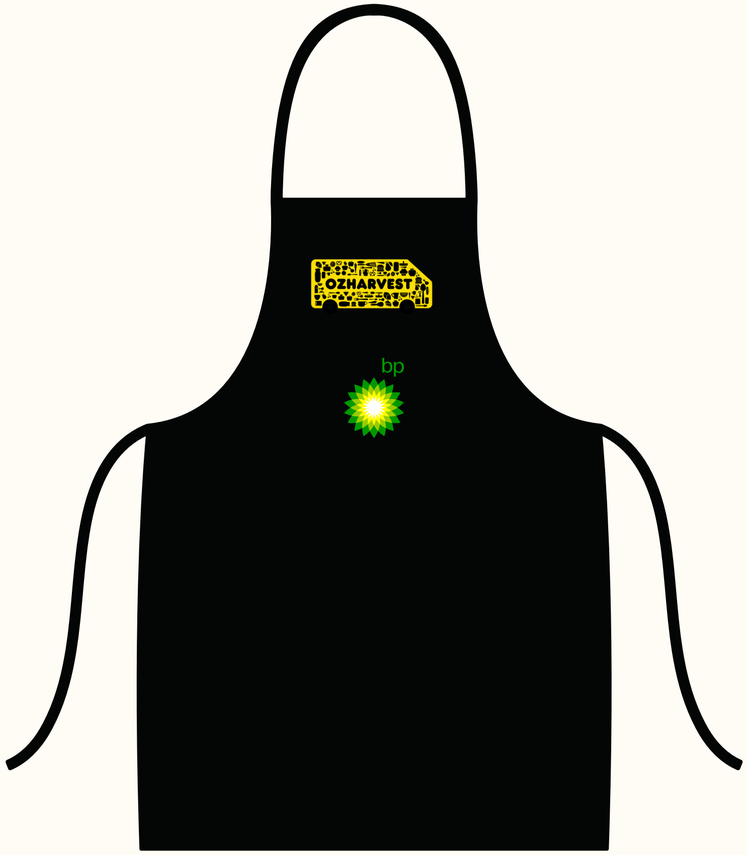
Since CEO Cookoff® commenced less than 200 people have ever achieved it. $10K raised = 20,000 meals for Australians in need.

It's not about knife skills or how well you can cook. It's about stepping up as a leader, showing generosity, and raising $10,000, which equals 20,000 meals delivered by OzHarvest to people who need them most.

Earning a Black Apron means joining a small group of CEOs who have gone above and beyond. To date, less than 200 people have ever achieved Black Apron status, making it a rare and powerful badge of honour.

The Black Apron represents commitment, care, and a belief that every Australian should have access to good food.

When you see someone wearing the Black Apron, you know they've made a profound impact — not just in the kitchen, but in the lives of thousands of people across the country.





THE MESSAGE

SHARE & AMPLIFY

CRAFTING YOUR PERSONAL STORY





YOUR WHY?

Take a moment to reflect on why you're passionate about fighting food waste and hunger. Perhaps it's the shock of food insecurity statistics, concern for your community, or a personal experience with OzHarvest.

Whatever your motivation, share it authentically. A genuine, heartfelt appeal about why you're doing this will resonate strongly.

For example,

> ***"No one should go hungry when so much food is wasted. I'm joining OzHarvest's CookOff because I believe business leaders like me can drive change".***

Being open about your "why" establishes trust and creates an emotional connection with potential donors

GET THE MESSAGE OUT

#CEOCOOKOFF
#OZHARVEST

You'll find resources on the CEO CookOff® website to help guide and support your fundraising journey.

JOIN THE CONVERSATION



Share your story with our ready-made social tiles and banners — and don't forget to add your fundraising link!

POSTERS



Bright, bold posters to grab attention at the office or your fundraising events.

EMAIL SIGNATURES



Add an eye-catching signature to every email and drive traffic straight to your page.



THE TOOLS

ASSETS & SUPPORT



UNIQUE OZHARVEST EXPERIENCES

OzHarvest deeply appreciates the commitment of our high-value participants (like you!), and we want your CEO CookOff® journey to be truly special.

Beyond the incredible experience of the event night itself, we encourage you to take advantage of – and even offer to your supporters – some unique opportunities that come with being a top fundraiser.

EXPERIENCE OZHARVEST

OZHARVEST SITE VISITS

Private tour of an OzHarvest facility

See the yellow vans up close, visit the warehouse or kitchen where the magic happens, and meet the volunteers and staff on the frontlines.

OzHarvest can arrange for you and maybe your team to come in for a hands-on look at food rescue in action.

Great for: team photos, staff comms, and sharing your “why” with donors.

BOOK OUR SPACES

Host in Our Spaces

Instead of hiring an external venue, host your next client lunch, team meeting, or event in one of OzHarvest’s unique spaces.

By doing so, you’re directly supporting our operations and showcasing your commitment to community impact.

Works well for: supplier engagement, staff reward days, or fundraising tie-ins.

CATERING & FOOD TRUCK

Bring OzHarvest to You

Bring the magic of OzHarvest food to your workplace or event. Our catering team and Food Truck (Sydney) can serve your staff or clients while amplifying your CEO CookOff® fundraising.

Every bite tells a story of rescued food and community impact.

Ideal for: workplace fundraising events, partner activations, or celebrations.

LUNCH & LEARN

Bring purpose to the table

Invite OzHarvest to your workplace for a Lunch & Learn session. Our team will deliver an engaging talk on food waste, food insecurity, and the power of community impact — while sharing nourishing food prepared with love.

It's a chance for your staff to:

- Hear firsthand stories from the frontline of food rescue
- Learn practical tips on reducing food waste at home and at work
- Understand how every donation to OzHarvest creates real impact

A Lunch & Learn is an easy way to bring your people together, showcase your commitment to community, and spark extra support for your fundraising.

Pair this with an office fundraising activity (raffle, casual day, gold coin donation) to boost your total.



LUNCH & LEARN AT QANTAS

OzHarvest recently delivered a Lunch & Learn session at Qanats, where more than 20 employees came together over a shared meal to hear about the growing issue of food insecurity and the impact of food rescue.

The session not only provided practical tips to reduce food waste at home and at work, but also gave staff a chance to connect with OzHarvest's mission — showing how every dollar raised through the CEO CookOff™ helps deliver two meals to people in need.

RIDE IN OUR YELLOW VANS

See the mission in motion

Step inside an iconic OzHarvest yellow van and join our team for a day on the road. You'll experience the full journey of rescued food — from supermarkets, producers, and restaurants who donate their surplus, to the charities and community organisations that transform it into meals for people in need.

Along the way, you'll meet the incredible drivers and volunteers who make it happen every day, hear the stories of generosity from food donors, and see the gratitude of charities and families who rely on these deliveries.

This is also perfect content for LinkedIn posts, video diaries, or personal thank-yous to donors — bringing them along for the ride and showing the tangible impact of their support.

COOKING FOR A CAUSE

Team building with purpose

Bring your staff or clients together in the kitchen for a Cooking For A Cause session. Guided by OzHarvest chefs, your team will transform rescued ingredients into delicious meals that are then delivered to charities supporting people in need.

It's hands-on, fun, and a powerful way to connect your people to the mission. CFAC sessions are perfect for:

- Corporate team-building days
- Reward and recognition events
- Engaging clients or partners in a meaningful experience

Every CFAC event not only builds stronger teams, but also creates hundreds of meals for vulnerable Australians.

REFETTORIO

Experience food with dignity

Step into Refettorio OzHarvest Sydney — our unique, community restaurant where people in vulnerable circumstances are welcomed with dignity, respect, and a nourishing meal.

Join our chefs and volunteers in preparing, serving, and connecting with guests in this beautiful space created to inspire conversation and inclusion.

It's a chance to see how food can transform lives far beyond nutrition — creating community, restoring confidence, and showing the power of generosity in action.

Ideal for: small leadership teams, donor engagement experiences, or as a milestone reward for hitting a major fundraising target.



THE COPY

SAMPLE COPY

COPY BLOCK 1:

COMPANY-WIDE EMAIL OR INTRANET POST

Subject line: Our CEO is cooking for a cause!

Hi Team,

This October I'll be stepping out of the boardroom and into the kitchen for OzHarvest's CEO CookOff® . I'll be cooking alongside some of Australia's top chefs to raise funds that help feed people doing it tough.
Why am I doing it? Because right now, 3.4 million Australian households are struggling to put food on the table. Every dollar raised supports OzHarvest in delivering nourishing meals where they're needed most — and every $1 = 2 meals.

I'd love your support in helping me reach my fundraising goal.

You can:

- Donate directly to my fundraising page here: [insert link]
- Share the page with your own networks to spread the word
- Join in by running a mini office fundraiser (morning tea, raffle, casual Friday) — every little bit helps!

I'm incredibly proud to represent our organisation in this national event, and I hope you'll get behind me as we work together to make a real difference.

Sponsor me here: [insert link]
Thank you for your support,
[CEO Name]

COPY BLOCK 2:

MEDIA RELEASE

[Company Name] CEO Trades Suit for Apron to Fight Hunger

[City], [Date] — [CEO Name], CEO of [Company Name], will swap the boardroom for the kitchen this October as part of OzHarvest's flagship fundraiser, the CEO CookOff® 2025.

The national event brings together more than 200 business leaders and Australia's top chefs to cook and share a gourmet meal with people doing it tough, while raising vital funds to support OzHarvest's mission of nourishing Australians in need.

"[Insert CEO quote: why they're taking part, a personal motivation, or a reflection on the issue of food insecurity]."

Right now, 3.4 million Australian households are struggling to put food on the table. Funds raised from the CEO CookOff will help OzHarvest deliver an additional 2 million meals to vulnerable people across the country. Every $1 donated = 2 meals.

[CEO Name] has committed to raising [insert target, e.g. $10,000 = 20,000 meals]. Supporters can contribute via their fundraising page: [insert personal fundraising link].

"[Insert second quote: company's values, pride in participating, or call for community support]."

About [Company Name]
[Short 2–3 sentence company boilerplate about what you do, your mission, and your community values.]

About OzHarvest

Founded in 2004 by social entrepreneur Ronni Kahn AO, OzHarvest is Australia's leading food rescue organisation. Its mission is to "Nourish our Country" by stopping good food from going to waste and delivering it to people in need. OzHarvest also runs education programs to help build a sustainable food future. Since its inception, OzHarvest has delivered over 300 million meals and saved more than 100,000 tonnes of food from landfill.

Media Contact
[Name]
[Title]
[Phone]
[Email]

TOWN HALL

TALKING POINTS – CEO COOKOFF™ (60 SECONDS)

Signed up for OzHarvest CEO CookOff® this October

- CEOs + top chefs cooking for people in need

Oz Harvest

- I'm sure you've seen their Yellow vans
- Oz Harvest collects surplus food from supermarkets, restaurants, and producers, and delivers it to charities that support people in need.
- Since starting, OzHarvest has delivered 300 million meals and saved over 100,000 tonnes of good food from landfill.

Why it matters

- 3.4 million households in Australia can't put food on the table
- Cost of living is hitting families hard

The impact

- Every $1 donated = 2 meals
- My goal = [$X] = [XX,000 meals]

The ask

- Donate via my fundraising page [insert link]
- Share the page with your networks
- Join in with a mini office fundraiser

Close

- Proud to represent [Company]
- Together we can help OzHarvest deliver 2 million meals nationally

COPY BLOCK 4:

LONG FORM - LINKEDIN PULSE OR SIMILIAR

Why I'm Swapping My Suit for an Apron

This October, I'll be stepping into the kitchen for OzHarvest's CEO CookOff® — a unique event where business leaders cook alongside some of Australia's top chefs to support people who are doing it tough.

At first glance, it might look like a fun night of cooking, but the purpose runs far deeper. Right now, 3.4 million households in Australia are struggling to put food on the table. For many families, the cost-of-living crisis has pushed them to the edge. For some, a meal delivered by OzHarvest is the only warm meal of the day.

That's why I've committed to raising funds to help OzHarvest deliver two million additional meals across the country this year. Every $1 raised = 2 meals for someone in need — a simple, powerful equation that reminds me just how much impact even a small donation can have.

This experience isn't just about fundraising. For me, it's about leading by example, and showing that business leaders have a role to play in tackling urgent social challenges. It also connects directly to the values we live every day at [Company Name].

- Just as OzHarvest rescues good food to create positive impact, we strive to use our resources responsibly and sustainably.
- Their mission of "Nourishing our Country" mirrors our own belief that business must contribute to the wellbeing of the communities we serve.
- And the CEO CookOff's focus on dignity, connection, and collaboration resonates with how we want to show up as a company — not just in what we deliver, but in how we do it.

I'm proud to represent [Company Name] at the CookOff and to bring our values to life in such a tangible way. It's not about being the best cook in the kitchen — it's about showing that when business and community work together, we can create real, lasting change.

If this resonates with you, I'd love your support. You can sponsor me directly here: [insert personal fundraising link]. And if you're another CEO or leader reading this — maybe I'll see you in the kitchen too.

Together, we can cook, connect, and create change.

SOCIAL COPY - INTRO

This draft social copy is provided as a guide — feel free to amend it so it sounds natural and true to you. It's designed to help you let your network know you're involved in the CEO CookOff® .

SHORT & PUNCHY

This October I'm swapping my suit for an apron at OzHarvest's CEO CookOff® . Together with top chefs, we'll cook for people doing it tough — and raise vital funds to fight hunger.

Every $1 = 2 meals for someone in need.
#OzHarvest #CEOCookOff

Please sponsor me here: [insert link]

PURPOSE-DRIVEN

3.4 million households in Australia are struggling to put food on the table. That's why I'm proud to be part of the CEO CookOff® , joining OzHarvest and some of Australia's best chefs to create change.

I've committed to raising funds to help deliver two million additional meals. Every dollar makes a difference — and every meal brings hope.
#OzHarvest #CEOCookOff

Sponsor me here: [insert link]

TELL THE STORY

In October, I'll be stepping into the kitchen for OzHarvest's CEO CookOff® . It's not about cooking skills — it's about connection. Business leaders and chefs cooking side-by-side with dignity and joy for people who need it most.

Behind every meal is a story. Right now, those stories are shaped by hardship, hunger, and rising costs of living. Your support can change that.
#OzHarvest #CEOCookOff

Just $1 provides 2 meals. Please donate: [insert link]

SOCIAL COPY - CTA

This draft social copy includes a clear call to action — feel free to adapt the wording so it feels authentic while encouraging your network to get behind your fundraising.

GRATITUDE FIRST

A heartfelt thank you to everyone who has already supported my fundraising for OzHarvest's CEO CookOff® . Together we're helping deliver meals and hope to those who need it most.

I'm not done yet — every extra dollar we raise means more meals on tables and fewer people going hungry.
#OzHarvest #CEOCookOff

Please chip in if you can: [insert link]

CALL TO ACTION

Food is a basic human right — yet millions of Australians are going hungry. OzHarvest rescues good food and delivers it to those who need it most.

Through the CEO CookOff® , I've committed to raising funds to deliver two million extra meals. Every $1 = 2 meals. It's that simple.
#OzHarvest #CEOCookOff

Join me in making a difference: [insert link]

THE COUNTDOWN

The countdown is on! Soon I'll be stepping into the kitchen at OzHarvest's CEO CookOff® , teaming up with incredible chefs to cook and share a meal with people doing it tough.

It's not just about food — it's about connection, dignity, and creating lasting change.
#OzHarvest #CEOCookOff

Help me reach my fundraising goal: [insert link]

SOCIAL COPY - FUN

These light-hearted copy blocks are designed to add some fun to your fundraising — feel free to adapt them to match your personality and sense of humour.

KITCHEN DISASTER

Confession: I can't cook to save myself. But this October I'll be in the kitchen for OzHarvest's CEO CookOff® , proving that even I can help fight hunger.

Every $1 raised = 2 meals for people who need it most. Please support me — because my cooking alone won't change the world!
#OzHarvest #CEOCookOff

Luckily I'll have [insert chef handle] keeping me out of too much trouble in the kitchen.
[insert link]

BOARDROOM TO BURNT TOAST

From boardroom tables to kitchen benches… I'm completely out of my depth.

Thankfully, [insert chef handle] will be by my side at OzHarvest's CEO CookOff® showing me how it's really done.

Help us turn every chop, stir and sizzle into meals for people who need them most.
#OzHarvest #CEOCookOff

Donate here: [insert link]

KITCHEN AMBITIONS

I like to think I can hold my own in the kitchen… but this October at OzHarvest's CEO CookOff® , I'll put that to the test alongside [insert chef handle].
#OzHarvest #CEOCookOff

Every $1 = 2 meals for someone doing it tough.
Sponsor me here: [insert link]

OZHARVEST

CEO® COOK OFF

COOK. CONNECT. CREATE CHANGE.

