



THIRD-PARTY FUNDRAISING TOOL KIT



Build healthier, more connected Neighbours and neighbourhoods through good food, innovative community partnerships, and by challenging inequalities in order to create lasting impacts.



PARKDALE
FOOD CENTRE

WELCOME

THANK YOU FOR YOUR SHARING COMMUNITY WITH THE PARKDALE FOOD CENTRE. WE ARE INCREDIBLY GRATEFUL FOR YOUR SUPPORT.

The Parkdale Food Centre's Third Party Fundraising Toolkit will assist you with organizing & planning your wonderful event while making a valuable contribution to your community, Neighbour to Neighbour!

Thank you for dedicating your event to support The Parkdale Food Centre! Know that we are here to help!

IN THIS TOOLKIT YOU WILL FIND:

INFORMATION ABOUT THE PARKDALE FOOD CENTRE

THIRD PARTY GUIDELINES

SOCIAL MEDIA CHEAT SHEET

FRIENDLY REMINDERS

CONTACT INFO

ABOUT PARKDALE FOOD CENTRE

THE PARKDALE FOOD CENTRE SEEKS TO ADDRESS FOOD SECURITY AND POVERTY THROUGH THE POWER OF COMMUNITY AND GOOD FOOD.

We can all agree that community and good food is integral to our health and wellbeing.

Some of the things we share with our Neighbours everyday are; access to healthy, culturally appropriate food, community fridges and affordable produce markets, community meals, entrepreneurial literacy for youth, cooking workshops, community gardens and Neighbour led advocacy.

All of our programs seek to foster a sense of belonging through food.

We cannot express how the need for our work has grown over this past year.

We work hard to create a welcoming, inclusive atmosphere where everyone is valued and respected. Forming strong community partnerships is a vital component of the work we do as we move forward.

We are a registered not-for profit charity staffed by a small team of dedicated staff who are supported by a large base of energetic volunteers and a network of community partners who share our vision of building healthier, more connected communities through good food and friendship.

1 OUT OF 7 CANADIANS
IDENTIFY AS BEING
FOOD INSECURE.

14% OF OTTAWA
HOUSEHOLDS WITH
CHILDREN, FALL
BELOW THE LOW
INCOME MEASURE.

ABOUT PARKDALE FOOD CENTRE

OUR VISION

At the Parkdale Food Centre, we believe in an Ottawa where everyone has the means and opportunity to live a healthy, connected, and fulfilling life.

OUR MISSION

To build healthier, more connected Neighbours and neighbourhoods through good food, innovative community partnerships, and by challenging inequalities in order to create lasting impacts.



OUR VALUES

1. Nutritious, wholesome food is a basic human right, and is fundamental to building positive physical, mental, and emotional health.
2. Everyone, regardless of their economic means, age, gender, abilities, or ethnicity, deserves to be treated with dignity and respect.
3. A physically and emotionally safe environment is key to building strong communities. Positive social change happens one person at a time.
4. Positive social change happens one person at a time.
5. Partnerships create strong communities.
6. It is our responsibility to challenge inequalities and raise awareness.
7. Creativity and innovation are to be
8. Engaged staff and volunteers are vital to our success
9. Being a leader, and encouraging leadership in others, will create momentum and growth.

THIRD PARTY FUNDRAISING GUIDELINES

WE WANT TO ENSURE THE SUCCESS OF YOUR EVENT AND THAT IT REPRESENTS THE MISSION AND VISION OF THE PARKDALE FOOD CENTRE.

Proceeds: To ensure transparency we recommend the amount you donate is clearly stated in your communications either as a percentage or a dollar amount.

Example: 1\$ from every item sold or 50% of proceeds or ALL proceeds.

THANK YOU FOR SUPPORTING (Y)OUR COMMUNITY



THE PARKDALE FOOD CENTRE WILL:

- We'll be happy to provide guidelines and suggestions for your event to be successful. Provide you with our logo for approved content.
- Promote the event to our staff and community through internal communications.
- Provide you with
- flyers/brochures about Parkdale Food Center
- Posting on our IG/FB/TW STORIES
- Post event success will be included in our monthly newsletter.

The Parkdale Food Centre may be able to supplement the above items depending on the event and availability.

THE PARKDALE FOOD CENTRE WILL NOT:

- Cover the costs of running the event including advertising and printing
- We will not share our contact/donor list due to privacy laws in Canada
- Promote the event as a curated POST on social media.
- During these unprecedented times and in an effort to keep everyone safe, staff will not be attending any third party events in person. Virtual attendance may be possible depending on availability.

SOCIAL MEDIA CHEAT SHEET

THANK YOU FOR HOSTING AN EVENT FOR THE PARKDALE FOOD CENTRE. WE RECOMMEND USING IMAGES, SHORT VIDEOS AND A CAPTIVATING CAPTION DESCRIBING YOUR WONDERFUL EVENT.

SOCIAL MEDIA REMINDERS

- Pre-Event: Be sure to promote your event in advance
- During Event: Take photos, videos and/or go live!
- Post Event - Don't forget to thank everyone including your sponsors, partners, donors & attendees
- Announce how much you raised!
- The Parkdale Food Centre may be able to supplement the above items depending on the event and availability.

COMMON HASHTAGS WE LOVE TO USE

#NeighbourToNeighbour

we always capitalize the "N" in Neighbour.

#GOODFOOD4ALL

#OttawaCommunity

#HintonburgCommunity

#FOODSECURITY

#PowerOfFood

DON'T FORGET TO TAG US IN YOUR POSTS



FRIENDLY REMINDERS

AT YOUR EVENT

- Thank everyone for their support. Every dollar makes a huge difference for our community.
- Take lots of pictures! What a great way to keep memories & document your event.
- Send us photos! We'd love to include the post event success in our monthly newsletter!

CONTACT INFORMATION

The Parkdale Food Centre
2-30 Rosemount Ave
Ottawa, Ontario K1Y 1P4

Meredith Kerr at
meredith@parkdalefoodcentre.org
or 613-696-5849

Our Charitable Registration Number is:
889365003 RR 0001

Your sharing has an enormous impact on our programs and The Parkdale Food Centre.

**Thank you for supporting
(y)our community!**

LOGO LINKS



Click to download (white background)



Click to download (no background)



Click to download (white background)



Click to download (no background)



Click to download (just logo)