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2018

## Fundraising Pitch: Little Italy

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Fundraising Pitch: Little Italy

Victoria Berry, Raul Persaud, Kisha Yansen

Sheridan College

## Fundraising Pitch: Little Italy

### **Brief Overview**

While researching Little Italy, it came to our attention that there are no existing homeless shelters, food banks, and most importantly; soup kitchens. Collectively, our goal is that we decided to each play the **Leadership Role** (George, 2018) to raise monetary funds and food donations at our planned fundraiser to contribute towards a soup kitchen to be implemented inside St. Agnes Church of Little Italy, Toronto. We believe it is important to include the homeless in the community and low-income members as they have the right to be fed and they each require healthy meals to survive. Our objectives are: receiving the church director's approval to use their property and parking lot, ensure someone has or will obtain a Food Handler Certification to prepare and serve food to the public, and create/distribute flyers as well as advertise by word of mouth to raise awareness for the locals to participate and donate.

### **Proposal Overview**

#### **Project Description**

We are proposing to raise \$2,500 alongside food donations. The main fundraising activities are a barbecue and a raffle event. We will be serving burgers, hotdogs, veggie burgers, cake, chips, pop and water. The raffle prizes will vary as the neighboring stores are donating them, but they will definitely catch the eyes of the right person.

#### **Mission**

Our mission is to feed people in need; regardless of their situations. We provide healthy and wholesome meals to anyone that comes through our doors. We are committed to bettering the quality of life by providing hot meals to any person of our community in need of one.

**Vision**

Our vision is to assure that no one goes hungry, no food is wasted in the community, and no one is denied the assistance to become self-sufficient.

What we mean by ‘no food is wasted in the community’, referring back to The Freegans, we will be asking the restaurants of Little Italy to donate their unused or almost expired food to the newly implemented soup kitchen in order to continue feeding the homeless and low-income citizens so that food does not go to waste and hungry people are being fed.

**Justification of Importance**

This fundraiser is important as it shows a gathering of the community coming together to help provide meals for those who cannot afford them. In this day and age, especially in Toronto, housing and other necessities are quite expensive, and a lot of people don't have jobs or they are not making enough to support themselves or their families. Having free, nutritious meals provided by the community they live in will assist them in saving more money, feeding themselves to have energy, and it will showcase community wholeness. Everyone has the right to healthy nutritious meals and we believe providing these meals will bring people together and hopefully get some up on their feet to be able to work and function better in the community. In addition, referring to The Freegans, we will be asking local restaurants to donate their unused or almost expired food in order to not waste perfectly good food to feed the hungry people of Little Italy.

**Justification of Effectiveness**

Cooking events like barbecues is what summer is all about. It's a setting that showcases the way food brings families and communities together. This is an effective fundraiser as we are raising funds for a soup kitchen aka a place to feed hungry people, and what better way to advertise this need than a fundraising event serving food to hungry people! Not only are the community members being fed, but we are raising money for those who can't afford food to be fed, too. We will use this event to develop and build the community as it is showcasing community wholeness and support. In addition, people are more willing to support an event in which they receive back for their contribution and participation rather than just giving blindly to a charity. A barbecue is a universal food that is trendy and popular and appeals to the public regardless of their gender, age race, religion, class and social location. Lastly, a barbecue will encourage restaurants to want to be sponsors as it provides an advertisement opportunity to reach their target population and potential future costumers of their business.

**Identification of Challenges**

We anticipate that some restaurants will decline our asking of food donations for the barbecue as well as neighboring stores declining our asking for raffle donations. We will overcome these challenges by asking other churches in the community and other businesses to help make monetary donations, food donations or raffle donations to help us get food/supplies for the fundraiser. Another challenge we may face is bad weather. To overcome this, we will have outdoor tenting and the ability to go inside the church to continue the food drive and raffles.

**Work Plan/Logic Model**

Work Plan		
<b>Date</b>	The barbecue and raffle fundraiser will be held on July 2 <sup>nd</sup> , 2018, 2pm-5pm, at St. Agnes Church of Little Italy.	
<b>Booking Space</b>	The barbecue and raffle fundraiser will be held in the parking lot of St. Agnes Church, Little Italy, Toronto (indoors if weather permitting). We do not require a permit as the church is actively participating in the fundraiser and allowed us to use their space.	
<b>Needs</b>	We will need someone to <b>host/speak</b> to update everybody on the amount of monetary funds collected, to pump up the crowd, to notify about the raffle and to say thanks to the participants. This position will be held by one of the Leaders. <b>Volunteers</b> will be needed to: cook and serve food, handle cash, handle the monetary donations, handle the raffle and games, and handle the food drive. The church members have volunteered to help set up and clean up as they are in agreeance with our idea. <b>Supplies</b> needed are: tables, chairs, and outdoor tenting (provided by the church), food (donated by Café Diplomatico), drinks (donated by local grocery store), raffle prizes (some provided by the Leaders, some provided by neighboring stores), cutlery/napkins/plates are provided by the Leaders, money sacks (come free from Home Hardware), music will be played off of a laptop into the church's speakers.	
<b>Spread the Word</b>	We are specifically targeting the Little Italy community as the soup kitchen is being implemented there. We will spread the word via flyers, word of mouth to church members and local stores, and asking the local police and fire stations to tweet about the event.	
<b>Checklist</b>	<i>See Above and Below.</i>	
Logic Model	Example	Plan
<b>INPUT</b>	Donors/Sponsors	<ul style="list-style-type: none"> <li>▪ Send a Fundraising Letter to Cafe Diplomatico of Little Italy asking to sponsor/be <b>inactive general supporters</b> (George, 2018) for the event by donating food for the barbecue, and in return promote their highly reputable restaurant</li> <li>▪ Send Fundraising Letters to neighboring stores asking to donate raffle prizes</li> <li>▪ Send Fundraising Letter to a local grocery store requesting a donation of beverages and small chip bags</li> </ul>
<b>INPUT</b>	Volunteers	<ul style="list-style-type: none"> <li>▪ Hold a meeting with the church leaders of all Little Italy churches to propose a time slot before their sermon to share our</li> </ul>

		<p>fundraiser idea to the congregation and ask for volunteers</p> <ul style="list-style-type: none"> <li>▪ We will have <b>support volunteers</b> (George, 2018) handling cash and raffle tickets, managing the barbecue, serving the food, supervising activities and supervising the food drive</li> <li>▪ Request the nearby fire department to make a visit for community support</li> </ul>
<b>INPUT</b>	Advertising	<ul style="list-style-type: none"> <li>▪ Create flyers and put them up around the community</li> <li>▪ Ask neighboring restaurants/stores to post the flyers within their business</li> <li>▪ Advertise to church goers of St. Agnes, as well as the other churches in the community via word of mouth and church visits</li> <li>▪ Ask the local fire department and police stations to post links to our fundraiser via Twitter</li> <li>▪ Create a Facebook Group to invite people and share the fundraising event</li> </ul>
<b>INPUT</b>	Food Handling Certification	<ul style="list-style-type: none"> <li>▪ Advertise the need for three certified volunteers via websites (such as Indeed, Monster, and Kijiji) and advertise throughout the community via churches</li> </ul>
<b>INPUT</b>	Payment Methods	<ul style="list-style-type: none"> <li>▪ Cash only as it is easier to keep track and handle</li> <li>▪ Advertise it will be cash only</li> <li>▪ If members show up with no cash, no problem there are multiple ATM's on the street as well as banks</li> </ul>
<b>INPUT</b>	Safety and Order	<ul style="list-style-type: none"> <li>▪ Request the presence of police to monitor the event and ensure things are going smoothly</li> <li>▪ May help with directing any vehicular traffic and human traffic as the church is located in a high-volume area</li> </ul>
<b>INPUT</b>	Weather Necessities	<ul style="list-style-type: none"> <li>▪ Weather is unpredictable- have outdoor tenting</li> <li>▪ If it is pouring rain, bring the event inside the church to still host the raffle and games</li> <li>▪ Food will still be provided – rain or shine</li> </ul>

<b>ACTIVITIES</b>	Barbecue, Games, Raffles	<ul style="list-style-type: none"> <li>▪ Raise monetary funds and food donations to implement a soup kitchen inside the hosting church</li> </ul>
<b>OUTPUT</b>	Soup Kitchen	<ul style="list-style-type: none"> <li>▪ Direct product of activities</li> </ul>
<b>OUTCOMES</b>	Increased Inclusion for The Homeless	<ul style="list-style-type: none"> <li>▪ Change that results because of the fundraiser</li> <li>▪ Changes in behavior of community due to the inclusion of the homeless amongst other community members</li> <li>▪ Showcase that homeless and low-income people are deserving of meals and a place to go</li> </ul>
<b>IMPACT</b>	Homeless/Low Income Have Available Free Meals	<ul style="list-style-type: none"> <li>▪ Long range change occurs due to the fundraiser</li> </ul>



Sample Flyer



Letter

# Helping Hands Soup Kitchen

April 20<sup>th</sup>, 2018

Students of Sheridan College and members of St. Agnes Church  
St. Agnes Parish Church  
15 Grace Street  
Toronto, ON M6J 2S3

Dear Mr. Mastrangelo of Café Dip,

At least one person goes hungry every day in Little Italy. Our mission is to feed these people in need; regardless of their situations. We want to provide healthy and wholesome meals to anyone that comes through our doors and assure that no one goes hungry.

We are hosting a barbecue fundraiser on July 2<sup>nd</sup> 2018, at St. Agnes Church of Little Italy. We are raising funds to implement a soup kitchen in our church to feed hungry people, and what better way to advertise this need than a fundraising event serving your food to hungry people!

We also hope to provide an advertisement opportunity to reach your food lover population and potential future costumers of your reputable restaurant. Our goal is to raise \$2,500, and we were hoping that you could help us reach that goal by donating some of your highly rated food items for our barbecue!

By becoming a sponsor, you'll be able to: help feed the hungry members of Little Italy, showcase Little Italy's community wholeness, and advertise your long-standing restaurant!

Regardless of the amount of food you choose to give, Café Dip's name will be included in our event flyers and you'll be included in the police and fire stations social media posts.

We're accepting food donations as well as cash donations with a receipt provided. Please feel free to make a contribution that you're comfortable with.

If you're ready to make a donation, please send us a copy of this letter with your signature in the self-addressed envelope we've enclosed.

We would like to thank you in advance for your kind generosity. Please don't hesitate to contact us directly at (519) 722-7524 or [berryv@sheridancollege.ca](mailto:berryv@sheridancollege.ca) if you have any questions. The church will also provide more information if needed at: (416) 603-1715.

Una buona giornata!

All the best,

Students of Sheridan College and members of St. Agnes Church

References

George, M. (2018). Planning and fundraising [1-20]. Retrieved from

<https://slate.sheridancollege.ca/d21/le/content/453245/viewContent/6603902/View>

**Proposal:**

Component	Marks
<input type="checkbox"/> Brief overview of the fundraising campaign and rationale behind the choice based on the community need.	1 2 3 4
Proposal Overview <input type="checkbox"/> Project description (including description of the mission/vision) <input type="checkbox"/> Justification of why the resource that you are raising funds for is important for the community <input type="checkbox"/> Justification of why this fundraising activity will be effective/appropriate <input type="checkbox"/> Identification of challenges and possible solutions	1 2 3 4 5 6
Work Plan <input type="checkbox"/> Provides a detailed plan for the fundraising activity <input type="checkbox"/> Uses the Logic Model	1 2 3 4 5 6
<input type="checkbox"/> Integration and use of course concepts and materials <input type="checkbox"/> Case for Support: Group included their Fundraising Letter/Email	1 2 3 4
<b>Comments:</b>	Total 20