

Kawartha Lakes Food Source

CORPORATE GIVING GUIDE



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INTRODUCTION

Kawartha Lakes Food Source wants to partner with businesses and organizations to together build a healthier, stronger community.

When you choose to partner with us, you invest in changing the lives of those experiencing food insecurity. Our Giving Guide will show you the many ways a partnership with our organization can help your business meet its goals.

Kawartha Lakes Food Source provides member agencies with essential items, and perishable and non-perishable food to distribute to individuals experiencing food insecurity. Our member food banks, school nutrition programs and social service providers rely on us to provide for the families that access their services. In addition to food distribution, we facilitate programs that focus on nurturing community resilience through food budgeting, gardening and community cooking.

By supporting us, businesses create long-lasting partnerships that serve to empower their local market. As the largest food distribution organization in the City of Kawartha Lakes, we guarantee that the thousands of individuals who access our services will appreciate your generosity. We welcome your enthusiasm to end hunger in households across the Kawartha Lakes.

KAWARTHA LAKES FOOD SOURCE'S SOCIAL ENTERPRISE SALSA

Since Kawartha Lakes Food Source does not receive regular guaranteed government support and sustains itself primarily from the community's generosity, we launched a social enterprise to establish a steady income source. By engaging local supporters to purchase our new product, we anticipate a stable revenue stream that will cover a portion of our operational costs and contribute to the long-term financial sustainability of our organization.

Kawartha Lakes Food Source Salsa is a healthy snack for a compelling cause. Our dedicated volunteers and staff make our salsa only 1.5 hours from Lindsay. Minimal transportation costs mean that we can keep our salsa deliciously affordable!

PRODUCT SPECIFICATIONS

Jar Size: 375ml / 12 jars per case

UPC code: 6 27987 55279 9

Suggested Retail Price: \$4.99



Why become a retail partner?

We will list you on our website as a partner retailer when you purchase a box of Kawartha Lakes Food Source salsa to sell at your store. Our retailers receive monthly promotional posts on our social media, reaching thousands of followers. Purchasing a box of salsa is a cost-effective and straightforward way to promote your commitment to the community.

When you carry our renowned salsa, you can feel good about contributing to a better life for your neighbors who access the services of any one of our thirty member organizations.

Next Steps:

If you would like to know more about featuring KLFS Salsa at your store, please email info@kawarthalakesfoodsource.com. Our salsa is shelf-stable for up to one year and sold to you at suggested market value so our community receives the most benefits from the sale.

Join our retail partners listed below and “chip in” to something big today!

- Bigley's Cottage Kitchen
- Burns Bulk Food
- Craftworks at the Barn
- Farmers Butcher Shop
- Fresh FueLL
- Havelock Foodland
- Mariposa Woolen Mill
- Sobeys Fenlon Falls

BECOME A SIGNATURE EVENT SPONSOR

Kawartha Lakes Food Source is proud to host a variety of community events each year to raise money in support of our members. These signature events attract hundreds of local supporters and provide an opportunity for your business to connect with new audiences. We are thankful for our event sponsors who help offset our cost, ensuring all proceeds from our community events go towards supporting individuals experiencing food insecurity in the Kawartha Lakes.

When businesses sponsor one of our signature events, they enjoy marketing and networking opportunities facilitated by the Kawartha Lakes Food Source. To best meet the needs of your business, sponsorship levels are based on the contribution amount.

We currently accept financial sponsorship to help cover the cost of the following events:

- Annual Lindsay Jolly Jog – November
- Yuk Yuk's Comedy Show – February



Why give in this way?

The information below will help you match the needs of your business with one of our sponsorship tiers.

GOLD \$1000

You will receive all the benefits of a green and silver sponsor, in addition to:

- Individual “Thank You” Post on our Social Media Platforms.
- Individual Logo on Physical Posters and in the Press Release.
- Individual on-site booth for your organization.
- An activity of your choice, named in your honour (first come, first served!)

SILVER \$500

You will receive all the benefits of a green sponsor, in addition to:

- Individual recognition in our Year-End Newsletter.
- On-site Promotion with your banner at the event.

GREEN \$250

As a green sponsor, you will receive recognition during and after the event through these channels:

- Mass “Thank-You” on our Event Sponsor Banner
- Your Business on our Donor Recognition Wall
- Mass "Thank You" on our Social Media Platforms (reaching 1500+ followers)

Next Steps:

If you are interested in sponsoring one of our signature events, make sure you claim your spot early! If you want to customize your sponsorship, you can reach out to info@kawarthalakesfoodsource.com for more details.



ORGANIZE A FUNDRAISER OR FOOD DRIVE

We are happy to support your local business in raising donations for Kawartha Lakes Food Source. When individuals facilitate a food drive or host their own event and donate the proceeds to us, it is called a 'third-party event.'

Our supporters collect donations in unique ways that suit their needs, and we are happy to help! Whether you would like to organize a tournament, or simply host a food collection bin in your community foyer, we are here to support you.

Here are a few ideas that our supporters have turned into fun and successful fundraisers:

- Kindness Bingo: encourage participants to gather all the food items on a bingo card - first one to collect them all, wins!
- Workshops: share a skill or hobby where registration for the event is a small fee or a donation of non-perishable items!
- Ask for food donations as an alternative to gifts when celebrating an occasion.



How We Can Support You:

We are grateful for the creative businesses in the Kawartha Lakes who find unique ways to support us in our mission to alleviate food insecurity.

Here is how we support you in return:

- Delivery and collection of Kawartha Lakes Food Source food collection barrels.
- Pre-event promotion or post-event recognition on Kawartha Lakes Food Source social media.
- Recognition in the Kawartha Lakes Food Source Newsletter, *The Source*.

Why give in this way?

For those experiencing food insecurity, your generosity could make the difference between eating three meals a day, instead of none.

For your business, your decision to host a third-party event could help you connect to your community in a way you never thought possible.

Your commitment will inspire more conversations about food insecurity amongst your customers and will lead to a greater impact for our organization and those we support.

Next Steps:

When you visit our website, navigate to the "Individual Giving Guide" located in our dropdown menu. Click the button at the top right of the webpage that says "Third-Party Events Guide" where you will find instructions, planning templates, helpful links, and other creative resources to plan your event and support KLFS.

PAYROLL GIVING

Payroll Giving is a type of donation that allows employees to contribute a percentage of each paycheque to Kawartha Lakes Food Source. Payroll giving not only encourages a positive team culture at your organization but also shows your commitment to support individuals experiencing food insecurity in your community.

Why encourage this way of giving?

SIMPLICITY

Once you have completed the initial setup process, this charitable giving tool is effortless for both donors and employers. Donors automatically receive a tax receipt when Kawartha Lakes Food Source receives your donation.

CONNECT

Having a payroll giving program is a way for your company to encourage a culture of generosity in your staff and connect with colleagues based on issues that are important to them.



Payroll Giving Set Up:

1. Employees give employer's payroll department written permission to withhold an agreed-upon amount from each paycheque.
2. Your payroll department sets up an account called an employee-charity trust. Each time the payroll department completes payroll, it deposits the withheld amount into the employee-charity trust account.
3. Your payroll department will remit the amount held in the trust to Kawartha Lakes Food Source every quarter.

Next Steps:

Want to encourage your employees to consider donating to Kawartha Lakes Food Source? Please direct them to Page 12 of Our Individual Giving Guide to learn more about payroll giving.

Employers can consult their Human Resources department to find out more about the benefits of setting up a payroll giving program.

You can also find more information about engaging your employees in charitable giving by searching "Employee Charity Trust" on the Canada Revenue Agency website.



READY TO ACT?

We want to hear from you! A partnership between Kawartha Lakes Food Source and your business has the potential to uplift entire households from poverty. As the growing City of Kawartha Lakes community continues to access our services, we need your support more than ever.

If you want to learn more about the work that we do as a non-profit food distribution organization, please visit our website at kawarthalakesfoodsource.com

Have questions or an idea regarding a partnership between your business and Kawartha Lakes Food Source? Please contact Kate Dorotheou, our Community Engagement Coordinator, to find out more about how we can help each other in supporting the Kawartha Lakes community.

Thank you so much for learning more about the ways that you can contribute to Kawartha Lakes Food Source. Please let us know how we can support you in this partnership.



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You have reached the end of the Kawartha Lakes Food Source Giving Guide. Thank you for helping community potential and cultivating change to end food insecurity in the Kawartha Lakes.

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