

# Information & Ideas for Third-Party Fundraising Events



**S.H.I.F.T.**  
SUPPORT AND HOPE  
FOR INDIVIDUALS AND FAMILIES TODAY

[shiftforgood.ca](http://shiftforgood.ca) | (705)435-7293 | [info@shiftforgood.ca](mailto:info@shiftforgood.ca)



## ABOUT S.H.I.F.T.

S.H.I.F.T. offers safe, respectful, and welcoming overnight accommodation, meals and supports to those experiencing or at-risk of experiencing homelessness and/or food insecurity in South Simcoe.

We are working to connect the individuals and families we serve with the resources they need to prevent and end homelessness and food insecurity in our community. We are committed to working alongside our participants, with care and hope to empower them to make a critical *shift for good*.

Our programs aim to improve hope, build resilience, and empower participants, leading to our vision: *A community that empowers change.*

[www.shiftforgood.ca](http://www.shiftforgood.ca)

## Making a Difference

With help, from people like you, last year S.H.I.F.T. provided life-saving support, including:

- **500+ nights of safety**
- **400+ delicious meals**
- **200+ individuals needing to escape or prevent homelessness provided safety and support**



### Facts About Homelessness

80% of people experiencing homelessness are not visible

39 is the average life expectancy for someone experiencing homelessness

Approximately 700 people are experiencing homelessness in Simcoe County every day



S.H.I.F.T. welcomes individual, community and corporate support and is grateful for fundraising efforts in line with our values to support our services. Whether you're a business, community group, school, a local church, or volunteer group, these fundraising ideas are designed to work for you!

## Fundraising Ideas

Here are some creative and fun ideas to bring your community together for a good cause, both in-person and virtually!

### Garage Sale or Silent Auction

Have members of your community bring in items to sell. Garage sales are fun and easy with something for everyone!

**In-Person** - Collect items from your community/group ahead of time to sell/list. On the day of, the donated items are displayed and sold, with all the proceeds going to S.H.I.F.T.

**Virtually** - Using a specialized website or social media, your group can post items, and arrange for them to be picked up.



### Talent Show

A great way to gather together for a night of sharing and watching talent, all while supporting S.H.I.F.T.!

**In-Person** - Costs and effort for setting up this event can vary. Organize the performers, get the word out, charge admission and/or sell items like snacks and beverages throughout the event to raise funds!

**Virtually** - Have interested performers send in video submissions or go Live for their performance. Set a minimum donation price to attend, or ask viewers to donate directly to S.H.I.F.T.



### Trivia Night

There's nothing quite like Trivia! Fun, friendly competition, and learning, all for a good cause!

**In-Person** – Test your friends' knowledge. To raise money, you can charge admission or charge to play.

**Virtually** - Similar to the virtual talent show, use online platforms to hold and host the trivia night. People can pay a minimum donation/fee to play and receive the meeting link and information.

## More Ideas...

Whether in-person or virtually, check out some of these ideas to help you get started.

- **Bake Sale and/or Drink Stand** – Gather all the best goodies and treats from your community, brew some lemonade, or hot chocolate and sell, sell, sell!
- **Video Game Tournament** – In-Person or Virtually, connect to an online platform, and watch the fun unfold. Have attendees and/or viewers register and pay to play/watch.
- **Potluck Gathering** – Invite your friends, group, or community to bring a dish to share and take up a collection for S.H.I.F.T. at the door.
- **Get Active** - Organize a run, walk, yoga event, golf tournament, bike ride, or any other athletic activity, and have participants pay to take part, with proceeds of the activity going to S.H.I.F.T.
- **Bottle Drive** – Collect empties from your family, friends, group, and community and bring them to a collection site to exchange for money to donate to S.H.I.F.T.
- **Contest** - Who doesn't love a good contest? A little friendly competition is sure to get your supporters' hearts racing and get them riled up to support your cause.
- **Event** – Host an event and charge attendees a fee to enter, with proceeds going to S.H.I.F.T. Get creative – you can do anything! But here's a few of our ideas of events you could host:
  - art show
  - car wash
  - dance-a-thon
  - cooking class
  - concert
  - murder mystery
  - fashion show
  - karaoke night
  - scavenger hunt
  - paint night
  - wine tasting
  - comedy night



## **Please Note**

Due to extreme storage restrictions and to ensure everyone's health/safety, during COVID-19, **S.H.I.F.T. is unable to accept donated items, but your support is still greatly needed.** The best way to help those experiencing or at risk of homelessness in our community is through a monetary donation or gift card that will provide essential services and supports.

## How to Get Started

### Before the event:

Notify us that you are planning a fundraiser for S.H.I.F.T. by contacting our Fundraising Team and we'll send you our Third-Party Fundraising Package to get your started.

**Alicia Kalozdi-MacMillan – Fundraising Committee Chair**

705-435-7293 | [fundraising@shiftforgood.ca](mailto:fundraising@shiftforgood.ca)

We will do our best to support your event through sharing on social media, attending if someone from our team is available/requested, and providing you with information about S.H.I.F.T. and our logo!



### During the event:

If pre-arranged prior to the event, we will also try to support your event by attending and speaking.

### After the event:

Let us know how your event went! Send us any pictures, or tag us in any social media posts, and we'll help share your success.

**We are happy to arrange for one of our representatives to come to your location to accept your generous donation and thank everyone in person.**



### **Alternatively, you can:**

- Mail cheques made out to "S.H.I.F.T." to our mailing address at:  
*PO Box 662 Station Main, Alliston ON L9R 1V8*
- Donate online at [shiftforgood.ca](http://shiftforgood.ca)
- Call (705)435-7293 to arrange to drop-off donations at our office, in-person