



Matching Donor Package for S.H.I.F.T.

Why Matching Gifts Matter

Matching gift campaigns are one of the most powerful ways to increase donations and with your support as a matching donor, we can multiply our impact and inspire our community to come together.

How It Works

As a matching donor, you agree to match gifts up to a specified amount during a campaign (e.g. \$500, \$1,000, \$2,500). Your gift is used as a challenge to the public:

"Every dollar you give will be doubled thanks to the generosity of [Your Name or Business]."

You can choose to remain anonymous or be publicly recognized.

Your Impact

- Encourage giving
- Double the value of every gift made
- Increase campaign excitement
- Demonstrate your leadership in supporting local solutions to homelessness and food insecurity

Visibility & Recognition

Matching donors receive public recognition through:

- Social media posts and shoutouts
- Logo or name featured in emails, website, and fundraising campaign pages
- Custom thank-you graphic or video
- Framed "Community Impact Partner" certificate

Examples of Matching Opportunities

- June - Great Canadian Giving Challenge Match (\$2,000 goal)
- November - Giving Tuesday Match (\$1,000 goal)
- April - SHIFT into Spring Campaign (\$1,00 goal)
- December - 12 Days of SHIFTMas Match (\$10,000 goal)
- February – CNOY SHIFT for GOOD team (\$5,000 goal)

Flexibility

- Matches can be one-time or recurring
- Amounts can be set by you (\$250, \$500, \$1,000+)
- You can support anonymously if preferred



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

Serving South Simcoe

Located at: 123 Victoria St. W.

Mail to: PO Box 662 Station Main | Alliston ON, L9R1V8

Phone. 705-435-7293 | Fax. 705-417-2390

Web. www.shiftforgood.ca

Join Us

Becoming a matching gift sponsor shows leadership and compassion — and helps ensure the doors at S.H.I.F.T. stay open for those who need us most.

To become a matching donor or learn more, contact:

Sincerely,

Candace Gordon (she/her)

Development Officer

C: 705.970.7149

T: 705.435.7293 ext. 305

E: candace.gordon@shiftforgood.ca

Moving forward together, making a SHIFT for good!

Charitable Registration # 78448 3737 RR0001