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# THIRD PARTY FUNDRAISING



# S.H.I.F.T. Third-Party Fundraising Package

## Together, We Can Make a Shift for Good

With the support of community members like you, S.H.I.F.T. continues to provide life-saving services to those experiencing or at risk of homelessness and food insecurity in South Simcoe. The demand for our services has grown significantly:

- ✓ **7.4% increase** in individuals accessing services (**904 in 2024 vs. 770 in 2023**)
- ✓ **94.8% increase** in meals served (**10,229 in 2024 vs. 5,251 in 2023**)
- ✓ **81.6% increase** in people securing permanent housing (**69 in 2024 vs. 38 in 2023**)
- ✓ **103% increase** in total interactions (**15,465 in 2024 vs. 7,620 in 2023**)

More people than ever rely on our services for meals, shelter, and support. Your fundraising efforts help us keep up with this demand and change lives in our community.

### About S.H.I.F.T.

S.H.I.F.T. offers safe, respectful, and welcoming overnight accommodations, meals, and supportive services for individuals and families facing homelessness and food insecurity. Our programs focus on connecting participants with the resources they need to achieve stability, prevent homelessness, and rebuild their lives.

We believe in empowering change, working alongside participants with care and hope to help them make a critical **shift for good**.

### Homelessness in Our Community Facts

- **80% of homelessness is hidden**—many individuals couch surf, live in vehicles, or stay in unsafe situations.
- **The average life expectancy for someone experiencing homelessness is just 39 years.**
- **An estimated 700 people** experience homelessness in Simcoe County every day.

### Fundraising with S.H.I.F.T.

S.H.I.F.T. welcomes fundraising efforts from individuals, businesses, schools, faith groups, and community organizations. Whether you want to organize a small gathering or a large-scale event, we have ideas to help you get started!



## Fundraising Ideas

### Community Sales & Auctions

- **Garage Sale or Silent Auction:** Collect and sell donated items to raise funds.
- **Bake Sale or Drink Stand:** Sell homemade treats, coffee, or lemonade to support S.H.I.F.T.
- **Fashion Show:** Fun and endless options to gather donations

### Entertainment & Competitions

- **Talent Show or Trivia Night:** Charge admission and offer prizes to participants.
- **Video Game Tournament:** Host an in-person or virtual gaming event with entry fees.
- **Karaoke Night:** Get the community singing and donating!

### Active & Outdoor Fundraisers

- **Walk, Run, or Bike for S.H.I.F.T.:** Gather pledges for every kilometer completed.
- **Golf Tournament:** Organize a day of golf with a portion of the fees supporting S.H.I.F.T.
- **Yoga or Fitness Class:** Host a donation-based wellness event.

### Food & Social Events

- **Potluck Fundraiser:** Ask guests to contribute a dish and donate at the door.
- **Cooking Class or Wine Tasting:** Charge for attendance and make it a fun, interactive experience.
- **Dinner Party with a Purpose:** Host a themed dinner with ticket sales supporting S.H.I.F.T.
- **Cooking Classes:** Teach a class with a portion, or all, proceeds or meals going to S.H.I.F.T.
- **Wine or Alcohol tasting:** With paid entry, you can make it an interactive experience
- **Benefit Concert:** Gather musical groups, paid admission, sponsors and vendors with profits being donated to S.H.I.F.T.

### Creative & Unique Events

- **Paint Night:** Partner with an artist or studio for a guided painting event.
- **Murder Mystery or Comedy Night:** Entertain guests while raising funds.
- **Scavenger Hunt:** Engage your community in a fun and interactive challenge.

### Eco-Friendly Fundraising

- **Bottle Drive:** Collect empty beverage containers and donate the refunds.
- **Community Cleanup Challenge:** Raise pledges for every bag of litter collected.

### Want to Plan Something Unique?


We love creative ideas! If you have a special fundraising concept, reach out, and we'll help support it.




## Getting Started

### ✓ Tell Us About Your Fundraiser

Let us know what you're planning so we can support your efforts! Contact our Development Officer at:

 705-970-7149

 [fundraising@shiftforgood.ca](mailto:fundraising@shiftforgood.ca)

### ✓ We Support You

S.H.I.F.T. will do our best to:

- Provide promotional support via social media.
- Attend events when possible.
- Supply materials about S.H.I.F.T. and our logo for your use.

### ✓ Make an Impact

After your event, share your success with us! Send pictures, tag us on social media, or let us know how it went. We can even arrange a cheque presentation to recognize your contribution.

## How to Submit Your Donation

- **Online:** Donate at [www.shiftforgood.ca](http://www.shiftforgood.ca)
- **By Mail:** Send cheques made payable to S.H.I.F.T., to:  
PO Box 662 Station Main,  
Alliston ON L9R 1V8
- **E-Transfer:** [donations@shiftforgood.ca](mailto:donations@shiftforgood.ca)
- **In-Person:** Call (705) 435-7293 to arrange a drop-off at our office.

Your generosity makes a difference. **Together, we can create a community that empowers change!**