

April 21, 2020

## Call for Local Businesses

Hello Business Owners,

Our business, Optimum Health, is looking for innovative ways to stay connected and give back to the to the community during the pandemic. As you probably know already, food security is becoming a significant issue across the country, and even in our own community. While our Food Bank is not reporting massive shortages right now, the demand is overwhelming the supply most everywhere, and our location is not immune. We think we can not only raise funds for vulnerable members of our community but do so by getting strong community recognition with minimal investment for our businesses.

We plan to launch a community fundraiser soon, with proceeds going to the CW Food Bank. We do not have all the details yet but are looking for businesses interested in participating in this venture. Please read the following pages for more details.

It is difficult to raise funds during these times, so we developed a plan whereby donations as small as \$2 (crowd funding via Go Fund Me) enter participants for a chance to win prizes donated by local businesses. More entries are given for bigger donations, to help incentivise larger amounts given. We think a lot of our community would rally behind this type of campaign, causing it to be shared widely, and thus give the businesses spearheading the initiative good recognition.

In summary, we are looking for prize donations from local businesses, which will entice community members to donate funds to the initiative, and in turn, gain these businesses marketing and recognition. We see this is a major community win-win.

I know we are all super busy right now, so if you get a chance, give it a read. We would love to hear your thoughts!

If you want to participate, please let us know the **prize and amount** you are donating so we can add it to the marketing packet. We do want to launch as soon as possible.

Best,

Mike & Katie, Optimum Health

## Preliminary Details:

Who are you supporting?

CW Food Bank

What is the title of your fundraiser?

Small Business, Big Hearts Food Drive Centre Wellington

Why are you raising money?

Right now, we are all struggling. Small businesses are no exception. But struggle is disproportionate. And while businesses may be having trouble keeping their doors open, some members in our community are having trouble keeping food on their tables.

Small businesses are the heartbeat of our community - the first to support community initiatives, back local sports teams, and aid local events. In a time of crisis, we realize that now more than ever—our community needs us, all of us, to lean on each other and come out of this stronger than we went into it.

So, help us raise money for the Centre Wellington Food Bank, and make sure every person in our community is properly fed during this pandemic. As a small token of thanks, your donation will enter you in a draw for great prizes donated by small community businesses. We will collect money and draw entries until May 31<sup>st</sup>, and 100% of proceeds will go back to the community.

Larger donations will get more draw entries: one for \$2, three for \$5, eight for \$10, or twenty for \$20+

Help us make sure no one goes hungry in Centre Wellington! Draw prizes will be updated as they become available.

Prizes:

- Salad Days Weekly Summer Share – Worth \$520 – Donated by Optimum Health
- Salad Days Bi-Weekly Summer Farm Share – Worth \$260 – Donated by Salad Days Farms
- Apple Cheeks Diaper Starter Kit – Worth \$175 - Donated by Centre Wellington Remedy's Rx
- Stone Milled Flour – Worth \$100 – Donated by 1847 Stone Milling
- ForgeX Youth/Adult Program – Worth \$120 – Donated by ForgeX
- Food Donation – Worth ? – Donated by Fraberts Fresh Foods

Are you a local business who wants to help with this initiative? Please contact us to get more information.

Participating Businesses so Far:



Very Preliminary Marketing Mock-up (For GoFund Me):

## Small Business, Big Hearts Food Drive

*Happening in Centre Wellington Ontario Until May 31/2020*

A community fundraiser  
with all proceeds benefitting:



Sponsored by CW Small Business:



IT'S SO EASY!

- ✓ Make a donation
  - ✓ Get entered for over \$1000 in great prizes
  - ✓ Feed our community
- |                    |                      |
|--------------------|----------------------|
| 1 entry for \$2    | 3 entries for \$5    |
| 8 entries for \$10 | 20 entries for \$20+ |



**As a Thank-You, Your Donation Automatically Enters You to Win Great Prizes Donated By Local Small Businesses**

Full Salad Days Farm Share - Optimum Health - \$520 | Bi-Weekly Farm Share - Salad Days Farm - \$260 | Stone Milled Flour - 1847 Stone Milling - \$100  
Apple Cheeks Diaper Starter Kit - CW Remedy's Rx - \$170 | ForgeX Youth/Adult Program - ForgeX - \$120

Help us make sure no one in Centre Wellington goes hungry during these difficult times! Your donation is why we love serving this community!