Fundraising Toolkit

Learn how YOU can help local neighbours by fundraising for The Mustard Seed!



THE MUSTARD SEED
STREET CHURCH

About Us:

For over 50 years, The Mustard Seed has been helping people in Victoria, BC, who are facing difficult times. We provide food, essential services, and a caring community to help people get the support they need and build a brighter future.

Esquimalt



Downtown



We operate a "food bank for food banks", collecting over 10,000 pounds of food everyday and redistributing it to over 80 agencies.

We also have our own free market, where people can choose which food items they would like to take home. Next door is a drop in center where we serve warm meals for free every day.

Faith

Integrity

Hope

Collaboration

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Why your help matters:

1 in 3 people in BC don't make enough money at work to live comfortably

In 2025, about 1,700 people experienced homelessness in Greater Victoria

2.5 million kids in Canada don't have enough to eat at home



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Planning Your Event

WHO...
is helping?
is coming?



WHAT...
am I selling?
am I offering?



WHERE...
will it be?
will I promote it?



WHEN...
will it start?
will it end?



HOW...
much supplies?
will I get them?



Planning an event means considering all the details...

Try thinking of something that would be exciting for YOU!

We have a whole handful of ideas on the next page, check them out!

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As promised, here are some

FUNdraising Ideas

- Tik Tok Video Competition
- Benefit Concert
- Principal gets Pied
- Bake or Craft Fair
- Dance-a-thon, Read-a-thon, or Game-a-thon
- Class Cereal Box Tower Competition
- Birthday for a Cause
- Community Game Night
- Collect Shoe Boxes of Snacks
- Raise for a Race
- Host a Talent Show
- OR...



...any other creative idea you might have!

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Now, take a look at what your donation could do for the community:

$7 =
a meal

$25 =
tasty snacks

$40 =
school supplies

$50 =
a pair of shoes

$100 =
an individual food hamper

$400 =
family food hamper



Need our help?



How we CAN help:

- Provide promo materials, such as stickers or brochures
- Send a virtual logo/QR for a poster
- Promote you if you tag us on Instagram or Facebook
- Let you know how many pounds of food you have collected

What we CAN'T do:

- Help you plan or run your event
- Apply for rental spaces
- Help pay for any materials or rentals you may need
- Offer you help from our current volunteers, sponsors, or donors

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If you have questions or need more information, please contact us!

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Give us a follow and tag us at your event!

@mustardseedvic

JUST LIKE A MUSTARD SEED...



every dollar and every food item donated,

...plays a small, but necessary role in helping our community thrive!

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