Fundraising Toolkit

Learn how you and your business or community can help feed 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.

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***.

Love
Humility
Advocacy
Faith
Hope
Integrity

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Why your help matters:

In 2025, about 1,750 people experienced homelessness in Greater Victoria

(Point-In-Time Count, 2025)

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

(Hunger Count, 2025)

1 in 3 people in BC don't make a living wage

(Living Wage Report, 2025)

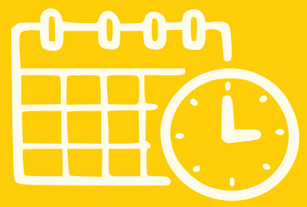
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Planning your event:

1

Creating the Event

- Brainstorming how you want to fundraise
- Setting a goal/outcome for your event
- Decide on a day and time



2

Planning the Event

- Reach out to us about your idea and how you intend to promote it
- Develop the timeline of when and how preparations for event will unfold
- Set a budget (costs, fees, and supplies needed before, during, or after the event)
- Gather materials and promote the event

3

Day(s)-of Event

- Take pictures, collect consciously, and have fun!
- If able/willing, tag our organization online



@mustardseedvic

4

Post-Event

- Make the final donation, either in-person or online
- Tax receipts provided in accordance with CRA guidelines (not all funds may qualify for a tax receipt)

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Fundraising Ideas:

Corporate

“Cooking Competitions”

Feed other employees, while also showing off your favourite (themed) recipes. Try using a 50/50 model, to encourage eaters to pay for eating/voting tickets

“Laundry Day”

Just like a food drive, put out a hamper or box and encourage colleagues to add new or used clothing to the pile (new socks are always a huge win!)

“Honorable Mention”

If your staff enjoys friendly competition, why not video yourselves pitching the best canned item using a Reel?! Winning video could be mentioned on our social media platforms!

(Please keep it kid-friendly)

“Office Olympics”

As seen on The Office, try this team bonding event and host an internal competition with your coworkers, raising money alongside the fun

“Wall of Fame”

Donate money to put up a wall of paper plates with positive coworker shout-outs or funny memories

“Raise for Race”

Thinking about running the Royal Victoria Marathon? Consider signing up as a pledge collector for us, under “Food Bank”

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Fundraising Ideas:

Family/Community

“Backyard Banquet”

Host a BBQ for the neighbourhood or your community by donation. Consider making it a theme or promote a friendly salad competition

“Call-a-thon”

Catch up with old friends or extended family members and if you feel so called, encourage them to donate to our mission. Foster good relationships with your people, just like we love to do here!

“Family’s Favourites”

Next time you’re out grocery shopping, consider buying twice as much of your family’s favourite nonperishable items, supporting someone who can’t afford it, try products you know & love

“Craft Crawl”

Promote your artistic friends while fundraising for a good cause. Set up a map of their studios/shops and have artisans pitch 50%+ of their proceeds to our misison!

“Busk for the Food Bank”

Consider getting a permit and busk alone or with a group, donating all or a portion of your collection

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Donation Impact:

$100 =
an individual food hamper

$400 =
family food hamper

$570 =
80 meals

$1200 =
sponsor a day of food

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Supporting You:

How we CAN help:

- Provide promotional materials to have at your event, such as pamphlets, stickers, etc.
- Provide digital QR code for a fundraiser that tracks your donations
- Reshare your tagged online posts involving the fundraiser
- Provide tax receipts to donors when applicable

What we CAN'T do:

- Assist in planning or running your event
- Provide funding or reimbursements for any aspect of the event
- Solicit sponsorship, auction items, or media support on your behalf
- Provide a list of our donors, sponsors, or volunteers
- Apply for raffles on your behalf
- Issue tax receipts outside of CRA guidelines
- Provide liability coverage

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

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Development Coordinator

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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...

...has the potential to help our community THRIVE!

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