



Meals for Minds

Eat-Learn-Grow



What is the M4M Recipe Challenge?

Meals For Minds is HIMH's annual campaign to raise funds for our School Feeding Program

The **M4M Recipe Challenge** is a friend to friend fundraising initiative that people can complete to help us raise funds to feed our students a daily lunch at school.

Participants set a fundraising goal, and aim to raise a specific dollar amount from their friends, family, co-workers, etc. Once they reach their goal, they accept the Challenge to make a Haitian recipe HIMH provides, taking photos/videos as they complete their Challenge. Participants then share their photo/videos with their supporters by email and/or social media, and with HIMH.

Who Will the Challenge Benefit?

The challenge benefits the staff and students at our school, Institute Mixte Remax in Montrouis, Haiti. Our school educates 300 students and employs over 25 Haitian staff. We serve up to 65,000 lunches in a school year.

When Do I Start?

Now! Simply go to <https://www.haitiinmyheart.ca/meals-for-minds-register> to register as an individual or team. Once approved, you can then set up your personal Haitian Recipe Challenge page, and your Facebook fundraiser, if you are on that social media platform.

When Do I Need to Complete My Challenge?

All challenges must be completed by December 23, 2021.

Raising Funds

How Do I Ask People to Donate to My Challenge?

Once your Haitian Recipe Challenge Page and Facebook Fundraising Page are set up, you can share, email, and call your friends, family, co-workers, neighbor to tell them about your challenge and to help you reach your fundraising goal.

How Much Should I Raise?

HIMH's goal for the **M4M Recipe Challenge** is \$10,000. The cost to feed a student for a year is \$100. Participants are encouraged to set a minimum challenge goal of \$200.

What Are Sabotages?

Sabotages are extra challenges people can "buy" through an additional donation to make creating your recipe fun, exciting, and more of a challenge! Sabotages are things like creating your recipe wearing ski gloves and a toque; or wearing a scarf and parka. These are available for purchase through HIMH's Haitian Marketplace. When you register, we will provide you with your Sabotage webpage link to share with your supporters.



What About Charitable Tax Receipts?

All donations and sabotages are eligible for a Canadian charitable tax receipt.

Completing the Challenge

What Happens Once I Meet My Challenge Goal?

Once you meet – or exceed – your fundraising goal, now you make your recipe from one of the Haitian recipes HIMH provides. You can download the recipes from the HIMH Recipe Challenge webpage.

If any sabotages have been bought, you must complete your challenge using those sabotages.

Be sure to take photos and/or video of your efforts to make the recipe.

Some key photos to take:

- beginning: photo of you ready to go, wearing any sabotages if applicable
- middle: photos of you creating your recipe
- end: you with your final product; separate photo of your final product

If you take video, be sure to keep your clips to 20-30 seconds each.

How Do I Let HIMH Know I've Completed the Challenge?

Send us an email at info@haitiinmyheart.ca to let us know your challenge is complete.

When you register, we'll create an online folder for you to upload your photos and videos, and share the link with you.

Registering, Setting Up Your Challenge Page + Facebook Fundraising Page

How Do I Register for the Recipe Challenge?

Simply go to <https://www.haitiinmyheart.ca/meals-for-minds-register> to register as an individual or team (please ensure you stay within your Covid bubble!).

If you do not already have a Canadahelps account, you will be asked to create one.

How Do I Set Up My Challenge Page?

Once approved as a participant, you can then log into your account at Canadahelps and set up your personal [M4M Recipe Challenge](#) page.

Donations made through your Challenge Page will be automatically updated on your page.

Donations made to you personally by cash, cheque or e-transfer will need to be added manually.

How Do I Set Up A Personal Fundraising Page on Facebook?

If you are on Facebook or Instagram, you can set up a personal Fundraising Page for your Haitian Recipe Challenge. Contact us if you need instructions on how to set one up.

You can then share your fundraiser on Facebook and receive donations to your Haitian Recipe Challenge through Facebook or Instagram. These donations will need to be added manually to your Challenge Page.

Please share your personal fundraiser link with HIMH so that we can help support you!

What Obligations Do I Have to HIMH?

Sign the Participant Waiver upon registering for the Challenge.

Do your best to meet your fundraising goal, setting a minimum target of \$200.

Complete the Recipe Challenge, once you meet your goal.

Complete the Challenge by December 23, 2021.

Be an ambassador for HIMH, representing yourself and HIMH with respect, care and consideration.

Keep in regular contact with us, info@haitiinmyheart.ca

What Support Can I Expect From HIMH?

Technical assistance setting up your Challenge Page and Facebook Fundraising Page, if needed.

Resources uploaded on the Recipe Challenge webpage to help you promote your challenge by email and social media, including sample text and visuals. Need help, contact us, info@haitiinmyheart.ca

