



FEEDING OUR STUDENTS AND FAMILIES

Fundraising Support

We've got the best tips and resources to set you up for fundraising success. On your dashboard, you'll find images, social media posts, and email templates to use to reach out to your networks! You can also find all your resources at <https://www.haitiinmyheart.ca/hrc-challenger-resources>

What happens if I don't reach my fundraising goal?

Your goal is just that – your goal. We're here to help you reach your goal. Be sure to check out the resources on your dashboard for some ideas to get you started. And even if you don't reach your goal, every dollar counts when it comes to ending malnutrition.

How do I find my fundraising page?

Go to the HRC main page at: <https://www.haitiinmyheart.ca/hrc-signup>. Find your fundraising page by looking for your name in the "Teams" or "Participants" tab. Once there, click on your name/team to be taken to your page. If you are logged into your Canadahelps account, you can then click on "edit" to open your Dashboard which will have the unique link for your fundraising page.

How do I start fundraising?

Fundraising is much easier than you think! Here are a few ways to kick start your fundraising:

1. Start with a self-donation. Contributing to your own Challenge shows your family and friends that you are committed to making an impact and encourages them to do the same.
2. Spread the news. Share your fundraising page on social media and let your network know that you are participating in the Challenge to end malnutrition in Haiti.
3. Send an email. Your Dashboard has templates ready for you to customize and send to your contacts.
4. Share your results. Once people see your efforts and how many students they can help you feed, they will naturally want to support you. Be sure to share your progress toward your fundraising goal.

What are the donations for?

The **Haitian Recipe Challenge** has a very clear goal to help end malnutrition in children and families in Haiti through HIMH's school feeding program, **Meals for Minds**. We serve 66,000 school lunches every school year.

This year, the need is clear and urgent. The rising cost of food due to inflation and availability means it will cost **HIMH** twice as much to feed a student a daily lunch for the school year - \$200. Also, access to food staples is scarce for most families due to the rising exorbitant cost and availability. School feeding programs, like ours, don't operate when schools are closed due to safety issues and unrest, increasing the burden on families who are stretching their food staples even more, or in some cases simply doing without food.

Meals for Minds will feed **MANY minds** this year – our staff and students when in operation, and at least one non-perishable food distribution, providing not only much needed food, but also hope and solidarity to children and families.

Learn more about our work and how your donations changes lives at <https://www.haitiinmyheart.ca/hrc-impact-stories>



Visit <https://www.haitiinmyheart.ca/> for more information.





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Where do the donations go?

All donations go to **Haiti In My Heart Society**, a Canadian registered charity, and our **Meals for Minds** school feeding program.

The **Haitian Recipe Challenge** uses an online peer to peer fundraising platform from Canadahelps (also a registered Canadian charity) to process online donations for the Challenge. Donations made through the online Challenge platform are receipted by Canadahelps. Donations made direct to **Haiti in My Heart** are receipted by **Haiti In My Heart**.

Can I fundraise on social media?

Absolutely! You can share your fundraising page link on any of your preferred social media channels.

Fundraising on Facebook/Instagram

Facebook or Instagram may prompt you to create a fundraiser about the **Haitian Recipe Challenge**. Unfortunately, we do not have the ability to track donations that come through Facebook or Instagram fundraising pages, **so it is important to NOT USE ONE for your fundraising. This includes adding a "Donate" button to your Facebook or Instagram page.** Fundraising on social media is still strongly encouraged and should be done so by sharing your fundraising page link from your Dashboard. We apologize for any confusion or inconvenience.



Visit <https://www.haitiinmyheart.ca/> for more information.

