PEER-TO-PEER FUNDRAISER TOOLKIT
Dear Friend,

First off, I want to thank you. If you’re reading this, it means that you’re currently involved or willing to get involved in the nonprofit sector here in Colorado Springs! Your interaction with this part of the community plays a critical role in mobilizing so many movements that are working to improve the lives of individuals living in the Pikes Peak Region.

Food to Power needs your support this holiday season! The past 2 years have brought immense change: welcoming a new Executive Director, rebranding from “Colorado Springs Food Rescue” to “Food to Power,” and opening the city’s first neighborhood food center, called the Hillside Hub – we’ve been busy working to transform Colorado Springs’ current food landscape.

This work has just begun. In the next few years, we’re working to reopen grocery stores in communities that lack fresh food purchasing options, grow and expand our urban farm, ramp up composting across our city, and further build out the Hillside Hub as a place for our community to gather and celebrate.

We need your support to help make this all possible! Throughout December 2022, Food to Power is hosting a Peer-to-Peer fundraising campaign, and we hope you’ll be part of it. If you don’t already know, a Peer-to-Peer campaign invites supporters of an organization to ask their network - friends, family, or coworkers - to make a donation to the nonprofit. Nonprofits are strongest when the community they work for supports them, and this is a critical way to engage new, unexplored networks of supporters to learn about our mission and champion our cause.

This toolkit contains all the information you need in order to make an impact by getting involved in this year’s Peer-to-Peer fundraiser. We invite you to contribute today, and link arms with us to cultivate a healthy and equitable food system in Colorado Springs where generations can access the fresh food needed to nourish a bright future.

With gratitude and solidarity,

**Slade Custer**

Slade Custer
Director of Development

Food to Power Staff
A Peer-to-Peer (P2P) Fundraiser is a fundraiser that invites individual supporters of an organization to ask their network - friends, family, or coworkers - to make a donation to the nonprofit. Just like Food to Power, P2P Fundraisers are grassroots and participatory, using community-driven strategies to mobilize resources and push the boundaries of what our community can achieve.

And!... We’re thrilled to announce that this year’s P2P campaign has a Match Sponsor! A generous friend of Food to Power will be matching every dollar raised, up to $10,000. That means every $1 you raise becomes $2 for Food to Power!

**WHAT IS A PEER-TO-PEER FUNDRAISER?**

**TIMELINE**

December 1 - 31, 2022

**WHO SHOULD I ENGAGE?**

- Family members
- Friends
- Coworkers
- Faith community
- Neighborhood
- Book Club
- Social media followers
- People you volunteer with
- Walking/biking/activity buddies
- Everyone!

**HOW DO I ENGAGE MY PEERS?**

As a P2P "Team Lead," you have the flexibility to creatively rally and motivate your peers to participate! You can engage your network through social media posts, dinner party conversations, e-mails and texts, handwritten letters, requesting a donation in place of a holiday gift, or any other ways that excite you. And fear not! We’ve included lots of templates in this toolkit that you can use to help you spread the word.
AWARDS & PRIZES!

When you sign up to be a P2P Team Lead, you have the chance to win incredible prizes through your fundraising efforts. It’s our small way of hopefully motivating you to share your fundraiser far and wide with your network! In January 2023, we’ll announce the winning P2P Team Leads.

We’ll be giving awards to the P2P Team Leads with:
- Most Funds Raised
- Most Peers Engaged

The winners will get to choose between the following prizes:
- Private Group Yoga Class at the Hillside Hub, led by Cambio Yoga
- Tickets for a group of 10 to a live concert of your choosing at Lulu’s Downstairs

HOW DO I SIGN-UP?

To start your team today:
1. Visit our Peer-to-Peer Fundraiser page.
2. Click "Register" & be sure to create an account. This will allow you to customize your fundraising page.
3. Once you complete the simple registration process and login to your account via the login button on the Peer to Peer landing page, you’ll see this dashboard.
Here, you can post updates that will be shown on your landing page, you can edit your page information (profile picture, welcome text, banner), see the donation information of people contributing to your campaign, and see what your page looks like.

At minimum, we recommend uploading a profile picture to help your friends, family, and peers recognize and identify your fundraising page, as well as customizing your “My Story”. This can be as short or as in depth as you’d like. Maybe consider sharing why you support Food to Power, a personal story of your interactions with us, or how our work relates to you. Simply hit the “Change” and “Edit” buttons respectively to customize your fundraising page!

To invite your peers to donate, direct them to Peer-to-Peer Page, then search your name in the "Find a Fundraiser” field. Once they find your page, they can donate via the donate button.
**TEMPLATES**

Unsure where to start when it comes to promoting your Peer-to-Peer Fundraiser? We’ve got your back! Below are some templates to help make things easier.

Here are a few other pointers:
- **Share your "why"**: Why do you supporting food justice and Food to Power? Hearing your personal & authentic connection inspires others to give & act.
- **Make it eye-catching**: Include photos, videos, or our pre-made graphics
- **Include stats**: Throw in some numbers that show Food to Power’s impact and/or about the disparities in our community

**Text Message / Email**

- **Hey!** Have you ever heard of Food to Power before? They’re one of my favorite nonprofits here in Colorado Springs, and I’m trying to get some donations to help them out in their mission in cultivating a healthy and equitable food system. Would you be interested in learning more and potentially making a donation?
- **Hello!** This year for the holidays, I’m hosting a fundraiser on behalf of Food to Power, an amazing nonprofit in town. I’m passionate about their mission of cultivating a healthy and equitable food system in Colorado Springs. Would you be interested in donating to support my fundraiser?
- **I just wanted to reach out real quick and ask if you know about Food to Power?** I’m really passionate about their mission and I’m trying to get my friends to make some donations to help them create a healthy and equitable food system in Colorado Springs. Would you be interested in learning more about them?
- **I hope you’re doing well!** An incredible local nonprofit called Food to Power is doing really good work here in town. They just opened Colorado Springs’ first neighborhood food center, and I’m trying to get my friends to make donations to them to help out with their farm, fresh food distributions, and educational programs. Would you be interested in learning more about their work and making a donation towards them?
MORE RESOURCES!

Video
Show your peers our work visually by sharing this 9-minute video about our work.

Photos
We've included a folder of photos & logos (click here) that can be shared with your network!

Impact Numbers
Last year, Food to Power was able to accomplish the following:
- 10,776 People served through our office at the Hub
- 34,990 People served through our partner locations
- 435,008 Pounds of food recovered in 2021
- $1,657,380.48 Equivalent funds saved through food recovered
- Food to Power delivered boxes of food weekly to 24 seniors in our community
- 3,722 volunteer hours donated
- 191,940 pounds of food scraps diverted from landfill
- Opened the Hillside Hub, Colorado Springs’ first neighborhood food center

Questions?
For questions or support with your Peer-to-Peer fundraiser, contact Slade Custer, Development Director at Slade@foodtopowerco.org.
MISSION
At Food to Power, our mission is to cultivate a healthy and equitable food system in Colorado Springs.

VISION
We envision a world where communities can heal and thrive in relationship with food, land, and each other.

VALUES
Collaboration | Equity | Co-Powerment
Resilience | Communities | Innovation

PURPOSE
Food to Power is working to create healthier communities by way of a healthier food system. We’re doing this through three pillars of integrated programming that encompass the entire food cycle: Food Access, Food Education & Advocacy, and Food Production.
In October 2013, a group of Colorado Springs community members came together to meet the challenges of local food waste and food insecurity by creating at the time Colorado Springs Food Rescue, rebranding in 2021 to Food to Power. The organization started its programs with the community-based "direct redistribution" of healthy food from grocery stores and caterers to over 20 nonprofits and food insecure families. These food access programs quickly grew to incorporate donations from farmers markets, backyard gardeners, regional farmers, and distributors as Food to Power's model prioritizes the redistribution of healthy, perishable foods and minimizes transportation and storage time, often getting donations into the hands of community members within hours.

As we delved into this work, we realized there were many inequities in our local food system that were causing neighbors to stand in free food lines in the first place. As such, Food to Power began to implement programs to address the entire food cycle in hopes of addressing the systemic causes of food insecurity. In June 2022, Food to Power opened the Hillside Hub, which serves not only as our new home, but also as Colorado Springs' first neighborhood food center.

"Food security and health disparities cannot be separated from larger contextual social injustices in housing, transportation, education, and income."

- Patience Kabwasa, Executive Director