

**BECOME A
SECOND HARVEST**

HERO

#HERO2023



Second Harvest Hero is a year-round fundraising campaign that aims to raise funds and awareness in support of Second Harvest's food rescue mission. This campaign has multiple events and activities that are easy to implement and are completely customizable to fit the employee engagement goals of each organization. For the first time in the campaign's history, we are recruiting Heroes from across Canada!

HERO MAIN EVENTS



ANNUAL SECOND HARVEST HERO SWEEPSTAKES

When: February 6 – March 17, 2023

With an exciting range of valuable prizes, the Hero Sweepstakes is the ideal plug-in-and-play fundraiser that generates its own excitement!

- Tickets start at \$10
- No more booklets or cash collection – now buy tickets online! (18+)
- Lots of great prizes to be won
- Incredible impact: in 2022, the Hero Sweepstakes provided food for over 269,000 meals!





DIY FUNDRAISING

When: year round

When it comes to starting your own fundraising campaign, the only limit is your imagination! Plus, we have the tools and training to get you started right!

- You'll get a FREE Hero Toolkit packed with ideas for your campaign
- Custom online fundraising page
- Campaign reporting and coaching from the Hero team
- Your own Hero campaign kickoff event
- And there's no cost to register!



SECOND HARVEST HERO TRUCK PULL

When: September 12, 2023

The challenge: do you have what it takes to pull a 15,000 lb Second Harvest truck? It's a mighty feat of strength... and generosity!

- Assemble a team of 10
- Raise \$2,000 to reserve a race lane for your team
- your fundraising will help provide food for 4,000 meals!
- Get ready to compete against Toronto's top teams to pull a truck 100 feet across Nathan Phillips Square



MAKING AN IMPACT IS EASY!

\$1 = 2 MEALS FOR PEOPLE IN NEED ACROSS CANADA

ABOUT SECOND HARVEST

Second Harvest is Canada's largest food rescue charity with a dual mission of environmental protection and hunger relief. We redistribute nutritious, unsold food from across Canada to charities, non-profits and indigenous communities in every province and territory. Our free, essential service helps nourish people through school programs, seniors' centres, shelters, food banks, and regional food hubs. In 37 years, Second Harvest has rescued over 218 million pounds of healthy food, keeping it out of landfills and preventing 429 million pounds of greenhouse gases from entering our atmosphere.



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