



**Building
Longer Tables:
The Holidays Are
Better Together**

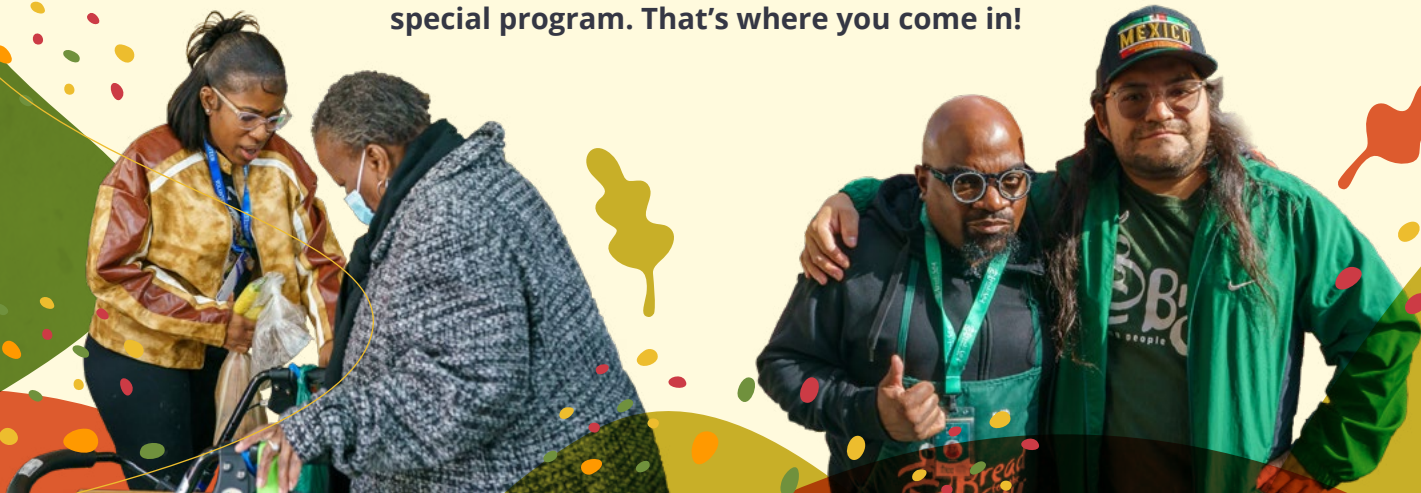


Fundraising Drive Toolkit

*A guide for those helping Bread for the City support
17,000 households this 2025 holiday season.*

Bread for the City's Holiday Helpings program is a longstanding and cherished DC tradition spanning over three decades. Each year, we celebrate the holidays with our community by providing free and nutritious holiday meals for families and neighbors living with low income to enjoy at home with loved ones.

This year, our goal is to provide holiday meals to 17,000 households. To successfully and sustainably do so, we need to raise \$1.2M to fund this special program. That's where you come in!



Your fundraising drive will help us make a greater impact by reaching more folks interested in supporting this work. It will encourage your colleagues, family, friends, neighbors and beyond to invest in holiday joy and fight food insecurity. Before recent federal SNAP cuts and imposed tariffs, hunger rates in DC already surpassed the national average. With costs continuing to rise and financial instability growing, the need for aid is in high demand.

What Does the Data Say for DC?

- 38% of the population is food insecure, 1 in 7 are children.
- 76% of the food insecure population are employed.
- More than 11,000 older adults struggle obtaining a healthy, regular food supply.
- Over \$172k distributed through SNAP benefits contributed to \$292+ million in local economic activity.

Your Impact:

- Bridges the gap created by public benefit cuts to nearly 30,000 DC residents.
- Provides fresh, healthy produce to thousands of families through local farm partnerships.
- Delivers holistic and compassionate care to the community.
- Helps communities and families thrive through specialized programs.

Thank you for taking action and encouraging others to make the holidays possible for thousands of families.

Together, we're building longer tables, not higher walls.



How To Host A Fundraising Drive

In just a few minutes, you can create a personal or team fundraising drive page, share it with your community, and make a lasting impact.

Create your fundraising drive in minutes by visiting the link below. Your unique drive page makes it very easy to collect donations online and track progress.

1

Start by clicking the button below or scanning the QR code.

[START HERE](#)



2

If you do not already have a GoFundMe account (formerly Classy), create one. 2023 and 2024 participants should already have one.

3

Set up your drive page. This includes your fundraising goal, your page's headline (example: Holiday Helpings with Bread for the City), and you have the option of creating a "short URL" for your fundraising drive. Next, select a picture! This can be an individual, family, or team photo; volunteering pictures captured at BFC; or, if you are part of a corporate team, your company's logo.

4

Click the finish button and you are ready to go!

Tips & Tricks

Personalize your drive page. Add a personal or corporate team story of *why* you are participating in Holiday Helpings. Have you supported the program or BFC for multiple years? How did you first become involved? Shout it from the rooftops!

This is an easy one: **share it!** Email your coworkers, family and friends; post on your social media platforms; send quick text message reminders. Spread the word and rally your village! (P.S. Always be sure to include your unique URL link.)

Donate to your fundraising drive. This shows potential donors you are committed to the cause yourself. Even \$1 helps.

Friendly competition is very popular with corporate drives. Winners love a pizza party!

Raise the stakes or kick-off your fundraising drive by asking your **employer to match donations.**

Ask for donations at least 3 times. We promise you're not being annoying. Many people in your community want to donate but with all of life's distractions it's easy to forget. Reminders and updates are a great way to keep your community engaged.

Do you have a hobby, side hustle, or unique talent? Amplify these in your fundraising drive for a win-win! **Creative offerings are a wonderful way to elevate your drive.** Previous drive partners have gifted their photography and paintings to donors, invited friends for home cooked meals in honor of Holiday Helpings, coached free and private fitness classes, and let donors vote on their next tattoo.



Resources

SOCIAL MEDIA EXAMPLES (Tag us!)

"I'm hosting a fundraising drive for Bread for the City's annual Holiday Helpings program to help them provide holiday meals to 17,000 neighbors and their families. Take action with me by sponsoring a meal today!"

"Poverty should not cancel the joy and memories of the holidays. If you're with me, sponsor a holiday meal today via my fundraising drive!"

"Itching to take action and make an impact? Donate to my fundraising drive to help me and Bread for the City provide holiday meals to thousands of families living with low income."

"Now is the time to show up for vulnerable community members! Reduce the burden of poverty and spread joy by sponsoring a holiday meal here: "

"I have a goal of providing holiday meals to [NUMBER] families this November. I'm just \$[NUMBER] away from meeting this goal! A donation of any amount supports this effort and creates lasting memories for neighbors this holiday season!"

"Building community comes from intention, action, and collaboration. Join me in this effort by donating holiday meals to families in need. \$1, \$35, \$75, \$100, and \$250 all make a difference!"

"As a longtime partner of Bread for the City, I care deeply about this community and helping generations thrive. Food insecurity is very real in DC. Did you know that over 11k older adults struggle obtaining a healthy, regular food supply? You can supplement fixed incomes by giving a delicious and nutritious holiday meal this year. Donate here"

"Did you know that 1 in 7 DC children are food insecure? Sponsor a holiday meal today by donating to my fundraising drive in support of Bread for the City's annual Holiday Helpings program."

"Do you know of a food pantry that not only provides traditional Thanksgiving meals to families, but also offers culturally inclusive options? I do! Bread for the City has been celebrating the holidays with our community for over 30 years, offering not just turkeys and sides, but dignity and choice, reflecting the culturally diverse traditions of the families they serve. Join me in supporting their work. Donate Today!"

SHAREABLE IMAGES:

Click or scan to access images you can share on social media!

DOWNLOAD NOW



Resources

EMAIL EXAMPLE:

Dear Friends,

I'm hosting a fundraising drive to support Bread for the City's annual Holiday Helpings program. Bread for the City is a direct service and social justice nonprofit of over 50 years based in Washington, DC. For three decades, their beloved seasonal program has provided holiday meals to thousands of families living with low income.

This year, Bread for the City seeks to provide 17,000 households with holiday meal kits. To do so, they need to raise \$1.2M.

Their clients receive meal kits that include a turkey or chicken, locally farmed produce, canned goods, holiday treats, and more—all free of charge, to be enjoyed at home with loved ones! BFC greatly values dignity and choice, therefore culturally inclusive meal kits are available.

This is a difficult time and climate for many. In DC alone, 1 in 7 children are food insecure and over 11,000 older adults struggle to obtain healthy, reliable food sources on their fixed incomes. We can make a difference.

Will you help me sponsor holiday meals for [GOAL NUMBER] of families and neighbors?

This program lets folks know they are not alone—that a caring community stands with them. Grateful for any contribution you can provide. Donations can be made here [LINK].

Thank you!



Impact Tiers

Holiday Champions

Sponsor 200 families by raising \$20,000

Holiday Heroes

Sponsor 100 families by raising \$10,000

Holiday Providers

Sponsor 50 families by raising \$5,000

Holiday Helpers

Sponsor 20 families by raising \$2,000

FAQs

- The 2025 Holiday Helpings program is available to clients from November 3 - November 25. You can host a fundraising drive for the entire duration or for a week. Spending time with family? Host a supercharged 3-day fundraiser. Fundraising drives are flexible to your preferred timeline!
- Clients can receive holiday meal kits from either of our centers Monday - Friday, 9 am - 4 pm. Bread for the City will be closed for Veteran's Day on November 11.
- We welcome in-kind donations as well!

[CHECK OUT OUR WISHLIST](#)

Have questions?

Contact communications@breadforthecity.org.

