

Fabulous FUNDRAISERS

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The old saying still rings true - doing good makes you feel good. Not only that, but the “helper’s high” could help you live a longer, healthier life and lead to long-term relationships and healthier sales.

Raising Awareness About Hunger

Bentall Kennedy, one of North America’s largest real estate investment advisers and providers of real estate services, was determined to make a difference in the communities in which its employees live and work. In Canada, food bank usage is on the rise, so leaders of Bentall Kennedy made it their mission to raise awareness about hunger in their communities and across the country.

In February, they launched their Fare Fight for Food Challenge, a national initiative that partnered their 19 shopping centers across Canada with local food banks. Bentall Kennedy created the slogan, and Image Group sourced useful products to showcase the campaign message in a highly visible way while aiding the teams with their mission. The initial goal was to raise a total of \$75,000 and collect 20,000 pounds of food.

From February until October, shopping center teams hosted special events and promotions. Teams competed to raise the most money, pounds of food and online supporters. The target audience consisted of all of the shopping center customers, Bentall Kennedy employees, suppliers and the general public.

To launch the campaign, six fundraising street teams - including the entire Bentall Kennedy retail division - invaded downtown Toronto for an afternoon.



Teams were given a survival kit that included donations cans, aprons, candy, their Blackberrys and a bottle of water. That afternoon's team adventure generated \$30,000. To enhance the competition, the top five teams overall would receive an additional \$10,000 grant from the Bentall Kennedy head office for their food bank.

Promotional products printed with the Fare Fight for Food logo were created as practical tools to reinforce and support this campaign. Bags were given out at the store level, delivered door to door and racked. Donation cans were used both for the original street team launch and then again reordered for individual stores, entrance tagging and 50/50 ticket sales. Aprons were worn by the Bentall Kennedy teams, retail partners, dignitaries and the Prime Minister. Cookies were distributed to thank customers and to extend awareness of the campaign. Image Group coordinated the drop shipment of goods to 18 locations across Canada.

Bentall Kennedy exceeded its original objectives halfway through the campaign. By the end of the campaign, teams raised 366,291 pounds of food donations - more than triple the amount of money and 18.3 times the amount of food projected. More than 22 food banks across the country are the beneficiaries of this campaign.

