



United Way
Halifax

2021 Fundraising Event Ideas

Virtual and In-Person

Special events are a fantastic, low-cost way to raise awareness, infuse your workplace with energy and build excitement about local love and supporting United Way. Below are some unique ideas for online and in-person fundraisers and special events to engage employees. Don't forget to use our virtual event platform <https://unitedwayhalifax.crowdchange.ca/> to set up your virtual fundraising event!

Health & Wellness

- **Team Workout:** Host a drop-in or virtual fitness class (yoga, Zumba, etc.) for your colleagues! You can either teach it yourself, bring in a professional or watch the same instructional video on YouTube. Suggest participants donate \$10 to participate.
- **A physical challenge:** For every \$10 raised, employees commit to climbing flights of stairs, doing a certain number of push-ups, planks, or some other physical feat. This can be completed in the workplace or at home!

Food and Nutrition Activities

- **Cooking Lessons:** Host a local chef to give a cooking lesson (virtual or in the workplace). Suggest employees donate \$10 to participate. Ensure enough money is raised to pay your chef, if not being otherwise expensed.
- **Digital Cookbook:** Everyone contribute a favourite family recipe and then staff could pay \$10 to have access to the full digital cookbook.
- **Food Box Fundraiser:** Partner with a local business like a butcher shop or a local farmer's market to do a meat box or a veggie box. A percentage of each box sold goes to United Way.
- **Potluck Lunch:** Everyone brings a dish and share a delicious meal together of your team's favourite foods. Suggest a pay-what-you-can donation model. Or you can add a bit of friendly competition by deciding on a single dish and making it a cook-off (chili works great)!
- **Other food related events:** Ice cream social, pizza party, or pancake breakfast.

Entertainment, Arts and Games

- **Watch Party:** Host and invite your friends and colleagues to watch the latest movie or an old favourite. Everyone donates what they would have spent going to the theatre and you all enjoy chatting about your favourite scenes, favourite characters, and the best snack pairings.
- **No-Binge Netflix Challenge:** Select a new Netflix series to watch together, but you can only watch one episode per week – just like the old days! Send out a weekly challenge/poll on what people think will happen in the next episode. Give a donation to participate in series challenge and bragging rights to weekly poll winners.
- **Read-a-thon:** Participants pledge to read a certain number of books in a set time and ask their friends and family to support them with a donation.
- **Paint Night:** Everyone can follow along to the same instructional video on YouTube or bring in a professional instructor!
- **Office Talent Show:** Host an in-person or virtual talent show (ask them to record and upload a 2–3-minute video of themselves showcasing their talent). Encourage people to vote for their favourite act by donating, where every donation is a vote towards selecting a winner. The act with the highest dollar amount raised wins! To raise even more money, consider asking for a registration fee from all the contestants, or asking executive leadership to sponsor a contestant, and have it count towards their total money raised.
- **Comedy Hour:** Ask a local comedian or improv group to donate their services over the lunch hour. Have employees buy tickets to attend.
- **Trivia Night:** Host a trivia night - pick a theme, set the time, and have everyone join you for some fun and education! This can be done virtually over Zoom or Microsoft Teams.
- **Family Art Contest:** Give employees photographs of 1 or 2 top executives to take home for their children under 12 to draw. Charge a \$5.00 entry fee to vote for the best portraits. Display the winning portraits as part of the organization's permanent art collection. Variations of this event include having family members paint depictions of people helping other people, writing poems or submitting photographs of a chosen theme.

Other Ideas:

- **Auction:** This can be done in the office or online using e-transfer (does not require a lottery license). Encourage donations of popular items (gift cards, gift baskets, etc.), as well as unique and rare ones (sports memorabilia, autographed items, virtual coffee with a prominent person within your organization, etc.).
- **Virtual Raffle or Office 50/50:** Gather items from local businesses and use an online platform (such as rafflebox.ca) to perform raffle. Or talk to United Way staff about our 50/50 lottery license available.
- **Beard or Ponytail Fundraiser:** Grow your ponytail or your beard challenge, fee to get in the challenge (\$10 example) and a cost if you shave/cut before the end (\$100).
- **Theme days/meetings:** Jersey Day, 80's meeting, or ugly sweater event. You could also donate to wear your pajamas while you work from home or host a fancy virtual staff meeting where everyone dresses in their fanciest clothes!
- **Donate your commute/coffee/parking/:** If people are working from home, challenge them to consider donating the cost of their daily commute, parking, coffee, or lunch!

CrowdChange Platform

Create your event on our virtual platform, found here: <https://unitedwayhalifax.crowdchange.ca/>. All transactions are deposited into the United Way Halifax account, which limits your need to handle cash donations.

Please note, CrowdChange cannot be used for the following activities:

- 50/50's
- bingos
- lotteries
- raffles

For more information about the provincial rules and regulations around online and in-person gaming, please visit the [Nova Scotia Gaming Control and Registration website](https://www.novascotia.ca/gaming/).