

HOLIDAY BIG GIVE



CAMPAIGN PLAYBOOK

Our BIG Goal

Raise \$500,000 for Ark Aid Mission to fund 10,000 more days of safe rest, food, and essential needs.

Who's Involved

- **No Frills stores** — collect donations and act as the “connector” for local schools and churches. Celebrate your neighbourhood’s success with customers and staff!
- **Churches** — receive recognition as a Neighbourhood Faith Partner as you engage your congregation in collection drives and amplify the campaign with Sunday announcements and bulletin inserts.
- **Schools** — join our Holiday Big Give Student Challenge and compete to collect the most items and donations. The winning school receives a **\$1,000 Holiday Big Give Bursary Award**, as well as a custom trophy and city-wide recognition!

How It Works

- **Timeline** — From **Nov 1st to Dec 15th**, various No Frills stores around London will partner with nearby schools and churches to collect non-perishable food items, hygiene products, winter essentials, and raise funds through individual custom online giving links.
- **Gala** — At the midway point on **Nov 25th**, we’ll celebrate your success at our **Holiday Big Give Gala** with awards and recognition for all partners.
- **Updates** — Ark Aid Mission will give weekly updates leading up to the very end of the campaign to build excitement as funds are collected and items are dropped off, with even more recognition when all is said and done!