

School Campaign Toolkit

How to run a successful campaign

Now, more than ever, you are needed.

COVID-19 has significantly impacted our friends and neighbours who were already vulnerable. The pandemic has pushed them, and our community, to the breaking point. Your school's campaign is a vital part of helping ShareLife's mission of living the Gospel by providing for those in need. Your generosity—and the generosity of your colleagues—will fuel our work and the work of over 40 Catholic agencies working on the frontlines, providing support for the people and families who need our help the most.

This toolkit includes information and help to run a successful ShareLife Schools fundraising campaign—whether your staff and students are working remotely or in school.

In this toolkit, you will find information on:

- ShareLife and its Mission and Values
- Who ShareLife helps and where funds go
- How to begin your ShareLife Schools fundraising
- Virtual fundraising ideas

Let's get started!



Mission, Vision and Values

Our Mission

To live the Gospel by providing for those in need

By supporting agencies that serve those who are poor, vulnerable and marginalized, and that operate in line with the values of our faith, we bring the hands of Christ to people in need.

Our Vision

The Catholic community and its partners responding generously with justice and love

Our vision speaks to "Catholic Outreach in Justice and Love," one of the core directions of our archdiocesan Pastoral Plan.

Our Principles

Reverence for life at all stages

This has been a core principle of ShareLife since our founding in 1976. We recognize the sacredness of life from conception to natural death. Our agencies uphold this value in everything they do.

Commitment to Catholic Social Teaching

All humans are created in the image of God. We are committed to upholding the dignity of the individual.

Collaboration with stakeholders

We value the work Catholic Charities, our agencies, and our parishes do to communicate the message of ShareLife. We work closely with these groups and our parishioners year round.

Responsible and accountable for resources

We treat every gift to ShareLife as a sacred trust. By keeping our administrative and fundraising costs below 12%, we ensure the maximum amount possible goes to those in greatest need.

Who You Help

Your gift supports all in need who require assistance

Seniors

ShareLife-funded agencies support thousands of elderly people who struggle with isolation, poverty and mental illness. With compassion and care, these vital programs help seniors live their lives to the fullest.

Families

Many people in our lives are silently suffering from depression, anxiety, grief and trauma. The five ShareLife-supported Catholic Family Services agencies provide a lifeline to those dealing with mental health challenges.

Immigrants and refugees

Imagine arriving in a foreign country, not fluent in the local language, and not knowing who can help you find housing and employment. Your gift to ShareLife is helping immigrants and refugees establish a new life in Canada.

People with special needs

ShareLife-funded agencies support people with a wide range of special needs, including Deaf people and their families, people with developmental disabilities, and people suffering from addiction.

Young parents

Many young women who are unexpectedly pregnant don't know where to turn for help. Your gift to ShareLife ensures they have the resources they need to keep their education on track and give their babies a healthy start.

Children and youth

Thanks to your support, ShareLife-funded agencies are ensuring a brighter future for at-risk children and youth throughout the GTA and beyond.

International development and missions

ShareLife isn't just local. Your gift extends mercy and justice to people in the Global South by supporting the humanitarian and pastoral projects of our agencies.

Vocations

The future of the Church depends on men and women heroically answering God's call. ShareLife funding supports the discernment, formation and education of those who will serve in our parishes.

Visit sharelife.org to see exactly who your donations are helping!



Select Your School's Online Platform to Gather Funds Virtually!

There are many ways to create a platform for your school to raise funds for ShareLife. Here are some easy ways to start!

Create a Campaign through your school's School Cash Online Account

SchoolCashOnline

Simply add ShareLife as an 'Item' on your school's account

The SchoolCash Online program allows parents and guardians to pay online for field trips, lunch days and other items. The program is intended to reduce paper, eliminate the need for students to travel with money, and for money to be counted and stored at schools.

Visit schoolcashionline.com for more details

If you do not have access to School Cash Online, try one of these free crowdfunding platforms!
(Please make sure your school board has approved using these platforms.)



Visit charity.gofundme.com to learn more



Visit charityvillage.com/crowdfunding to learn more

Living the Gospel

by providing for
those in need

Give a helping hand to those who need it most, right here at home. By donating to ShareLife, you help support over 40 agencies to serve the most vulnerable people in our community – regardless of their faith, age, or background. For example:

2,785

people with special needs and their caregivers were supported

21,750

people were helped through counselling and mental health programs

10,000+

seniors' lives were improved through social activities, health services and income support

SL ShareLife
sharelife.org |    sharelifecan

Give someone in your community
a brighter future!

Contact

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Discover further information, resources, brochures, impact reports, videos and more at sharelife.org