



Community Fundraising Toolkit

Third-Party Fundraisers

Thank you for choosing to support Sunshine Division! Whether you're organizing a workplace fundraiser, school campaign, birthday fundraiser, community event, or other creative initiative, your efforts help ensure local families have access to nutritious food when they need it most.

Every dollar raised stays local and helps provide immediate food assistance to neighbors across the Portland metro area.

We Can Provide:

- A custom donation landing page
- Donation tracking tools
- Organizational information and impact statistics
- Logos and promotional materials
- Guidance and support throughout your campaign

Donations can also be mailed to:

Sunshine Division
P.O. Box 10106
Portland, OR 97296



Questions? Contact Dana Kinney, Director of Development: dana@sunshinedivision.org.

About Sunshine Division

Since 1923, Sunshine Division has provided immediate food assistance to families and individuals facing food insecurity throughout the Portland metro area.

Today, we operate two Free Food Markets, a home-delivery program, and emergency food assistance programs that help thousands of households each year.

Sunshine Division receives no government funding for its core food assistance programs and relies entirely on community support.

Quick Facts:

- Since 1923, Sunshine Division has provided immediate food assistance to individuals and families in times of crisis.
- Sunshine Division serves tens of thousands of households across the Portland metro area each year through its food pantry service, weekly home delivery program, holiday food distribution events, and community partnerships.
- Sunshine Division also supports local children through Izzy's Kids "Shop With A Cop," providing new clothes for about 500 low-income student every year.
- Sunshine Division food boxes are available 24/7 in Portland Police Bureau precincts.

Learn more about our programs at sunshinedivision.org.



Getting Started

Step 1: Inspire Giving

Need inspiration? Here are a few ways supporters have turned everyday activities into meaningful impact:

- **Birthday Fundraiser:** Ask friends and family to donate in lieu of gifts.
- **Workplace Campaign:** Challenge departments to raise funds or compete for bragging rights.
- **Business Giveback Day:** Donate a portion of sales from a specific product or day. (Ex: Donate \$1 from every taco sold on Taco Tuesday.)
- **Fitness Challenge:** Raise funds through a walk, run, bike ride, etc.
- **Hobby Group Fundraiser:** Host a gaming tournament, craft night, book club challenge, or community gathering.
- **Food Drive Match Challenge:** Collect food and pledge a donation for every pound collected.
- **Special Occasion Fundraiser:** Celebrate anniversaries, retirements, graduations, or milestones while giving back.



Step 2: Set A Goal

Successful fundraisers start with a goal. Whether you're raising \$100 or \$5,000, having a target helps inspire participation and gives supporters something to rally around. Track your progress publicly to share excitement and gratitude.

Step 3: Consider ways to increase your impact:

- Match donations personally or through your business.
- Ask your employer if they offer workplace matching gifts.
- Create friendly competition between teams, departments, or friend groups.

Promotional Materials

Custom Donation Page

We can provide a landing page with a banner featuring your logo, fundraising goal, and other details to support your fundraiser.

Donation Tracking Tools

Your donation page will allow us to track your fundraising progress every step of the way so that you can monitor the success of your campaign and announce milestones as donations come in.

Logos & Promotional Materials

You can find Sunshine Division's official logos [here](#) to add our branding to your fundraiser. We can also provide custom flyers to help you promote your fundraiser. Brand guidelines are included below in this toolkit.

Guidance and Support Throughout Your Campaign

We are here to help ensure your fundraiser is a success! Please reach out at any time during your fundraiser with questions, concerns, and ideas.

Please reach out at least two weeks before your fundraiser begins to ensure we are able to assist you in the best way possible.



Social Media Posts

We encourage you to post about your fundraiser on social media, tag Sunshine Division, and reach out if you need any specific materials, like photos or a donation link to track how much money you raise.

Our Social Media Handles:

- Facebook / Instagram / TikTok / Threads: @sunshinedivision
- Twitter: @sunshine_div
- YouTube: @sunshinedivisionpdx

Sample Copy for General Fundraiser:

Join us in supporting @SunshineDivision and helping ensure local families have access to nutritious food when they need it most.

We're collecting donations from [DATES] to help feed our neighbors. Just \$25 can provide enough food for a neighbor for an entire week. Donate here: [LINK]

Sample Copy for Workplace Fundraiser

Our team is proud to support @SunshineDivision and their mission to provide immediate food assistance across the Portland metro area. Help us reach our fundraising goal by making a donation today. Every gift makes a difference. Donate here: [LINK]

Social Media Posts (Cont'd)

Sample Copy for Birthday Fundraiser

For my birthday this year, I'm asking friends and family to support @SunshineDivision instead of giving gifts. Every donation helps provide food assistance to local families and individuals facing food insecurity. Thank you for helping make a difference. Donate here: [LINK]

Sample Copy for Mid-Campaign Update:

We're [INSERT PROGRESS, e.g. "halfway"] to our goal of \$[INSERT GOAL] for @SunshineDivision! Every donation helps provide immediate food assistance to families across the Portland metro area. There's still time to give: [LINK]

Sample Copy for Thank You / Final Total:

Thanks to everyone who gave, we raised \$[INSERT TOTAL] for @SunshineDivision! Your generosity will help ensure local families have access to nutritious food when they need it most. Grateful for this community.

Logo Usage

Approved Variations:

- Full-color logo
- Black logo
- White/reversed logo



Recommended Minimum Size

- Print: 0.75-1 inch wide
- Digital: 120-150 px wide

Incorrect Logo Usage

To maintain consistency and legibility, never alter the logo in the following ways.

Please Do Not:

- Stretch or distort the logo
- Rotate the logo
- Change logo colors
- Add shadows or effects
- Outline the logo
- Place logo on busy backgrounds
- Rearrange logo elements
- Add unapproved text to the logo



Color Palette

Primary Brand Colors

Sunshine Blue

- Pantone 3581 C — Print
- HEX #0F2868 — Web
- RGB 15, 40, 104 — Digital



Sunshine Yellow

- Pantone 1365 C — Print
- HEX #FFB549 — Web
- RGB 255, 181, 73 — Digital



Usage Guidelines

- Blue and Yellow should remain dominant brand colors.
- Maintain strong contrast for readability (do not use yellow on white background)
- Avoid oversaturated color combinations.
- Black or white Sunshine Division logo may be used for promotional materials upon request.

Typography

Titles, Headlines:

- Proxima Nova Semibold (Default)
- **Proxima Nova Bold**
- **Proxima Nova Extrabold**

Body Text, Subheadlines:

- Proxima Nova Regular (Default)
- Proxima Nova Medium
- **Proxima Nova Semibold**

Alternative Font for Third-Party Promotions:

If you do not have access to Proxima Nova, you may use Poppins as an alternative font to create social graphics, flyers, and other promotional materials related to Sunshine Division.

This includes food barrel drives, corporate volunteer events, and fundraising initiatives.

Ready to Get Started?

Email Dana Kinney at dana@sunshinedivision.org and we'll help you develop a plan that fits your goals.

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