



Running for the Rainbow

Official Fundraiser's Toolkit

About The 519

The 519 is Canada's largest 2SLGBTQ+ community centre. As a City of Toronto Agency and a registered charity, we work with 2SLGBTQ+ communities to create meaningful opportunities where people can be their authentic selves, care for each other and build a better future.

Our programs and services are as diverse as the communities we serve. From our EarlyON program for families with little ones, to our older 2SLGBTQ+ adult focused work, we are committed to being responsive and nimble to meet the evolving needs of community members through our innovative model of Service, Space and Leadership,



What your run makes possible

Every dollar you raise powers vital programs and services for 2SLGBTQ+ communities in Toronto and beyond. Here's a snapshot of the impact your run powers:

221,431

meals distributed to those experiencing food insecurity.

5,358

visits to our family and child programs

15,469

total number of hours completed by our dedicated group of volunteers

\$132,000

total legal consultation fees saved for clients accessing newcomer & refugee supports.

4,704

harm reduction supply kits distributed to community members

1,654

visits to Meal Trans, Toronto's longest running trans-specific drop-in program.

Getting loud

Connecting with your nearest and dearest is one of the most effective ways to reach your fundraising goal. Emailing friends, family and colleagues and posting your giving page on your social media with a personal message about why you're running are both great ways to get the word out. Here are some tips you can use to get loud for The 519.

Tips to consider when posting on social media

- Tag @The 519 in your posts so we can share and like.
- Share your reason for running via a short video. Tag The 519 and we'll help amplify.
- Post frequently to update your followers on your fundraising progress, thank you donors and keep folks engaged.

Tips when using email

- Email is the most effective online tool in your fundraising tool-kit. Personally ask folks for support and share your connection to The 519 and why you've decided to run.
- Ask more than once! A warm reminder to folks who haven't responded to your initial email may be the nudge they need to make a donation.

Helpful Templates

Need some help in crafting your fundraising communications? Please use these templates below to help get you started.

Customize the language and images to make your message sound like you.

[Social Media Post Templates](#)

[Email templates](#)

[Thank you Templates](#)

- Social Media (thank you)
- Email (thank you)



Running Perks

We're so excited to have you join The 519 Team as a runner. Your support means so much to us. As a special thank you for our top fundraisers, we've put together champion thank you kits.

Runners who raise between **\$1,000 - \$4999.99** will receive a Team 519 fanny pack full of runner care essentials.

Runners who raise **over \$5,000** will receive two complimentary tickets to The 519's Annual Gala, featuring Alan Cumming (October 20th), plus a fully stocked Team 519 fanny pack.



A person is holding a large, vibrant rainbow umbrella. The background shows a brick building with several banners hanging from it. One banner reads "It Takes A Village", another says "SILENCE = DEATH", and a third partially visible one says "SILENCE". A blue car is parked in front of the building. The scene appears to be an outdoor event or protest.

Questions?

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