



**Can you get a job
without opportunity?
Not a chance.**

**With your help, Winnipeggers will raise \$200,000 to
create 575 job and training opportunities in 2020.**

We need **YOUR** help to support the development of employment skills, human dignity, and the local economy. Thank you for helping transform a life!

About Us

LITE creates jobs for people in Winnipeg who have been held back from opportunities due to social and economic circumstances.

- No one succeeds on their own. Those of us who grew up in a stable family, had a community of support with positive role models, never experienced poverty or discrimination, had the fortune of good health and lived in a peaceful country got a big head start in life. Not everyone is as lucky.
- Through grant making, collaborative relationships, volunteer opportunities, and special projects, LITE and its partner organizations work to shatter the barriers preventing individuals from gaining employment as well as the skills, connections, and experience they need to achieve financial stability.
- The programs LITE offers and supports benefit individuals who need significant support to be employable. Because of life circumstances, some of us need more than training in a specific job. We need coaching in all the skills that go along with having a job, such as how to get to work on time, cooperate with others, and manage responsibility.

You and your co-workers have the power to create a thriving community for all of us! On average, every \$350 raised creates one job or training experience.

- Your team can also choose to raise money exclusively for LITE's hamper program. Please let us know where you'd like to make impact!



Running a Campaign



How you organize your campaign is up to you!
Some workplaces hold a special lunch, whereas others designate a co-worker to be the point of contact, who collects all donations and donor information.

Best practices:

- Start early. The holiday season ALWAYS approaches so fast! Sign up and set your key dates as early as possible.
- The more the merrier! A small team running a campaign means less work and more fun.
- Set a fundraising goal.
- Share your success! Whether through your personal social media or email accounts, or through your work accounts, tag us so we can celebrate and share your success!

Download ready-made sharables from www.lite.mb.ca

Share your success! Please consider posting a group photo from your workplace campaign. Please tag LITE in your post!



@lite.winnipeg



@LITEwinnipeg



@litewinnipeg

Choosing a Campaign

Choose between an online or traditional campaign – or a combination of both!

Traditional Workplace Campaign

Big PRO: Easy setup.

Drawback: Collecting paperwork and donations.

Download individual donation forms or a donation spreadsheet from our website, www.lite.mb.ca. Sheets can be individually printed.

- For large workplaces, an Excel spreadsheet may work best. The file can be downloaded from our website.
- Donations of cash, cheque, or credit cards can be accepted.
- Receipts will be mailed to individuals who provide their contact information (name and address) and whose donation is over \$10.
- Arrange to drop off or pick up donations with our office.

Online Workplace Campaign

Big PRO: Paperless.

Drawback: It can be challenging to get people to go online to make a donation.

- Indicate on the sign-up form who will be the team captain and we'll send that person a link to get started.
- Invite participants via the link. You'll be able to instantly share over email or your social networks.
- Donations using credit card or Paypal are accepted.
- Donors receive their receipt instantly.



Whatever kind of campaign you choose: get your co-workers involved by letting them know when and where the campaign is happening. We've provided a poster for you to fill out the details (next page):



LOCAL
INVESTMENT
TOWARD
EMPLOYMENT

For some, getting a job is like trying to win a race from far behind the starting line.

We all win when someone has the opportunity to catch up.

Campaign in support of LITE on now!

**We have
the power
to create
a thriving
community
for all.**



**We're a
work hard,
give back &
love life
workplace.**

**Emphasis on
give back.**



Social media sharables

You can use these sharables on your social media channels or in an email.

1. Create a JPEG

To create a JPEG that can be shared on social media from this page, open your "Snipping Tool" (or similar desktop app). Select the image you'd like to share. Save file, choosing the JPEG format. Share away!

2. Add YOUR message

Always add YOUR message to the text of your post. For example, you can:

- include details about your fundraising campaign
- share a link to your fundraising page, if you have one.
- share a link to LITE's website, lite.mb.ca

OR

You can also share YOUR story:

- did someone ever give YOU an opportunity when you really needed one?
- did YOU need help getting your first job?

Workplace Campaign Sign-up Form

Yes! Our workplace will help create a thriving community for all of us!

Workplace and campaign leader name(s): _____

Workplace address: _____

Phone: _____ Email: _____

1. In addition to the downloadable poster, please send us the following promotional materials:

- ☐ General LITE pamphlet: _____ copies
- ☐ Individual donation forms (1/3 page) : _____ copies

2. Where your workplace like to designate your gifts?

- ☐ LITE's Alternative Christmas Hamper
- ☐ Job grants ☐ Use where needed most

3. Allow us to acknowledge your workplace by providing your social media handles:

Twitter: @_____

Facebook: @_____

Instagram: @_____

Please consider emailing us a photo from your workplace campaign that we may share on our social media! Email to info@lite.mb.ca

3. Pick-up or delivery:

Please arrange to pick up our donations.

(If known:) Our donations can be ready for pick-up as of _____

Yes, we can drop off our donations between Dec 1-Dec 20 or after January 1.

NOTE: If your holiday event or campaign is taking place between December 21-January 2, pick-ups can be arranged for early January but only credit card payments processed before Dec 31 are eligible for a 2019 tax receipt.

Please email your completed form to info@lite.mb.ca

Workplace Campaign Donation Form

Here is my gift of:

☐ \$25 ☐ \$50 ☐ \$100 ☐ Other \$ _____

☐ I want to create jobs all year round. Please make this my monthly donation.

☐ I have attached my cheque payable to LITE

OR

☐ I prefer to pay by credit card. Please charge my ☐ VISA ☐ MasterCard

Card number _____ Expiry Date _____

Name on Card: _____ Signature _____

Tax receipts are issued for donations over \$10. LITE's charitable tax number is: 868999558 RR0001

To receive a tax receipt, please fill out your contact information. Receipts will be sent directly to your home.

Name: _____

Address: _____

Phone: _____

☐ Yes, please email me my receipt: _____

Please return your completed form to your workplace campaign leader. And: thank you!

Privacy: LITE protects your personal information and adheres to all legislative requirements with respect to privacy.

**Your gift removes barriers and connects people
to employment in our community!
Thank you!**