

Fundraising Guide

# THE COOK OFF

2025





Thank you for  
being part of the  
legacy and magic  
of The Cook Off!

**We're delighted that you'll be  
joining us.**

By taking part in the Cook Off,  
you're helping provide nourishing  
kai to people who need it most  
this winter.

Inside this guide, you'll find more  
about the impact you're making  
possible — along with simple,  
proven tips to help make your  
fundraising a success.

“

**I have never been to a  
restaurant, never mind  
having a three course meal  
served to me. - Mission Client**

”

“

I loved the night and participating in this fundraising initiative. I got a lot out of it, learnt a lot including building a deeper understanding of the work of the mission and the amazing people who lead the charge.

**Rupert Hodson, BECA  
Cook Off participant**

”

# The difference you're making



Our shared goal is big — and bold.

**Together, we're aiming to raise \$250,000.** That's enough to provide **15,625 warm, nourishing meals** for people experiencing homelessness at the Mission's community dining room this winter.

With every dollar you raise, you're helping ensure people doing it tough have access to good food, dignity, and a place of connection when it matters most.



# We're on a Mission

For 105 years, Auckland City Mission – Te Tāpui Atawhai has been supporting Aucklanders through tough times, offering care, connection, and hope. We walk alongside people facing homelessness, addiction, food insecurity, and barriers to healthcare — offering both immediate relief and long-term pathways to wellbeing.

## Homelessness & Housing

We offer wrap around support starting with **practical care and transitional accommodation, then assisting to find a permanent safe home.**

We hold **classes and activities** creating opportunities to develop new skills, build self-esteem and strengthen social connections.

## Health & Wellbeing

Our **Calder Health Centre** is a 'very low cost access' (VLCA) service. Many people are unable to access healthcare anywhere else as they don't have a home address or GP visits are unaffordable.

The Socially Managed Withdrawal Service is a safe and supportive environment where people can safely detox from alcohol and other drugs.

Coming soon a **VLCA Dental Service**



## Tackling food insecurity across Tāmaki Makaurau

The Mission provides food support to thousands of Aucklanders every year — from individuals experiencing homelessness, to whānau struggling to put food on the table.

We operate Haeata, our community dining room, serving warm, nutritious meals 365 days a year. For many, it's the only meal they'll have that day.

We also provide food parcels and kai support to people and families in crisis through a network of community partners across the city — helping ensure people have what they need to get through tough times with dignity.

# HomeGround

Opened in 2022, HomeGround is the Mission's central city hub — a place of transformation and care, under one roof

- 80 permanent apartments with 24/7 access to support
- 25-bed residential detox service
- Calder Health Centre and pharmacy
- Haeata dining room
- Therapeutic spaces, counselling, and creative workshops
- Community rooms for learning, connection, and growth



# The Cook Off is where Food meets Community



**It's more than just preparing a meal.**

It's about the power of food to nourish both body and mind — to bring people together, create connection, and foster a sense of belonging.

By taking part in this year's Cook Off, you're not only raising vital funds to provide warm, nourishing meals for people facing homelessness — you're helping to offer dignity, community, and hope. One dish at a time.

“Food is maybe the only universal thing that really has the power to bring everyone together”  
Guy Fieri

# Haeata: The Heart of the Mission

Funds raised from the Cook Off will support Haeata, the Mission's community dining room.



For people experiencing homelessness, accessing nourishing food can be incredibly difficult. At Haeata, warm and nutritious meals are served every single day of the year, from 8am–11am. For many, it's the only meal they'll have that day.

In 2024 alone, **more than 84,000 meals** were served from Haeata.

This vital service is made possible entirely through public donations.

As winter approaches, we expect even more people to walk through the doors — not just for a hot meal, but for warmth, safety, and a sense of belonging.



# Haeata: More Than A Meal

For many, Haeata is their first experience with the Mission — and the beginning of a journey toward greater stability, support, and connection.

Every day at Haeata, people are welcomed into a space that offers much more than just food:

- **Nutritious meals:** Wholesome kai that supports physical health, wellbeing, and manaakitanga.
- **Support and empowerment:** A safe, respectful space where people can connect with housing, health, and social services — and take their next step forward.
- **Social connection:** Shared meals reduce isolation and build a sense of whanaungatanga and belonging.
- **Learning and growth:** Opportunities to learn about nutrition, cooking, and creative expression — supporting confidence, skills, and personal growth.
- **Cultural inclusivity:** A diverse menu that respects different cultural and dietary needs, so everyone feels welcome and nourished.





# Fundraising ideas

**Hold a raffle or auction** with prizes like a lunch / dinner/ mentoring session with you, use of company car park, a bach for a long weekend, etc. Gather corporate gifts you have received and create an awesome hamper pack for a staff raffle.



**Gift Matching:** Would your business or a supplier be prepared to match some or all of the donations you raise? This can be set up via your online fundraising page. Just get in touch to find out more.

**Run an office event:** Ask your office social club to arrange a quiz night, bingo night, etc with entry fees and money raised going towards your target.





### **Have fun with your fundraising.**

If you are boiling an egg or cooking your family a meal or snack, take a picture for your fundraising page, socials or emails with something like 'my current culinary skills... plenty of room for improvement for the Cook Off'.



### **Office lunch or morning tea:**

At the moment do your cooking skills extend to baking or toasted sandwiches? Recruit your senior leaders to cook lunch or a morning tea and ask staff to donate.

### **Have a client or suppliers event:**


organise a client event with a special guest speaker and ask attendees for a donation to your fundraising page.


**A day out:** do you have contacts who own a boat or a race car or.... could you sell tickets for the opportunity to go fishing out on the Hauraki Gulf, race around a racetrack, a concert or big sports match, etc?





# Fundraising made easy


Mix and match our tips to maximise your fundraising impact


 **Personalise your fundraising page:** Add a photo and make the text your own. Share why you're proud to represent your company and take part in the Cook Off for Auckland City Mission – Te Tāpui Atawhai.


 **Send a reminder email (or two):** People are busy — sometimes they just need a friendly nudge. Remind them what you're doing and how they can support you.


 **Set the tone with your first donation:** Research shows the first donation sets the benchmark. Ask a generous contact to kick things off — or consider making the first donation yourself.

 **Use what we've provided:** Head to the 'Resources' tab on your fundraising page for social tiles, example copy, and quotes you can use. If there's something else you need, just let us know!

 **Get creative with your own content:** Photos, posters, videos — the more personal and fun, the better. Make it your own and let your passion shine.

 **Ask everyone:** Friends, family, colleagues, customers, suppliers — you'll be surprised how many people want to support you when they know why it matters.

 **Go one-on-one:** The most effective way to raise funds? Ask personally. Chat with people face-to-face or over the phone, then follow up with a quick email.

 **Personalise your emails:** Email is still one of the best fundraising tools. Tailor your message, make it heartfelt, and always include your fundraising link.

**Need inspiration?** Check the next page for a sample email to help you get started.



**Craig West from Downer,** used a photo of himself helping out with a fundraiser in his office to promote his fundraising efforts and encourage people to support.

# Fundraising made easy



**Keep people updated:** Share your fundraising progress, any events you're hosting, or even some behind-the-scenes practice in the kitchen! Updates keep people engaged and encourage more donations.



**Raise the bar:** Close to hitting your goal? Consider increasing your fundraising target — people are more likely to give when they see you're close but not quite there.



**Show the impact:** Use the stories and info we'll share to show how donations are helping provide food, dignity, and support to Aucklanders doing it tough this winter.

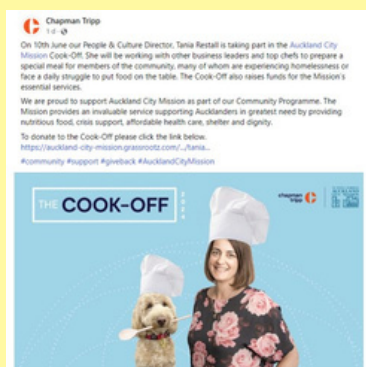


**Say thank you:** A quick thank you goes a long way. Let your supporters know their donation matters — because it truly does.



**Use your social media:** Platforms including LinkedIn, Instagram, Facebook, and TikTok are great tools to share your journey. Be creative, have fun — and don't forget to include your fundraising link. Could your business post too? Check out the 'Resources' tab for post ideas and suggested text.

**Need inspiration?** Flip to the next page for a sample 4–6 week social media plan to help you get started.







Troy, who took part last year and raised over \$45,000 shares his fundraising success

## Troy's Recipe for Success

**"AlSCO has a long legacy of care for the communities around us and our relationship with the Mission has been going for generations now.**

AlSCO Uniforms supported my fundraising with an outstanding corporate donation of \$10,000 start and my goals was to quadruple it!

Every contact in my directory was notified. AlSCO suppliers were targeted for assistance with such a worthy cause. They responded magnificently and I feel that these relationships were even enhanced!

Business colleagues and contacts chipped in, and friends and family all contributed where they could.

**Some simple advice from the Mission that was magic - that people are very busy, so need an extra prompt or two. It worked!**

**Another tip - respond personally to every donation and update your page regularly with stories and pictures."**

**AlSCO are back for this year's Cook Off.**



# We're here to support you

We are here to help you reach (and hopefully exceed) your fundraising target.

Over the coming weeks we will keep in touch with all the information you need for the Cook Off

We will organise a visit to HomeGround so you can see first hand the positive difference your fundraising will make.

**Carol Herbert: 027 700 9123**

[carol.h@aucklandcitymission.org.nz](mailto:carol.h@aucklandcitymission.org.nz)

**Sophia Sharpe:**

[sophia.s@aucklandcitymission.org.nz](mailto:sophia.s@aucklandcitymission.org.nz)



## The Cook Off

3 - 9 pm | Monday 16th June  
St Matthew-in-the-City  
[www.missioncookoff.org.nz](http://www.missioncookoff.org.nz)

THE COOK OFF



TE TĀPUI ATAWHAI  
AUCKLAND  
CITY MISSION



# RESOURCES

Some examples of the resources available on the 'Resources' tab on your fundraising page.

# Sample 4–6 week social media plan to help you get started.

Day	Post Image / Graphic	Caption	Objective
1		<p>"This June, I'll be swapping spreadsheets for spatulas and joining the Auckland City Mission – Te Tāpui Atawhai Cook Off – cooking a 3-course meal alongside some of Auckland's top chefs... and raising funds for an incredible cause. The Mission supports thousands of Aucklanders every year with access to food, housing, health and social services. I've committed to raising \$10,000 to help make that happen. If you're in a position to support, I'd be so grateful."</p> <p>💛 Donate here: [insert personal fundraising link]</p>	Introducing the event and announcing your involvement!
2		<p>"I've always believed in showing up for our community—and this is one small way I'm doing that. In June, I'll be part of the <b>Cook Off</b> with the Auckland City Mission – Te Tāpui Atawhai –cooking a meal with a top NZ chef and raising funds to help people experiencing hardship. I've committed to raising <b>\$10,000</b>, and I'd be honoured if you'd consider supporting me. This work is close to my heart, and I can promise every dollar goes to a powerful cause."</p> <p>💛 [Insert personal link]</p>	Sharing donation page, and your 'why' for being involved
3		<p>"The Mission's community dining room, Haeata is open every day of the year, serving warm meals to people who need food. Demand is at the highest it has ever been, donate today to support this important service."</p>	Share a statistic / impact data / story that let's people know <b>why</b> you're raising money for food insecurity.
4	<p>Photos from welcoming event, or a video of you speaking to camera if you feel confident to do so!</p>	<p>"There's one week to go before I put my chef jacket on! Thanks so much to everyone who has donated thus far, if you haven't clicked the link yet please do – I'm so close to my \$10,000 target raising money for the Auckland City Mission – Te Tāpui Atawhai!"</p>	<p>The week of the event! Provide an update of how your fundraising is going, sharing what team you're in, and how you're feeling about the event. Final call for donations!</p>

# Social media templates available in resource bank

A range of templates for you to use as posts - insert photos / images / your company logo / text as you wish (drag and drop into clouds):



**Download our Haeata infographic here**

A range of Story templates - insert photos / text either on your computer or from your phone in the Facebook / Instagram app:



Find these on the 'resources' tab on your fundraising page.

# Sample Email

**Subject: Help me provide 625 meals this winter**

Kia ora [Name],

This June, I'm stepping into the kitchen for a powerful cause — the Auckland City Mission – Te Tāpui Atawhai Cook Off.

I've committed to be part of a team to cook a three-course meal for 150 guests supported by the Mission — and to raise at least \$10,000 to help fund 625 warm, nourishing meals for people doing it tough this winter.

Every single day of the year, the Mission's community dining room, Haeata, serves hundreds of people experiencing homelessness or hardship. For many, it's the only meal they'll have that day. Last year the Mission served over 84,000 meals – that is staggering.

As we head towards the colder months of winter, more people will turn to Haeata — not just for food, but for warmth, safety, and a sense of connection.

Together we can make a difference this winter. Please support my efforts by donating here:

👉 [insert link to personal fundraising page]

Ngā mihi nui,

[Your Name]