



# Kia ora!

## Welcome,

Thank you for helping make sure no one in our community goes hungry this winter! Winner Winner, Winter Dinner is about sharing what we have; food, connection and kindness, to help feed someone in our community doing it tough.

In this pack, you'll find:

- Quick tips for sharing
- Social media posts and graphics you can share online
- A snippet for your organisation's internal newsletter or staff noticeboard (if applicable)
- A poster for your workplace
- An FAQ document that explains why we're running this campaign.
- A link to some recipe ideas to get you started

Thank you for your support  
Rebecca Culver



# Sharing, tips and more

## Quick tips for sharing

Here are some tips to help you spread the word about your event and help us reach more people.

- Post your dinner plans on social media, tag @JustZilch and use #WinnerWinnerWinterDinner so we can share your kindness!
- Add our snippet to your staff newsletters, intranet or noticeboard.
- Remind your guests why you're doing this: Every plate you share means fewer empty plates in our community.
- Share your fundraising page link (if you're using one).
- Feel proud, you're helping rescue good food and feed families who need it most!

## Need some ideas? Let's get you started

Here are some links to some hearty, and delicious meals to give you some inspiration

- [VJ Cooks: Tasty recipes for the whole family!](#)
- [Women's Weekly Easy Potluck recipes](#)
- [Budget friendly recipes from Woolworths](#)
- [Crowd pleasing potluck ideas](#)

## Social Media posts

### Version one (for organisations):

We're doing our bit to help make sure our community doesn't go hungry this winter by hosting a @Just Zilch Winner Winner, Winter Dinner!

Our staff are coming together this August to share what we have: food, connection and kindness. We've invited our staff to bring a small plate of food to share with one another and donate what they'd usually spend on lunch to Just Zilch.

Not knowing where your next meal is coming from is scary, and it can happen to anyone. By taking part, we're helping Just Zilch rescue good food and get it to families who need it most - with dignity, no judgement, and no questions.

♥ Get your organisation or whānau involved by hosting your own Winner Winner, Winter Dinner event or donate if you can: <https://justzilch.org.nz/winterdinner/>

### Version two (Individual):

This winter, I'm doing something special to help make sure our neighbours, families and others in our community don't go hungry.

I'm getting my friends and whānau together this August for a @Just Zilch Winner Winner, Winter Dinner! Everyone's bringing a plate to share and donating what we'd normally spend on a night out to Just Zilch.

Just Zilch rescues good food and gets it to people who need it most. In just one year, they've rescued over 519,000 kg of food which is around 1.15 million meals!

If you'd like to find out more, host your own event, or donate if you can, visit <https://justzilch.org.nz/winterdinner/>

## Newsletter/Intranet Snippet

### We're hosting a Winner Winner, Winter Dinner fundraiser!

This August, we're supporting Just Zilch to help make sure our neighbours don't go hungry this winter. Join us on [INSERT DATE AND TIME] in the [INSERT LOCATION i.e staff room, communal space], bring a small plate of food and donate what you'd normally spend on lunch to the Just Zilch Winner Winner, Winter Dinner appeal.

This fundraiser is about sharing what we have; food, connection and kindness, to help feed families in our community doing it tough this winter.

We can't wait to see you all there! If you'd like more information about this fundraiser, please visit the Just Zilch Website at <https://justzilch.org.nz/winterdinner/>



## FAQs

### **What is Winner Winner, Winter Dinner?**

Winner Winner, Winter Dinner is a simple way to help feed our community this winter. Get together with friends, whānau or your workmates for a potluck-style meal, and donate what you'd normally spend on a night out to Just Zilch. Every dollar helps rescue good food and get it to local people who need it most.

### **Who can take part?**

Anyone! You can host a dinner at home, organise a morning tea at work, or even partner with a local café or restaurant. It's a fundraiser for everyone.

### **How much should I or my guests donate?**

There's no set amount - just donate what you'd normally spend on a meal out. Every contribution helps. For example, if you'd usually spend \$30 dining out, donate that!

### **Where does the money go?**

All donations go directly to Just Zilch and will stay right here in the Manawatū region. We rescue good food that would otherwise go to waste and get it to people in our community who need it most - with dignity, no judgement, and no questions.

### **Can businesses take part too?**

Yes! We'd love workplaces to host shared lunches or morning teas, and hospitality venues to offer customers the option to add a donation to their bill. If you're a business or hospitality business owner, sign up and we'll give you everything you need for a successful event.

### **Is my donation tax deductible?**

Yes! Donations to Just Zilch are tax deductible. We can send you a receipt if you need one.

### **I can't host a dinner - can I still help?**

Absolutely! You can still donate directly or share our message on social media to help spread the word. Every bit helps!

### **Who do I contact if I have more questions?**

Email us at [ops@justzilch.org.nz](mailto:ops@justzilch.org.nz) - we're here to help!