



# FAST AGAINST HUNGER CHALLENGE | APRIL 23

## HOW TO GUIDE

### What is the Fast Against Hunger campaign?

The Fast Against Hunger campaign is an initiative created by Project Ramadan in response to the hunger crisis facing Canadians.

### Did you know?

- Over **4 million** people face food insecurity across Canada<sup>1</sup>
- In 2021, **over 1.3 million Canadians** needed access to food banks<sup>2</sup>
- **1/3 children** in Canada are at risk for going to school hungry<sup>3</sup>
- First Nations, Métis and Inuit adults experience levels of food insecurity that are **5-6 times greater** than other populations across the North<sup>4</sup>

### Project Ramadan - Our Story

Established in 2009, Project Ramadan is a non-profit initiative under the Muslim Welfare Canada. Project Ramadan's mission is simple: we fundraise, assemble, and distribute baskets containing staple food items to families in need, **regardless of their race, religion, or ethnicity**. To date, we have raised over \$2.3 million dollars and helped over 36.6K families across Ontario with the help of over 3,000 volunteers.

We believe that our community is always stronger together, and that access to food is a basic human right, not a privilege.

<sup>1</sup> Source: <https://foodsecurecanada.org/resources-news/news-media/we-want-canada-zero-hunger>

<sup>2</sup> Source: <https://hungercount.foodbankscanada.ca/>

<sup>3</sup> Source: <https://www.ctvnews.ca/lifestyle/food-insecurity-in-canada-1-in-3-children-risks-going-to-school-without-breakfast-1.5767948>

<sup>4</sup> Source: <https://foodsecurecanada.org/resources-news/news-media/we-want-affordable-food-north>

## Why do Muslims fast?

During the holy month of Ramadan (which occurs on the 9th month of the lunar-based Islamic Calendar), Muslims across the world refrain from eating and drinking (including water and chewing gum) from dawn until sunset for 30 days.

- Before dawn, it is recommended to eat a pre-fast meal, known as **suhur**. This meal could resemble a dinner or breakfast meal and varies between cultures and food preferences.
- After sunset, Muslims break their fast with **iftar**, which is a meal that usually starts with some dates and a glass of water and/or milk followed by dinner.
- Snacking is permitted during the hours between **iftar** and **suhur** and drinking lots of water is strongly encouraged.

The act of fasting in Ramadan is meant to serve as a reminder to Muslims about the less fortunate in this world. It enables us to build empathy for those who face food insecurities and reminds us to be grateful.

Fasting is mandatory for all healthy adult Muslims, however the following groups of people are exempt:

- Children under the age of puberty
- The elderly
- Those who are physically and mentally incapable of fasting
- Pregnant or breastfeeding mothers
- Travellers

This year we would like to invite our non-muslim friends to join us and fast alongside us on **April 23rd**. This will give you the opportunity to experience in a small way what those individuals who face food insecurities go through on a regular basis.

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## Fast for a Day Challenge - How does it work?

### 1. Ask your friends, family, co-workers and/or neighbours

- Ask them to join your team and fast along with you. Let them know to spread the word to their family and friends as well
- Ask them to support you by making donations to your Campaign
- Don't forget to thank them!

### 2. Set up your personal PR Fundraising Campaign Dashboard

- See page 3 "*How to set up your PR Fundraising Campaign Dashboard*" for step-by-step details.

### 3. Set a goal for your group PR Fundraising Campaign

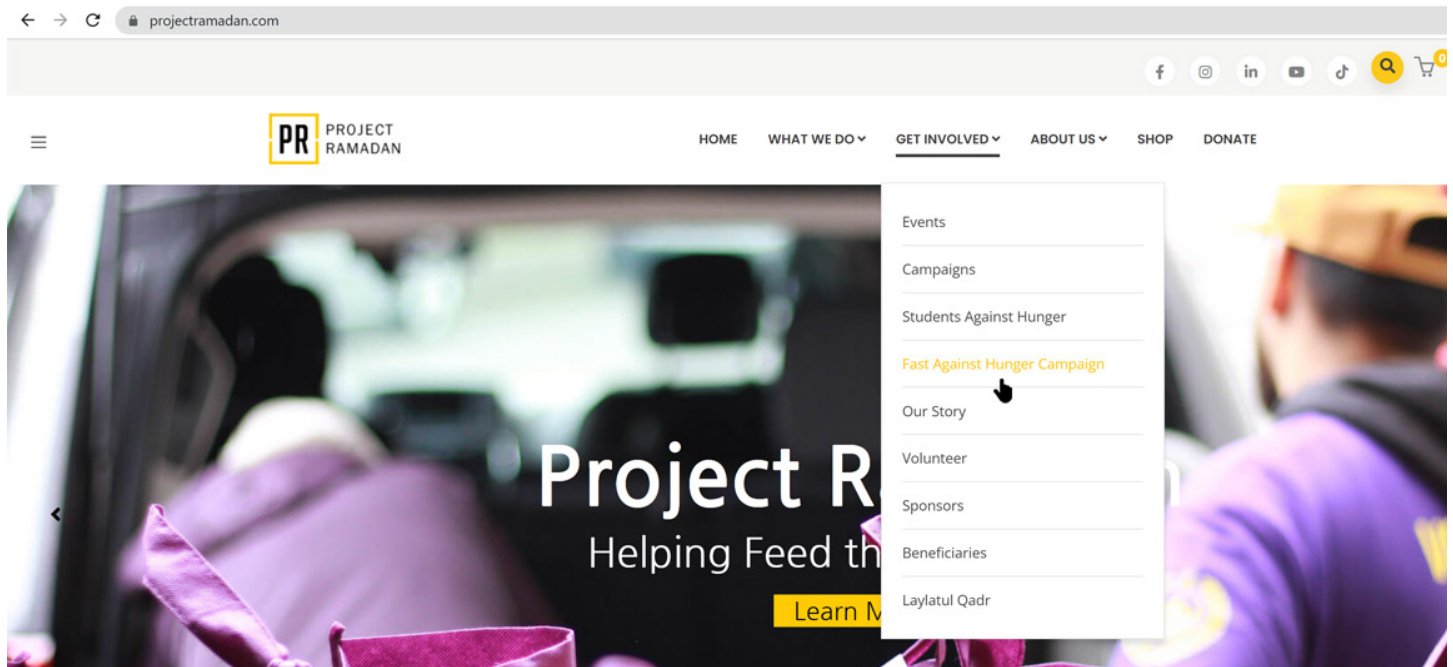
- For every **\$60** donated, we are able to **feed one family** in need for up to one month
- For every **\$1000** donated, we are able to help **feed 16 families** in need for up to one month
- For every **\$5000** donated, we are able to help **feed 83 families** in need for up to one month

### 4. Host an iftar dinner for your group.

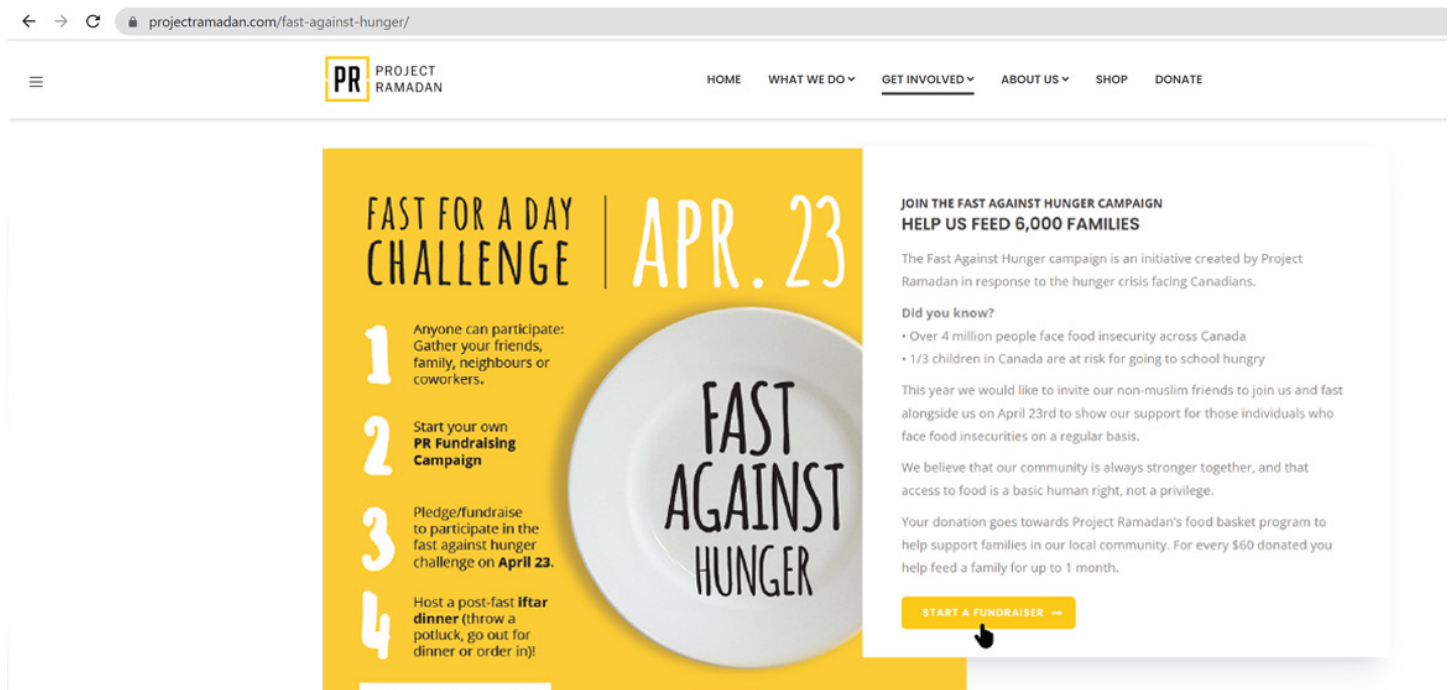
- Throw a potluck, go out for dinner or order in to commemorate your day of fasting!

# How to set up your PR Fundraising Campaign Dashboard

## 1. Go to [www.projectramadan.com](http://www.projectramadan.com) >> Get Involved >> Fast Against Hunger Campaign



## 2. Click on "Start a Fundraiser"



### 3. Personalize your **PR Fundraising Campaign Dashboard**

- Enter a Display Name for you PR Fundraising Campaign Dashboard
  - This could be your name or the name of your team/ organization.
  - This name will be displayed on your campaign dashboard page.
- Upload a fundraiser photo
  - This will be displayed as the profile picture on your campaign dashboard
  - You could use a picture of yourself/your team or a logo
- Enter your Fundraising Goal for the campaign
- Personalize your message and share why you are participating in the Fast Against Hunger campaign
- Goal Date - Select a date that you would like to close your fundraising campaign.
  - **Note:** The Project Ramadan Fast Against Hunger Challenge will be hosted on April 23rd, 2022

4. After you set up your fundraising campaign page you will receive an email with a link to manage your campaign page as well as a link to share your campaign with your family, friends and social network.

To edit/update your campaign page use the **“Manage my page”** option in the follow up email provided.

For any questions or concerns feel free to reach out to us at:  
**contact@projectramadan.com**

5. Share your campaign and spread the word! Let your friends and family know why you are Fasting Against Hunger!
- Share a link to your personal fundraising page in your chat groups and through social media. Don't forget to tag your friends!
  - Post your fasting journey on social media. Let people know why it is important to you and don't be shy to ask for their support!
  - Challenge your friends to join you or beat your fundraising goal. A little friendly competition never hurt anyone!
  - **Download creative assets found under Participants Resources** to share your fundraising campaign efforts on your social media platform.

### Start Your Fundraiser

Tell the people you know best why our work matters to you! Filling in a goal, message, and photo will make your fundraiser feel relevant to your community.

DISPLAY NAME ?

FUNDRAISER PHOTO ?

FUNDRAISING GOAL

\$5,000 CAD ▼

YOUR MESSAGE ?

I'm raising money to help provide food for a family in need for one month. Please donate today to help me show support!

119/120

GOAL DATE

📅 23 Apr 2022

**Continue**

Use the hashtag **#PRFastAgainstHunger** and tag us **@projectramadan** on all your posts!  
We would love to follow along with your Fast Against Hunger journey  
and virtually be a part of your **iftar dinner!**