**Support Eva’s Taste Matters Remixed campaign**

**Help celebrate the launch of Eva’s Eats, a cookbook created by the youth at Eva’s to help them transition to independent living.**

**As part of the celebrations, Robert and Ellen Eisenberg are matching up to 181 new monthly donations for the first year. That is one new monthly donor for each young person staying at Eva’s every night.**

In this toolkit, you’ll find copy and images that can be shared via email or on your LinkedIn, Facebook, and Instagram. Let those in your network know about a cause that’s important to you! They can have a big impact in supporting young people in our community by making a donation that will be matched.

**How you can make a big difference and increase the appetite for impact among your network:**

1. Share this toolkit content on your social media channels
2. Make a donation to Eva’s in support of the young people we serve
3. Become a monthly donor, your gift will be matched for one year. That’s 2X the impact!

We also invite you to share with your followers Eva’s content from our social channels. Follow us on Facebook, Twitter, Instagram, and LinkedIn.

**If you have any questions, please contact Justin Edmonstone, Manager of Brand and Content, at** jedmonstone@evas.ca.

**Suggested Posts**

Note: To download the images shared below, visit: [evas.ca/taste-matters-toolkit](https://evastor-my.sharepoint.com/personal/kdaniel_evas_ca/Documents/Communications%20Department/Development%20Support/Taste%20Matters/Taste%20Matters%202023/Toolkits/evas.ca/taste-matters-toolkit)

**LinkedIn, Facebook, Instagram**

**Post 1:**

The young people and staff at Eva's Initiatives for Homeless Youth have been collaborating on a special project – Eva’s Eats, a cookbook made by youth, for youth to support them in transitioning to independent living.

Eva’s provides shelter, transitional housing, and health and well-being programming to help youth experiencing or at risk of homelessness in Toronto.

To celebrate, long-time supporters Robert and Ellen Eisenberg are matching all new monthly donation commitments for one year. Commit to becoming an Eva’s monthly donor and your gift will have 2X the impact. Learn more here: [www.evas.ca/tm2023](http://www.evas.ca/tm2023)

A person cooking in a kitchen

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**Post 2:**

Congratulations to the young people and staff at Eva's Initiatives for Homeless Youth, who have created a cookbook to support youth as they transition to independent living. The collection features recipes with accessible ingredients that are budget-friendly and hold special significance for the young people at Eva’s.

To celebrate, generous donors have agreed to match all new monthly donations to Eva’s for one year. That’s 2X the impact in support of young people experiencing homelessness in our community.

Learn more about this exciting project and how you can become an Eva’s donor: www.evas.ca/tm2023

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**Post 3:**

This year, Eva’s is remixing the recipe of their Taste Matters event with the launch of their Eva’s Eats cookbook. Created for youth by youth, the collection is made up of accessible, budget-friendly recipes that hold special significance for the young people at Eva’s to support them in their transition from the shelter to independent living.

To celebrate, long-time supporters of the organization have agreed to match all monthly donors for one year. That’s 2X the impact in support of young people experiencing homelessness. Learn more here: www.evas.ca/tm2023

A person cutting vegetables in a kitchen

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**Post 4:**

As a proud supporter of Eva’s and their great work, I wanted to celebrate and recognize a recent achievement of the young people and staff, the launch of Eva’s Eats – a cookbook created by youth for youth.

This collection of accessible, budget-friendly recipes is personal to the young people at Eva’s and was created to support their transition from the shelter to independent living. It’s also a tribute to founder Eva Smith, who believed food was essential to connect young people with their culture.

To celebrate, long-time supporters of Eva’s, Robert and Ellen Eisenberg, are recognizing and celebrating the launch of the Eva’s Eats cookbook by matching all new monthly donors throughout the next month. Become a monthly donor today and have double the impact all year long!

Learn more at evas.ca/tm2023

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**Twitter**

**Post 1:**

The young people at @evasinitiatives have created Eva’s Eats, a cookbook to support the transition from shelter to independent living. Join in celebrating their hard work by becoming a monthly donor and have 2X the impact, thanks to a generous donor matching. Learn more: [www.evas.ca/tm2023](http://www.evas.ca/tm2023)

A person cooking in a kitchen

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**Post 2:**

The youth and staff at @evasinitiatives created a cookbook to support young people experiencing homelessness transition to independent living. To celebrate, long-time supporters of Eva’s will match all new monthly donations for one year. Learn more: evas.ca/tm2023

A person cutting vegetables in a kitchen

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**Post 3:**

Congrats to @EvasInitiatives on launching Eva’s Eats, a cookbook by and for youth. These meaningful, budget-friendly recipes support their transition to independence and honour Eva Smith’s vision.

Become a monthly donor and your donation will be matched: evas.ca/tm2023

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**Additional resources that can be shared on your channels**

* The monthly donor campaign landing page  
  <https://www.evas.ca/tm2023/>
* A new two-minute video celebrating the legacy of Eva Smith  
  <https://youtu.be/prKhDi1t4Ys>
* The cookbook launch promotional video  
  <https://youtu.be/ATlgQyi-QcI>
* A blog post about the production of the cookbook  
  <https://www.evas.ca/blog/assembling-the-evas-eats-cookbook/>
* A blog post celebrating the launch of the cookbook

<https://www.evas.ca/blog/cooking-a-special-project/>

* A blog post on the benefits of becoming a monthly donor at Eva’s

<https://www.evas.ca/blog/monthly-donor-can-impact/>