

# COMMUNITY FUNDRAISING TOOLKIT

HORIZONS  
FOR YOUTH

LEAVE THE STREETS BEHIND



# HELP HOMELESS YOUTH TODAY!

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First, let us say THANK YOU for your interest in fundraising for Horizons for Youth (HFY)! For many years, HFY has been honoured to receive support from schools, companies, faith-based organizations and other community groups in the Greater Toronto Area. HFY works tirelessly to help at-risk youth leave the streets behind and we could not do this without assistance from our community.

## Why fundraise for Horizons?

By committing to raise funds for HFY, you can help us change our residents' lives for the better. As a not-for-profit charitable organization, we rely on your generous support. Your efforts will directly impact the lives of homeless and at-risk youth.

If a particular program at Horizons for Youth resonates with you, you can choose to designate the funds you raise to that program. You can support:

- Mental health services
  - HFY's Day Program, which helps residents find employment, advance their education and develop life skills
  - Meal program (we serve 3 meals and 2 snacks every day)
  - HFY's annual trip to Algonquin Provincial Park
  - Or, let us apply the funds where they are most needed
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**"The staff cater to each and everyone's different needs, they listen, reach out, sit down and actually listen to your problems...Horizons gives hope and a chance to those who are down on their luck"**  
**-Former resident, age 21**

# About Horizons for Youth

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## Mission

To shelter, prepare and guide homeless and at-risk youth to achieve wellness and become contributing community members

## Vision

A sharing, growing community where everyone has a home

Horizons for Youth is a shelter for at-risk and homeless youth between the ages of 16-24 in Toronto. We provide emergency accommodations and support programs to up to 45 youth each day.

## Our Programs

### CASE MANAGEMENT

Case managers work one-on-one with each resident to conduct appropriate assessment and referrals. Together, the pair identifies goals and creates a plan of action to work towards them.

### DAY PROGRAM

Horizons for Youth's Day Program runs Monday to Friday from 9am-4pm and incorporates a combination of workshops, interactive lessons and field trips designed to give young people the tools they need to thrive. Day Program activities include art and wellness therapy, trips to fitness centres, healthy cooking, housing and employment workshops and much more.

## HOUSING PROGRAM

This program assists youth find and maintain housing. Many youth could excel on their own; however, a lack of affordable housing in the city makes it difficult to find somewhere to live. All clients of HFY have the opportunity to meet with the Housing Worker to receive help looking for safe, secure and affordable housing.

## MENTAL HEALTH & ADDICTIONS PROGRAM

This program provides clients with a broad range of services, including individual counselling, crisis management, therapeutic group facilitation and assessment services. Our counsellor employs a non-judgemental, harm reduction philosophy, which empowers clients to identify their priorities and works with their existing strengths.

## COMMUNITY SUPPORT

Once housing is secured, former residents can join the Community Support program, which aims to help them successfully re-integrate into their respective communities. Our Community Support Worker will visit youth in their new homes and provide food packages and other needed items like dishes and small kitchen appliances. HFY also continues to provide former residents with ongoing access to our in-shelter services to help youth learn the skills needed to live independently.



**86%**

of residents reported improved mental health as a result of the Mental Health & Addictions Program

**700+**

at-risk and homeless youth were supported by Horizons for Youth in 2017

# Fundraising Ideas

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Here is a list of fundraising ideas that you might consider to help you get the ball rolling. But, don't let this list limit your creativity! We are open to all types of fundraising activities and we encourage you to think of an initiative that is suitable for you and your community.

## AT SCHOOL

### Bake Sale

Gather a group of friends and bake some delicious treats to sell at school!

### Hot Dog/Pizza/Burger Days

Tired of a traditional brown bag lunch? Sell coupons to be exchanged for different types of meals. Doing your fundraiser in the winter? Try a "hot chocolate day" or a "s'mores day"!

### Trivia Competition

The organizing committee creates a list of challenging and fun questions. Students are asked to buy a ticket to participate in the trivia competition. If teams donate more to HFY, they get certain advantages, like a "phone a friend" lifeline.

### Talent Show

Do you have many talented students at your school? Recruit students to showcase their skills at a talent show and sell tickets to this event.

### Craft Sale

Showcase the creativity of your peers by selling crafts made by students of your school in support of Horizons for Youth.

### Sports Tournament

Students and teachers pay a fee to participate in a sports tournament. Invite students at your school to watch and sell some snacks to raise additional funds for HFY!

### Candy Grams

Who doesn't love receiving candy around Valentine's Day, Halloween or the winter holidays? Candy grams are a nice way for people to send a special message to their friends. Create a candy gram package with a variety of candies and attach card stock paper to it so that your peers can write a message on it. Invite students at your school to buy candy grams for their friends.

## AT WORK

### Lunch with an Executive

Employees make a donation and are entered into a draw for a lunch with a senior executive at your company. This event supports a great cause and is an excellent professional development opportunity!

### Interdepartmental Olympics

Organize interdepartmental games such as sporting tournaments, paper air plane tosses and chair races. All participants pay to enter and the department that raises the most funds for HFY gets a free pizza lunch or a half-day off!

### Casual Days

Ask employees to donate to HFY to dress down for the day. This event is great for offices that have formal dress codes.

### Host a Pancake Breakfast

Invite employees to make a donation in exchange for a delicious breakfast and a morning coffee!

### Give Something Up

Invite employees to give up something they love to show solidarity with homeless youth who often do not have access to the things they enjoy. Donate the money you would spend on these items (morning lattes, happy hour drinks, meals at restaurants, etc.) to Horizons for Youth.

### Snack-Cart Fridays

Help your co-workers celebrate the end of the work week by selling snacks on Friday! Many vendors will sell snacks at a discount, so more of the proceeds from these sales can go towards HFY.

### 50/50 Draw

A 50/50 draw is a simple lottery system that can be an individual fundraiser or an event combined with other activities. The winner gets 50% of all that is raised and the other 50% goes to HFY.

## IN YOUR COMMUNITY

### Chili Cook-Off

Ask several community members who have some talent in the kitchen to make a large batch of chili. Attendees buy tickets and receive samples of the different types of chili. Don't forget to give prizes to the individuals who make the tastiest chili and the most creative chili!

### Gift Basket Auction

Gather donated items from local businesses to create a variety of gift baskets and invite members of your community to bid on their favourite baskets.

### Community Yard Sale

Ask neighbours to donate items that they think other members of your community would be interested in and sell these items in a community-wide yard sale!

### Backyard BBQ

Invite the neighbours over for a backyard BBQ. Sell food and drink tickets and organize games like a bean bag toss, potato sack races and backyard bowling.

### Book Fair

Foster a love of reading and support HFY! Ask community members to donate books to this fair and once all books are collected, organize a book sale.

### International Cuisine Night

Community members bring their favourite dishes from all over the world. Attendees buy tickets and receive samples of the different cuisines.

### Car Wash

Gather a group of neighbours to wash cars for the afternoon to raise funds for HFY!

## FOR YOUR BIRTHDAY

### Donations in lieu of gifts

Ask for donations to Horizons for Youth instead of receiving gifts for your birthday. GoFundMe or Crowdrise are easy online platforms that you can use to solicit donations.

### Donation Jar

Hosting a birthday party? Put out donation jars where attendees can make contributions to Horizons for Youth.

## FOR THE WINTER HOLIDAYS

### Gift Wrapping Service

Provide a gift wrapping service to your friends and family members in exchange for a donation to Horizons for Youth.

### Wreath/Ornament Sale

Share your holiday spirit with your friends and family members by selling ornaments or holiday wreaths. Supporters get a beautiful new holiday decoration and have the opportunity to support HFY!

# Event Checklist

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## Choose your fundraising idea

2

## Pick a date and time

3

## Create your fundraiser's budget

What are some possible sources of revenue? What do you expect to have donated? What will the expenses be? What portion of the proceeds will go to Horizons for Youth?



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## Read, complete, sign and submit Horizons for Youth's Third Party Proposal and Agreement form

Please note that Horizons for Youth requires the forms to be submitted no later than 30 days in advance of the anticipated event date. Once approved, we will provide you with a Letter of Agreement.

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## Create a work plan and deadlines for tasks

What can you do in advance? What needs to get done first? Do you need to obtain licenses or permits? Don't forget to promote your event via word of mouth, social media and email!

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## Host your event and have fun!

Make sure to show plenty of gratitude to donors so they feel appreciated for contributing to a great cause. Provide us with the previously agreed-upon funds within 30 days of the event date and stay in touch!

# How we can help!

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## We can...

- Offer advice and expertise on event planning
- Provide you with high resolution graphics of our logo and communications materials (must obtain approval prior to using)
- Issue charitable tax receipts where applicable in accordance with CRA guidelines
- Advertise your event on our social media platforms
- Provide you with a letter validating and supporting your event
- Whenever possible and requested, Horizons for Youth will send a speaker to your event

## Horizons for Youth is unable to provide...

- Funding or reimbursement of expenses
- Selling of event tickets or securing sponsors
- Mailing lists or donor information
- Tax receipts for in-kind goods that are not directly received by Horizons for Youth

## Questions about fundraising for Horizons for Youth?

We're happy to help! Please contact our Development Coordinator, Stacey Murie, for any questions you have and to submit the Third Party Proposal and Agreement Forms

Stacey Murie  
Development Coordinator  
416-781-9898 x27  
stacey@horizonsforyouth.org

Thank you for thinking about hosting a fundraising event for Horizons for Youth. Third party events are special fundraising events that are planned, implemented and financed by individuals or organizations outside of Horizons for Youth (HFY). All financial and human resources to support the event come from outside HFY. We deeply appreciate the commitment and investment of time and financial resources required to execute a successful event.

We require event organizers to register their event with Horizons for Youth through an agreement and proposal process to ensure that we provide the appropriate support. Through this process, Horizons for Youth can assess whether we are able to participate in the particular initiative. This process also ensures that HFY and the event organizers have a clear understanding of expectations in the execution and follow up of the event. Horizons for Youth's Third Party Proposal & Agreement form is attached.

Guidelines are necessary to ensure that your event is a success, abides laws and regulations and upholds HFY's mission. They are in place to protect you and your group as well as Horizons for Youth.

Horizons for Youth's Third Party Proposal & Agreement form must be submitted to HFY no later than 30 days in advance of the anticipated date of the event. This will allow adequate review of the proposal and give HFY an opportunity to provide advice/input if needed. HFY's Third Party Proposal & Agreement must be signed and submitted to HFY. The applicant can elect to use the third party fundraising event application provided, or submit their own proposal in writing, provided it has all the required information. Once approved, HFY will provide you with a Letter of Agreement.

The preferred method of payment is by cheque payable to Horizons for Youth. If net proceeds or a portion of the proceeds of your event are being donated to Horizons for Youth, we ask that you agree to the following guidelines. Please read and sign the following agreement (pages 11-14).

Please send the completed forms to our Development Coordinator, Stacey Murie, by email at [stacey@horizonsforyouth.org](mailto:stacey@horizonsforyouth.org) or by mail:

Horizons for Youth  
c/o Stacey Murie  
422 Gilbert Ave  
Toronto, ON, M6E 4X3

This is a third party fundraiser agreement between Horizons for Youth and

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Horizons for Youth reserves the right to cancel this agreement at any time should the

activities of \_\_\_\_\_, in the view of Horizons for Youth, undermine the mission of Horizons for Youth. Horizons for Youth will not assume any costs that may be involved in doing so.

Event organizers must receive written permission prior to using HFY's logo. HFY must approve all advertising and event communication materials.

Event sponsorship/financial support prospects must be approved by Horizons for Youth to prevent duplication of requests or inappropriate solicitation. Any questions about tax receipting guidelines will be directed to Horizons for Youth.

Net funds raised from the third party event must be submitted to Horizons for Youth no later than 30 days after the event. If only a portion of net proceeds rather than the full amount is going to support Horizons for Youth, it must be stated exactly how much, either in a percentage or a specific dollar amount on the application form. The event organizer agrees to submit a one page final report upon making the donation.

The event organizer is responsible for obtaining the appropriate licenses and/or permits. Horizons for Youth will not assume legal or financial liability, damage or accidents to persons or property. Third party event organizers must take the proper precautions with regards to insurance and coverage. Horizons for Youth will not be responsible for any damages or injuries as a result of the third party event. Horizons for Youth is not responsible for financial losses. The third party event organizers agree to underwrite all costs of the special event or promotion.

The event organizers agree to ensure that all materials borrowed from HFY are returned promptly and in the same condition that they were received. The event organizers agree to accept responsibility for damage or loss of materials borrowed from HFY.

HFY requires 48 hours notice if the event is going to be cancelled.

# Horizons for Youth Third Party Proposal and Agreement



I have read and understand the terms and condition detailed on page 11.

Name of Third Party Event Organizer Contact:

\_\_\_\_\_

Date Submitted: \_\_\_\_\_ Signature: \_\_\_\_\_

Name of Event: \_\_\_\_\_

Approved by (for HFY use): \_\_\_\_\_ Date Approved: \_\_\_\_\_

# Horizons for Youth Third Party Fundraiser Proposal



Horizons for Youth must approve this proposal form prior to holding or publicizing the event.

Date: \_\_\_\_\_

Name of Organization, Business, Group, or Individual:

\_\_\_\_\_

Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

\_\_\_\_\_

Phone: \_\_\_\_\_ Cell: \_\_\_\_\_

Email: \_\_\_\_\_

Event Name: \_\_\_\_\_

Event Date: \_\_\_\_\_

Please provide a brief description of the event and how the event will raise funds for HFY?

How and/or where do you wish to have Horizons for Youth's involvement? What support do you expect from Horizons for Youth?

Where do you hope to acquire support for your event?

If you are donating a portion of the net proceeds from your event, rather than the full amount, please specify what percentage or dollar value you will be giving.

# Horizons for Youth Third Party Fundraiser Proposal



Proposed Budget:

Possible sources of revenue:

_____	\$ _____
_____	\$ _____
_____	\$ _____
Total (A) \$	_____

Expected donated materials (Goods & Services)

_____	\$ _____
_____	\$ _____
_____	\$ _____
Total (B) \$	_____

Total Gross Revenue (A + B):\$ \_\_\_\_\_ (C)

Expected Expenses:

_____	\$ _____
_____	\$ _____
_____	\$ _____
Total (D) \$	_____

Total Net Revenue (C - D): \_\_\_\_\_

Total Donation to Horizons for Youth:

\$ \_\_\_\_\_ or Percentage of Proceeds % \_\_\_\_\_

I agree the Horizons for Youth name and logo are important symbols that should not be misrepresented. Prior to publicizing or holding the event, Horizons for Youth must approve this proposal and use of name and logo. By publicly naming Horizons for Youth as the beneficiary of my event, I agree to donate the agreed upon amount of the net proceeds within 30 days following the event. Horizons for Youth reserves the right to cancel this agreement at any time should the activities of \_\_\_\_\_ undermine Horizons for Youth's mission and/or reputation.

Signature of Applicant: \_\_\_\_\_ Date: \_\_\_\_\_

Horizons for Youth Use:

Approved by: \_\_\_\_\_ Date Approved: \_\_\_\_\_