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ABOUT RAISING THE ROOF
To date, Raising the Roof’s annual Toque Campaign has raised over $8 million dollars nation-wide.

- **50%** of the net proceeds benefit community Partner Agencies working directly with people experiencing homelessness
- Remaining proceeds support Raising the Roof’s national homelessness initiatives
THE DIFFERENCE YOU CAN MAKE

Any amount of money that you raise can make a difference in the life of a person experiencing homelessness. When you donate, your money will support Raising the Roof’s valuable programs. A brief outline of our programs is listed below. For more in-depth information, please visit our website.
When a youth makes the unimaginable decision to leave their home, they are faced with few options. They will likely be street sleeping, couch surfing, accessing emergency shelter beds (which are limited) and have very few other options. Wouldn’t it be better for these young people to stay in a home setting? Host Homes offers an alternative to emergency shelters for youth, with members of the community opening their homes to provide safe and peaceful accommodations for young people at-risk. When these youth are able to stay in a community member’s home, this not only results in shelter diversion, but also provides a host of other benefits to these youth. The period immediately following leaving home can be impossibly difficult and devastating for youth. By staying in a home environment this can help youth through this bewildering time. Host Homes can also foster family reunification by paring the youth with a caseworker who can administer family mediation. When family reunification is not possible, these host homes can help a youth transition to independent living. These temporary homes can also ease the transition of youth who are exiting the foster care system into independent living.

The Upstream Project

The Upstream Project is part of an international ‘Living Lab’ focused on taking the innovative approaches developed in Australia and adapting them to the Canadian context. The Upstream Project is particularly interested in adapting the evidence-based successes of The Geelong Project (TGP), a groundbreaking partnership that helps young people at risk of homelessness. TGP utilizes a ‘community of schools and youth services’ model of early intervention for young people who are at risk of disengaging from school, becoming homeless and entering the justice system. With TGP, all young people, in any given school, are assessed using an evidence-based assessment tool. Those who are identified as being at higher risk of homelessness are offered comprehensive interventions based on a determination of both needs and assets. Young people and their families are provided with necessary supports aimed at solidifying family relations (if it is safe for the youth to do so), increasing school engagement and success, and reducing the risk of family breakdown, dropping out of school and involvement in crime. The unique TGP model of youth homelessness intervention has been extensively evaluated over the past five years and has a strong evidence base of success.

The goal of The Upstream Project is to transform the way we respond to youth homelessness by shifting the focus to prevention. We hope to support Canadian communities with planning and implementation of school-based prevention programs modeled on The Geelong Project. The outcome will be a demonstrated reduction in the number of young people who experience homelessness.
ORGANIZING YOUR EVENT
FUNDRAISING GUIDELINES

Thank you for your interest in supporting Raising the Roof. Before you begin planning your event it is important to review the following guidelines. Some events may not qualify as a third-party fundraising event.

Terms and Conditions

For Raising the Roof to endorse third-party events, organizers must agree to the following terms and conditions:

- Prior approval to hold a third-party event is required. Approval is based on the type, theme and financial viability of the event. Raising the Roof reserves the right to withhold the use of its name and logo from any event that is not considered to be in alignment with the mission, vision and values of the organization http://www.raisingtheroof.org/About-Us.aspx

- An Event Proposal Form must be completed and submitted at least 10 business days prior to your event.

- All promotional material must indicate that your event is “in support of” or “proceeds benefitting” Raising the Roof. Publicity should not imply that Raising the Roof is involved as anything other than the beneficiary.

- Raising the Roof does not have the resources to provide staff or volunteers for your event. However there may be some areas where we can assist. Please contact the office for further information.

- Funds generated from your event will be issued to Raising the Roof within two weeks of the event date (some exceptions may apply).

- Raising the Roof assumes no legal or financial liability associated with the event. Nor are we liable for any injuries sustained by volunteers or participants related to your event.

- Official tax receipts can be issued for donations of $20 or more and in accordance with Canadian Revenue Agency guidelines (complete donor information is required: first and last name, mailing address, telephone number). Please contact us if you have any questions.

- Where applicable, insurance and/or gaming licenses must be obtained.
EVENT IDEAS

Auctions (art, silent, services) - Bake sale - Benefit BBQ - Benefit concert - Can/bottle drive - Casual day - Cook off -
Dinner party where everyone makes a donation to attend - Donations instead of gifts at a birthday/anniversary party - Fashion show - Gala event - Games tournament - Garage sale - Lemonade stand - Movie night -
Pajama/school color day - School dance - Speaker series - Sports tournament -
Trivia night - Walk/Run/Swim/Skip-a-thon...

FOR HELP WITH FUNDRAISING, CHECK OUT THE LINKS BELOW:

Visit www.canadahelps.org for an easy way to set up pledges!

Visit www.echoage.com for a great way to set your fundraising campaign up!
PROMOTING YOUR EVENT

🔍 Posters and Flyers

Use Raising the Roof’s poster template in this toolkit. Make sure you fill in all of the important details of your event. If you would like to create your own poster, please send it to us for approval first. Put up your posters at work, sports and community centers, schools, colleges, universities, libraries and shop windows. Distribute flyers on the street, on shop counters, on tables in cafés, and in other busy places. Remember to ask first!

💡 Online Promotion

Using sites like Facebook or Twitter or contacting people through email and text messaging are great ways to get the word out about your event. Ask your friends to share the details of your event to their contacts!

Check out online event calendars serving your community such as municipal or community centre websites to see if they will accept a posting for your event.

We are happy to help promote your event through our social media channels. Please contact: Yas Salame, Marketing and Communications Coordinator, at yas@raisingtheroof.org.

💼 Media

If you’re planning a large event, you might consider sending a press release to local newspapers, radio and TV stations. When you contact them, ask if one of their editors might be interested in doing a story in advance, covering your event or taking photos. The local media loves local news!

If a reporter contacts you about your event, tell them about what you are planning, why you are doing it, etc. If the reporter has questions about Raising the Roof, please refer them to us directly at yas@raisingtheroof.org.
PLANNING CHECKLIST
- To help keep you and your event organized use this checklist to ensure everything is covered -

<table>
<thead>
<tr>
<th>- BEFORE YOUR EVENT -</th>
<th>- DURING YOUR EVENT -</th>
<th>- AFTER YOUR EVENT -</th>
</tr>
</thead>
<tbody>
<tr>
<td>□ Brainstorm ideas – refer to our event ideas to help get you started.</td>
<td>□ Ensure volunteers have clear directions and understand their roles.</td>
<td>□ Be sure to thank your donors – we have provided a template to help!</td>
</tr>
<tr>
<td>□ Consider any possible safety or legal issues and re-plan accordingly.</td>
<td>□ Assign someone to be responsible for handling the donations.</td>
<td>□ Collect the funds.</td>
</tr>
<tr>
<td>□ Determine how many people you’ll need to help you with your event and recruit volunteers.</td>
<td>□ Have Raising the Roof pledge forms on hand to ensure no donation is missed.</td>
<td>□ Complete the Financial Summary Form and Fundraising Feedback Form.</td>
</tr>
<tr>
<td>□ Complete the event proposal form and return it to Raising the Roof before planning gets underway and a minimum of two weeks prior to your event date.</td>
<td>□ Have fun! You’re doing a great thing for a great cause so be sure to enjoy yourself too.</td>
<td>□ Send your completed forms along with the funds to Raising the Roof within two weeks of your event.</td>
</tr>
<tr>
<td>□ Find a suitable location.</td>
<td></td>
<td></td>
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<tr>
<td>□ Create a budget plan.</td>
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<td></td>
</tr>
<tr>
<td>□ Pick your date and schedule your event.</td>
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<td></td>
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<tr>
<td>□ Promote your event, ensuring all materials with our logo have been approved.</td>
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</table>
FAQ – FREQUENTLY ASKED QUESTIONS

What happens after I submit the Event Proposal Form?

As soon as we review your form, a staff member will email you with approval and further instructions.

Can I use your logo on my website, product or publicity materials?

If you would like information about Raising the Roof’s Cause Related Marketing Partnership Guidelines please contact Khatu Le, at khatu@raisingtheroof.org.

How can I cover the costs of my event?

Raising the Roof will not cover the costs of your event. There are plenty of ways you can get your fundraising started for minimal costs! Local stores or companies may agree to sponsor your event, donate goods, or lend you their services for free.

Can I advertise my event on the Raising the Roof website?

We would be happy to help promote your event benefitting Raising the Roof. Depending on the nature of your event, we may post on the Raising the Roof website, Facebook or Twitter!

How can I be involved in the annual Toque Campaign?

We are always looking for volunteers! Please contact kle@raisingtheroof.org or fill the form here.
RESOURCES
Thank you for your interest in supporting Raising the Roof. Please complete this form and email it to Khatu Le, at khatu@raisingtheroof.org, at least two weeks prior to your event date.

Main Contact Information

<table>
<thead>
<tr>
<th>First Name:</th>
<th>Street Address:</th>
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</thead>
<tbody>
<tr>
<td>Last Name:</td>
<td>City:</td>
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<tr>
<td>Email:</td>
<td>Province:</td>
</tr>
<tr>
<td>Phone:</td>
<td>Postal Code:</td>
</tr>
</tbody>
</table>

Please select the category that best describes your event

- □ Individual
- □ School
- □ Service Club
- □ Business
- □ Community - Group/Social Club
- □ Other

Event Information

<table>
<thead>
<tr>
<th>Event Name:</th>
<th>Street Address:</th>
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<tbody>
<tr>
<td>Date &amp; Time:</td>
<td>City:</td>
</tr>
<tr>
<td>Description:</td>
<td>Province:</td>
</tr>
<tr>
<td>Venue Name:</td>
<td>Postal Code:</td>
</tr>
</tbody>
</table>

Estimated Donation to Raising the Roof  $______________

Do you agree to submit donations from your event to Raising the Roof within two weeks of your event?

□ Yes  □ No

Do you understand and agree to Raising the Roof’s third-party fundraising guidelines?

□ Yes  □ No

____________________________________  ________________________________
Printed Name  Signature

Date: _______________________________
FUNDRAISING PLEDGE FORM

Information collected must be complete and legible to receive a tax receipt. Tax receipts will be issued for donations of $20 or more. Please make all cheques payable to Raising the Roof. Raising the Roof respects the privacy of our donors. Personal information below will not be shared with any other organization. ADD EMAIL

Event Name: 

Event organizer: 

Phone: 

<table>
<thead>
<tr>
<th>Donor Name</th>
<th>Address</th>
<th>City, Province</th>
<th>Postal Code</th>
<th>Phone #</th>
<th>Email</th>
<th>Donation amount</th>
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</table>
THANK YOU LETTER TEMPLATE

It is always important to say thank you to those who helped with your event. Successful fundraising is about building relationships with your supporters. Writing a thank you letter will show your appreciation and also build strong supporter relationships for your next event!

Use the template below as a guide to write an email or a letter to your key supporters and fellow team members thanking them for their dedication and contribution to your event.

“

Dear Friend,

Thank you for supporting my fundraising event, Event Name, held on Event Date at Event Location.

Proceeds will be donated to Raising the Roof. Raising the Roof is a national leader on long-term solutions to homelessness. They work towards a day when all Canadians have access to a safe and stable home, with the support to achieve their potential.

Raising the Roof’s nationwide initiatives include:
The Upstream Project: a program which supports communities in the implementation of effective school-based strategies, in order to reduce the number of young people who become homeless.
Host Homes: a program which offers a safe, vetted home for youth to stay in as an alternative to the shelter system.
Reside: a program which renovates vacant and unused properties and repurposes them as affordable housing for families and youth who are at-risk of homelessness.

By donating to Raising the Roof, you are directly impacting Canadians who are or are at-risk of experiencing homelessness.

Thank you again for your support.

Sincerely,

Your name

”
Thank you for your hard work! In order to help other fundraisers plan events in the future and to help us offer the support you need, please take a few minutes to tell us about your experience.

**Briefly describe your event:**

________________________________________________________________________

________________________________________________________________________

What was your fundraising goal? $

How much did you raise? $

<table>
<thead>
<tr>
<th>How many people attended your event?</th>
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<td></td>
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</tbody>
</table>

How did you promote your event?

☐ Invitations to friends/family  ☐ Internet  ☐ Facebook/Twitter/Other social media

☐ Posters  ☐ Radio/TV  ☐ Word of mouth  ☐ Other: ____________________

<table>
<thead>
<tr>
<th>What would you consider to be the strengths of your event?</th>
<th>What would you consider to be the weaknesses of your event?</th>
</tr>
</thead>
<tbody>
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<tr>
<td><strong>What advice do you have for future events or other fundraisers?</strong></td>
<td></td>
</tr>
<tr>
<td>---------------------------------------------------------------</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Did you find Raising the Roof’s Fundraising Event Toolkit helpful?</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>☐ Yes</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>What recommendations would you make to improve this Toolkit?</strong></th>
</tr>
</thead>
</table>

Thank you for your feedback.