



360°kids

FUNDRAISING INFORMATION GUIDE



Your Complete Guide to Getting Started with Fundraising for 360°kids!

In this guide, we will provide you with information and practical tips to help you kick-start your fundraising efforts for 360°kids, an organization dedicated to supporting and empowering vulnerable youth in need.



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Who is 360°kids?

360°kids operates critical support programs to give kids the support they need to reach a state of safety and stability. We focus our efforts on four core pillars of support: Housing, Employment, Education, and Health & Well-Being. We inspire youth to rebuild their lives and we help them to overcome the obstacles they face. It is a complete 360° approach to assisting kids and it has been successful in helping thousands of youth become healthy, stable adults who contribute to our communities.

The variety of services we provide to youth in need is vast. Here are just some of the life-changing services that you will be supporting by fundraising for 360°kids:

- 376 youth receiving recreation support
- 431 youth served in employment programs
- 541 formal counselling sessions
- 1371 life skills workshops provided
- 2473 youth supported across all programs
- 14,619 food supports provided to youth
- 17,858 bed nights provided to youth

What is a third-party fundraising?

Third-party events play a crucial role in supporting the operation of 360°kid's programs. These in-person or virtual fundraising events can be organized by various community groups such as corporations, schools, churches, individuals and social groups.

By hosting a third-party event, you can make an impact by contributing to 360°kids by raising funds for our organization to assist us provide critical support to vulnerable youth in York Region.

While 360°kids does not have direct responsibility for these events, we are dedicated to assisting you in making your event a resounding success. To support your efforts, we offer toolkits and resources for guidance. From there, you can create an impactful event that generates funds and makes a positive difference in the lives of homeless and at-risk youth.

Together, let's make your third-party event a memorable and impactful occasion!

Why fundraise for 360°kids?

By fundraising for 360°kids, you can directly contribute to supporting vulnerable youth by providing funds that will allow us to provide youth with shelter, support, and essential services that will make a positive impact on the lives of those in need.

360°kids takes a holistic approach to addressing the needs of homeless youth. We provide not only provide emergency shelter but also counseling, education, job training, and life skills development. By supporting 360°kids through fundraising, community members enable these comprehensive programs to continue and help youth build a brighter future for themselves.

Overall, fundraising for 360°kids enables community members to transform the lives of homeless and at-risk youth, make a local impact, and foster a stronger community.



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3 Ways to fundraise for 360°kids:

1. A group or an individual can host an event and make 360°kids the beneficiary.
 - a. Example: A company hosts a golf tournament, gala, or trivia night and donates proceeds of the event to 360°kids.
2. A group or individual has an existing event, and adds a third-party fundraising element, such as having a booth set up where attendees can learn about 360°kids make a donate, organize a donation drive or host a 50/50 draw where 360°kids with a lucky recipient receiving half the proceeds.
 - a. Example: a school has an upcoming Arts Night and have invited 360°kids to have a booth where parents and students can learn about 360°kids and make a donation.
3. Create a virtual fundraiser by fundraising online using our platform and creating your own personal fundraising page or team fundraising page!
 - a. Example: Creating a personal fundraising page in honour of someone special and ask for donations to the fundraising page that will assist 360°kids provide critical support services to vulnerable youth in York Region.

Is an In-Person event or Virtual Fundraiser right for me?

When deciding between an in-person event or a virtual fundraiser, consider these factors:

1. **Purpose and Goals:** What is the purpose of your fundraiser and the goals you want to achieve. Consider whether an in-person event or a virtual fundraiser would better align with your objectives. For example, if your goal is to reach a wider audience beyond your local community, a virtual fundraiser might be more suitable.
2. **Target Audience:** Think about your target audience and their preferences. Consider factors such as convenience, accessibility, and comfort level with technology.
3. **Budget:** Evaluate your budget and resources. In-person events typically involve venue rentals, food expenses, decorations, and other costs. If you create a virtual fundraiser, you can use our free platform to create a personalized fundraising page, share the link with your networks and the community for no cost! Assess what you can afford and which option aligns better with your financial capabilities.
4. **Engagement:** Consider how each option can help you engage your intended audience. In-person events provide face-to-face interactions, networking opportunities, and a more immersive experience. Virtual fundraisers can leverage technology to connect with a broader audience, facilitate donations, and engage participants through interactive elements.
5. **Logistics:** Evaluate logistical factors such as the event date, location, and any restrictions or guidelines in place. In-person events require careful planning, coordination, and comply to health and safety protocols. Virtual fundraisers provide more flexibility in terms of timing and logistics.
6. **Fundraising Potential:** Assess the fundraising potential of each option. In-person events may provide opportunities for on-site donations, auctions, or ticket sales. Virtual fundraisers can also have online auctions which we can assist you leverage with our online platform, the you



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can use social media, and digital marketing strategies to reach a larger audience and facilitate easy donation processes.

Corporate Gift Matching Note:

Before you start organizing your event, check to see if your employer has a “matching gift” program. To check to see if your company will double the impact of your donation by matching it, click [here](#) and see how to apply! We recommend sharing this with your network to ensure donations can be maximized to the fullest.

In-Person Event Ideas:

Considering an in-person event? Here are some ideas to consider:

Auction, BBQ cook-off, baseball tournament, bowling tournament, casino night, comedy night, community fair, gala, gaming tournament, head-shaving fundraiser, holiday cooking competition, karaoke night, partner with a local restaurant where a percentage of proceeds go to your cause, pet wash event, scavenger hunt, student vs staff volleyball tournament, tape the teacher on the wall fundraiser, themed dinner, trivia night, and wine tasting. The possibilities are endless!

Benefits of an In-Person Event:

1. **Community Engagement:** In-person events provide an opportunity to connect with your local community, bringing people together for a shared cause. It fosters a sense of unity and collective support.
2. **Face-to-Face Interaction:** In-person events allow for direct interaction with attendees, providing a more personal experience. You can engage with participants, share stories, and build relationships, increasing the emotional connection to the cause.
3. **Tangible Experience:** In-person events can offer tangible experiences such as live performances, activities, or auctions. These experiences can create a memorable and immersive atmosphere, leaving a lasting impact on attendees.

For more information, ideas and how to successfully plan an in-person event, please refer to the **In-Person Event Toolkit**.

Virtual Fundraising Ideas:

Considering a virtual fundraiser? Here are some ideas to consider:

Challenge Events: Such as runs, walks, or sporting games. This could involve participants taking on a challenge by swimming/running/walking a certain distance to raise funds for 360kids. Host your own challenge event and ask participants to donate to your cause to join or create a team and fundraise a minimum amount for the event.

Celebration Events: On birthdays, weddings, graduations, engagement and other special occasions, ask your friends and family to donate to your fundraising page in lieu of accepting gifts. It’s a great way to show that you are grateful for what you have on your special day and would like to share your blessings with others.



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DIY Fundraiser: Come up with your own DIY fundraising event, such as hosting a virtual workshop focusing on a skill donors may want to learn (cooking class, gardening, crafts, fitness, etc.) and participants to pay a fee to get access to the workshop to learn a new skill while supporting a great cause! The possibilities are endless, so don't be afraid to get creative!

Personalized Events: Create a fundraising page in tribute or in memory of a loved one, supporting a cause that is important to both of you. Or organize a themed party/event such as a costume party, 80s throwback party, or masquerade ball. Charge an entrance fee (share your fundraising page and ask people to pay/donate prior to the event), and donate the proceeds to 360kids.

Seasonal Event: Fundraise for 360kids during the holidays by choosing a special day in the year to ask for donations such as during Christmas, Mother's Day/Father's Day, Hanukkah, Family Day, or Valentine's day.

School or Workplace Events: Engage students or employees in raising funds for 360kids. You can host a fun event like a class vs class activity challenges or workplace challenges and donate the proceeds to 360kids. Or perhaps your company is interested in volunteering with 360kids in our Corporate Volunteer Program which gives your team an opportunity to make a meaningful impact on the community, while working as a team to accomplish a shared goal. As a donation is required to participate, you can set up a fundraising page and use the link to share with your network to gather donations.

Benefits of Creating Your Virtual Fundraiser Using Our Platform:

1. **Accessibility and Reach:** Virtual fundraisers have the advantage of being accessible to a wider audience. People from anywhere in the world can participate or donate, expanding your reach to potential donors who may not have been able to attend an in-person event.
2. **Cost-effectiveness:** Virtual fundraisers often have lower overhead costs as you eliminate expenses related to venue rentals, catering, and travel. This means more of the funds raised can directly benefit 360kids' programs and services.
3. **Flexibility and Convenience:** Virtual fundraisers provide flexibility in terms of timing and logistics. Participants can join from the comfort of their homes, eliminating the need for travel and allowing for greater convenience. Virtual events can be easily recorded and shared, allowing people to engage at their own pace.
4. **Custom fundraising pages:** By registering and selecting a theme, you will be prompted to personalize and create your own personal fundraising page. You can add images, videos, company logos, and customize messaging to ask for support for your event.
5. **Automatic tax receipts:** When a donation is made to your fundraising page, tax receipts are issued to donors automatically.
6. **Fundraising as an individual or as a team:** When creating your desired event, you will be prompted to 'Create a team' or 'Register as an individual'. By creating a team event, you will have a team page as well as a participant page. If you invite others to your page to become team members they will have their own participant page and everyone can collect donations that will contribute to the team page.

Names of the team members will also be represented on the team page, and only the person who created the event will have access to the team page. If you register as an individual, you will have a participant page and be able to share a link to the page. For more information on using the virtual fundraising platform, please refer to the '**Getting Started Guide**'.



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Top Tips for Maximizing Yours Fundraising Page's Impact

Here are some strategies to unlock the full potential of your online fundraising page:

- **Captivating Visuals:** Upload photos or videos to your page, and keep adding more as your fundraising journey progresses. Visual content grabs attention and helps tell your story effectively.
- **Motivating Fundraising Target:** Set a specific fundraising target that serves as a goal for both yourself and your supporters. It creates a sense of purpose and urgency, encouraging people to contribute.
- **Highlight the Impact:** Clearly communicate to donors the positive impact their contributions will have. Utilize examples from our resources to demonstrate how their money can make a difference.
- **Share Your Story:** Explain the story behind your connection to 360kids and why you're passionate about fundraising to help the organization. Personalize your message to help supporters connect with your mission on a deeper level.
- **Email Outreach:** Reach out to your contacts via email, prioritizing those who are likely to be more generous. They can set the benchmark for others and inspire additional contributions. Don't hesitate to send follow-up emails later on.
- **Leverage Social Media:** Share updates about your fundraising efforts on social media platforms and include a direct link to your donation page. If you're organizing a virtual event or an activity like a head shave, consider streaming it on Facebook Live and link your donation page to collect donations and encourage engagement.
- **Engage Your Followers:** Encourage your followers to share your page with their networks. Remember to tag @360kids_york and use relevant hashtags like #360kids and #everykidmatters to amplify your reach and raise awareness.
- **Prominent Page Link:** Include the link to your fundraising page in your email signatures. This way, every email you send becomes an opportunity to direct people to your page and encourage support.
- **Express Gratitude:** Show your appreciation to your supporters by thanking them sincerely. Let them know how their support has impacted you personally and emphasize the difference it will make for 360kids.
- **Reach Out to Local Media:** Contact local media outlets and share your fundraising initiative with them. Explain what you're doing and ask if they would be willing to promote your page. Media coverage can significantly boost visibility and attract more support for your cause.
- Remember, by implementing these tips, you can enhance the effectiveness of your fundraising page and maximize the impact you have with 360kids.

Share your Event with Us:

Fundraising can be a challenging journey, but you don't have to tackle it alone.

If you need guidance, advice, or have any questions, please don't hesitate to reach out. We're here to ensure your fundraising success. If you are interested in having a virtual orientation on how to use our platform, we'd be happy to provide one.

We'd also love to hear your stories and see pictures of your fundraising activities! Please email us at Alianna.sprague@360kids.ca, to share stories, send us pictures, provide updates, or ask for help.