

YOUTH EMPOWERMENT AND SUPPORT SERVICES

THIRD PARTY FUNDRAISING HANDBOOK

Contact our Development Team:

780.468.7070

giving@yess.org



THANK YOU FOR YOUR SUPPORT

We are grateful for your support. Thank you for being part of the community walking beside youth on their journeys towards healing and appropriate community integration.

WHAT WE DO

Our mission is to walk beside traumatized youth on their journeys towards healing and appropriate community integration.

With the support of generous community members, we can ensure that our programs and resources are there to empower youth in times of crisis and help them build brighter futures. Whether it is a barbecue, a silent auction, or a simple yet effective bottle drive, donors are always thinking of innovative ways to make a difference in the lives of our youth.

Large or small, these events greatly support YESS with their overall fundraising efforts. Thank you for choosing YESS and helping end youth homeless in the City of Edmonton. We look forward to working with you.

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STEPS FOR A SUCCESSFUL FUNDRAISER

1. GET IN TOUCH

Read through this fundraising package, and submit your Community Event Application Form for approval. Let us help make your event a success!

2. GATHER YOUR TEAM

Bring your friends, family, and co-workers together. Assign roles and take advantage of their strengths in planning your fundraiser.

3. CREATE A PLAN

Choose a method of fundraising (i.e. online, in person, etc.) Set a date and choose a location/or virtual platform. Create a budget. Outline a detailed list of tasks. Set a realistic fundraising goal.

4. APPLY FOR LICENSES

Be sure to check with AGLC and The City of Edmonton if you require any licenses prior to hosting your fundraiser.

5. SPREAD THE WORD

Review Branding Guidelines. Promote your event through posters, social media, and word of mouth.

6. TRACK YOUR CONTRIBUTIONS

Use our tracking forms to follow progress and enter information for those requiring tax receipts.

7. SHARE YOUR SUCCESSES

Celebrate the completion of your event! Acknowledge your supporters and show them you appreciate their participation. Share your story and post photos!

DID YOU KNOW?

68% of our funding is all thanks to community members like you looking to make a difference in the lives of youth experiencing trauma and homelessness.

OUR PROGRAMS

OVERNIGHT SHELTER

15-21
yrs old


24 Youth Capacity

 NIGHTLY 365
9PM-8:30AM

Amenities:

-  Food
-  Laundry
-  Bed
-  Rec Room
-  Showers
-  Bus Tickets
-  Referrals
-  Donation Room
-  Goal Development


Dinner at night & breakfast in the morning


Overnight lockers to store belongings


3
Staff at once

GOAL SAFETY & STABILITY
Basic needs, assessments, and resource referrals

ARMOURY RESOURCE CENTRE

15-24
yrs old


20-40 youth capacity daily
700+ youth annually

 DAYTIME PROGRAMMING

Amenities:

-  Food
-  Laundry
-  Employment Skills
-  Computers
-  Showers
-  Referrals
-  Donation Room
-  Skills Workshops
-  Health & Medical
-  Goal Development
-  Housing First

5 Areas of Service

1. Education & Employment
2. Health & Wellness
3. Safety & Trauma Support
4. Recreation & Art
5. Life Skills


3
Staff at once

GOAL HEALING & INTEGRATION
Goal setting, resource work, relationship building

SUPPORTIVE HOUSING

15-21
yrs old


14 Youth capacity -
7 at each location

 365
24/7

GOAL
HEALING & INTEGRATION
Support, structure, boundaries, and nurturing

Amenities:

-  Food
-  Laundry
-  Goal Development
-  Rec room
-  Individual Bedrooms
-  Regular Activities
-  Showers
-  Donation Room


1-2
Staff at once

HOW TO PROMOTE YOUR EVENT

LANGUAGE TO USE WHEN PROMOTING YOUR EVENT

When all funds collected are donated to YESS:
Proceeds raised benefitting Youth Empowerment and Support Services.

When all funds collected minus your expenses are donated to YESS:
Net proceeds benefitting Youth Empowerment and Support Services.

LOGO USE

Only approved events will receive a copy of our logo. Please submit all your materials featuring our name or logo prior to use. The logo should always appear in full colour as shown below.

Example:



KEY MESSAGES

We focus on prevention and diversion out of homelessness. Prevention means providing proactive resources for youth and their caregivers before youth become homeless. Diversion means finding appropriate housing for youth before they become entrenched or as an exit out of homelessness.

We focus on healing trauma through relationship. Trauma has a negative impact on the physical, emotional, and developmental well-being of an individual. Among many other serious effects, trauma can have a lasting impact on the ability to develop healthy relationships.

We focus on walking beside youth to minimize falling through gaps. Barriers are policies or expectations that put resources out of reach of those who need them. These restrictions often prevent people from seeking help.

We focus on collaboration (with everyone). Collaboration means we work together with other organization and in line with local, provincial, and national plans to create a holistic approach to addressing homelessness.

THIRD PARTY EVENT SUPPORT

We are very grateful for your generosity in raising funds and awareness for Youth Empowerment and Support Services. To best support your fundraising event and to continue to direct our resources, we have provided the following benefits based on your level of fundraising.

Up to
\$1000

- One-on-one support from an event lead to provide expertise on CRA guidelines for tax receipting and to brainstorm fundraising ideas.
- Letter of Endorsement: to support fundraising efforts when asking for donations or sponsorship.
- Fundraising Event ToolKit: includes templates for pledge forms, donation forms, and logo use, along with marketing materials for your event.
- Cheque presentation.

\$1000-
\$5000

- Items listed above.
- A tour of our facilities.
- Recognition in our Annual Report.
- If resources are available, YESS will help promote and recruit volunteer positions.
- YESS will send personalized stewardship reports to the event organizer outlining the impact your event has made to our youth.
- Onsite YESS staff or virtual video to provide words of thanks.

\$5000
and up

- Items listed above.
- YESS can send thank you cards/letters to your event sponsors, speakers, committee members, and top fundraisers.
- YESS will apply for a gaming license for your raffle or 50/50.
- In-person or video conference to debrief the event and discuss opportunities for improvement for next year's event.

**Other support may be provided depending on event type and resources available.*

TAX RECEIPTING AND RAFFLE GUIDELINES

TAX RECEIPTING

YESS adheres to the Canada Revenue Agency (CRA) when issuing charitable tax receipts.
CRA Registered Charitable No.: 12953-7437 RR 0001

What is a charitable gift?

A gift is a voluntary transfer of property to YESS in which the donor receives no advantages or benefits.

Who is eligible for a tax receipt?

YESS' general policy is to tax receipt for monetary donations of \$25.00 or more. YESS can only issue a tax receipt to the individual or organization that made the gift, and the name and address of the donor must appear on the receipt. YESS cannot issue a tax receipt in the name of anyone other than the true donor.

All documentation must be received within two weeks of your event or fundraiser for consideration.

RAFFLE LICENSING

* YESS will only provide raffle licenses for events raising \$5000 and up; these will be accompanied by a YESS staff at your event.

According to Alberta Gaming, Liquor and Cannabis (AGLC), a raffle is a lottery event in which prizes are awarded based on a random draw of purchased tickets.

If the following three elements are present, a raffle license is required:

- Tickets are sold (consideration)
- Random chance to win (chance)
- Prizes are awarded (prize)

If any of the three elements is not present, the contest or draw may not require a license

i.e. if skill is involved rather than chance such as a Silent Auction, Jelly bean counting contest, or hole in one. A knowledge-based or skill testing question will not require a license.

i.e. $5 + 3 \times 8 =$

FREQUENTLY ASKED QUESTIONS

Does YESS only accept money for donations?

We accept all types of donations! Whether it is money, clothing, food – you name it! We appreciate all donations and always have “Current Needs” listed on our website.

If I am writing a cheque, who do I make the cheque payable to?

Please ensure all donations received via cheque are made payable to Youth Empowerment & Support Services
9310 82 Ave. NW
Edmonton, AB T6C 0Z6
Please reference your fundraising event in the memo.

How soon after the event can I deliver the funds to YESS?

We ask that all funds be donated to YESS within 30 days post-event. For donations requesting a tax receipt, please provide all relevant donor information.

Does YESS issue tax receipts?

We do! YESS complies with CRA, and receipts can be issued for donations of \$25 or more, subject to approval.

How much does it cost to support a youth at YESS?

It costs \$7000 for one youth to access our programs for one year.

How much support can I expect from YESS?

Support that is provided is based on your fundraising goals. Please refer to Third Party Event Support.

Can YESS help with permits, licenses and insurance?

The event organizer is responsible for obtaining all necessary permits and licenses for events. Insurance will be responsible by the organizer, and YESS is not liable in securing these items.

Raffle licenses are subject to fundraising level.

Can I use donations to pay for event expenses?

Donations cannot be used to pay for expenses. The event is responsible for covering all expenses, and YESS will not accrue any financial loss. Consider charging a registration or ticket fee, or obtaining sponsorship to help pay for your event expenses.

If I have an auction at my event, how do I get items?

It is the event’s responsibility to solicit for prizes to support the fundraiser. We can provide a Letter of Endorsement authenticating your event to help support your solicitation efforts.

Can YESS help with organizing the event?

YESS can assist with tax receipting, fundraising ideas, and providing tools to fundraise successfully. The event organizer is responsible for ticket sales, creating a budget, event sponsorship, and incurring all expenses.