

The Peer Project | Youth Assisting Youth

Third Party Fundraising Event Toolkit





You CAN Make a Difference and Help Change A Life

The goal of The Peer Project is simple: Help troubled youth find their way by pairing them with a trained volunteer youth mentor who can offer support, guidance and a positive role model. All at-risk youth in our program are professionally referred due to Mental Health issues and Learning Challenges, as well as a variety of emotional, social, behavioural and cultural issues. For over 38 years we've created relationships that matter, and communities have changed – one kid at a time. 98% of the thousands of kids The Peer Project has worked with have stayed in school, out of trouble and on the positive path to success. Our One-to-One Youth Mentoring Program is in-depth, evidence-informed and proven to build resiliency in our youth.

Although we receive funding from the government, corporate and individual donors and foundations, we also rely on the generous support and creativity of the many individuals, schools and corporations that support our fundraising efforts through **third party events**.

You truly can make a difference and help change the life of a young person by committing to raise funds to support the critical work we do to recruit, screen and train volunteer youth mentors; and to provide no cost Group Mentoring activities, ongoing support and resources to the hundreds of youth and families that we service.

You can choose to designate the funds you raise to a specific program, or you can allow us to apply the funds where it is most needed. No amount is too small and any support that you can provide will help us to have a lasting impact on young people across Toronto!

The Impact of Mentoring on Youth

Youth mentoring has been linked to many positive outcomes for children and youth. In 2013, the Centre for Addiction and Mental Health (CAMH), in conjunction with The Boston Group, released the results of the largest mentoring study ever conducted in Canada. Here are some of the key findings:

- Mentored youth earn about \$315,000 more in income over their lifetime than youth who are not mentored.
- Girls with a Mentor are two and a half times more likely than girls without a mentor to be confident in their ability to be successful at school.
- Boys with a Mentor are three times less likely than boys without a mentor to suffer peer pressure related anxiety, such as worrying about what other children think or say about them.
- Mentored boys are two times more likely to believe that school is fun and that doing well academically is important.
- Mentored boys are also two times less likely than non-mentored boys to develop negative conducts like bullying, fighting, lying, cheating, losing their temper or expressing anger.



Third Party Fundraiser Event Ideas

Third Party Fundraisers are a great way for individuals and groups to support our charity! And there's no limit to the types of ideas and events that you can host. Engage your team and creative resources to determine what works for you! Here are just a few ideas to consider:

Auction	Dinner Party	Run/Walk/Ride
Amazing Race	Donations in Lieu of Gifts	Scavenger Hunt
Arts and Crafts Sale/Show	Face Painting	Sporting Events
Battle of the Bands	Fashion Show	T-Shirt Challenge
Benefit Dinner	Flower Sale	Tailgate Party
Bingo Night	Garage Sale	Talent Show
Book Sale	Golf Tournament	Ticketed Event
Bowling Tournament	Tournament	Traditional Gala Event
Casino Night	Loonie/Twoonie Drives	Trivia Tournament
Cocktails for a Cause	Pet Wash	Wii Tournament
Car Wash	Pledged Events	Wine Tasting
Concert/Play	Poker Tournament	Work Department
Craft Sale	Proceeds from Sales	Work Event
Date Auction	Rummage Sale	

Special Fundraising Note

Matched Gift: Why not double your fundraising efforts! Before you start coordinating your event, check to see if your employer has a "matching gift" program. A matching gift is a charitable gift directed to a charity by a matching donor under the condition that the original donor makes the first gift. Many employers sponsor matching gift programs and will match any charitable contributions made by their employees.

Success Tips:

Your event is what you make of it, but you being organized will increase your chance of success! Here are some simple steps to assist in your coordination:

- Step 1: Choose your event idea
- Step 2: Pick date/time of the event
- Step 3: Set a fundraising goal (this can help drive donations)
- Step 4: Create budget
- Step 5: Create work plan and set deadlines for tasks
- Step 6: Promote and share your event widely

Some Fundraising Guidelines

1. The Peer Project | Youth Assisting Youth encourages fundraising events that are aligned with our mission or improving the life prospects of at-risk youth. Prior approval to hold a third party event is required. Approval is based on the type, theme and format of the event. The Peer Project reserves the right to withhold the use of its name and logo from any event, initiative, promotion, performance or presentation that it deems inappropriate.
2. Any organization/group wishing to use The Peer Project name or logo on any materials, including advertising, must receive prior approval from The Peer Project.
3. To generate awareness and support for our cause, we ask that event promotional materials indicate that the event is “in support” of The Peer Project and is not an official Peer Project event.
4. Taking commission, for any purpose, on funds raised as part of a third party event is prohibited.
5. The third party organizer is responsible for meeting all municipal/provincial or federal standards and fulfill all legal authorization(s), permit(s), license(s), precaution(s) and/or general liability insurance required to organize the event. The Peer Project must not be party to any liability coverage without prior knowledge and/or approval.
6. The third party event organizer will be responsible for all costs related to the event and will handle all monies until the official donation is submitted to The Peer Project. Event expenses should be deducted before sending proceeds to The Peer Project. The Peer Project shall incur no costs unless otherwise agreed prior to the event or promotion.
7. The sponsoring organization/group agrees to handle all monetary transactions for the special event or promotion and to present the proceeds to The Peer Project within 30 days of the event or as agreed in writing with The Peer Project.
8. When tax receipts are requested, the third party event organizer is responsible for collecting names, addresses and contact information of donors, and required to mail the appropriate materials to The Peer Project within 30 days. The Peer Project issues official income tax receipts in accordance with Canada Revenue Agency guidelines.
9. Involvement of The Peer Project staff and volunteers will be at our discretion and will be based on availability, location and the nature of the event.



10. The third party event organizer agrees to ensure that all materials borrowed are returned promptly and in the same condition they were received. The organizer agrees to accept responsibility for damage or loss of materials borrowed from The Peer Project.
11. Cheque's should be made payable to:

YOUTH ASSISTING YOUTH
5734 Yonge Street, Suite 401
Toronto, ON
M2M 4E7
Attn: Ed Carlson, Director of Development

Tax Receipting

What will The Peer Project provide a tax receipt for?

The Peer Project | Youth Assisting Youth adheres to the Canada Revenue Agency (CRA) Income Tax Act when issuing charitable tax receipts. To learn more, please visit <http://cra-arc.gc.ca>. Issuing inappropriate charitable tax receipts can put our charitable status in jeopardy.

The Peer Project will provide a tax receipt for the following:

- Direct personal or corporate donations of \$20 or over (unless otherwise requested by the donor)
- In-kind donations where fair market value is easily determined
 - Tickets (sporting events, theatre, concerts, etc.) where the value is either noted on the ticket or a payment receipt is provided.
- Gifts of shares
- Bequests
- Life insurance premiums
- Monthly donations (donor will receive one cumulative income tax receipt at the end of the calendar year)

The Peer Project cannot provide a tax receipt for the following:

- Gifts of promises or pledges (for example, gift certificates donated by the issuer, hotel accommodation)
- Payment of basic fee for an event
- Gifts where the value or benefit of the donation cannot be determined
- Lottery or raffle tickets

- Donations of services (time, skills, or efforts) or loans of property, use of a timeshare or lease of premises
 - Donations of services will only be receipted when a ‘cheque exchange’ takes place. This means that the party who donated a service would invoice The Peer Project for the cost of the services being at fair market value. The Peer Project would then issue a cheque for the services. If the service provider should choose to donate these funds back to The Peer Project, then The Peer Project can issue a tax receipt for the amount of the donation.
 - Two distinct transactions must take place:
 - A person provides a service and is paid for that service, and
 - That same person makes a voluntary gift to The Peer Project
- Funds or gift in kind is from another qualified donor (gifts from other registered charities, or non-profit organizations)
- Name of true donor(s) cannot be determined (for example, bottle collection from several parties, donation bins, etc.). One person cannot benefit from gifts made by many
- Rent-free space
 - One of the criteria for a gift is that there be a voluntary transfer of property
 - With rent free space or accommodation, no property is being transferred – instead, use of the building is being provided. Since no property is transferred, no “gift” is made and a tax receipt cannot be issued
- Court ordered donations (donations made as a condition of parole)
- Gifts intended for another organization
- Donations of items for auction (unless pre- approved by The Peer Project)
- Sponsorships

Frequently Asked Questions

Will The Peer Project help organize events?

We will provide consultation and support when possible. But our priority is to focus our limited resources on volunteer youth mentor recruitment and training, supporting our mentor matches and ensuring the successful outcomes of our mentoring relationship. We’ve created this *Third Party Fundraising Event Toolkit* to help you start planning your event.

Is The Peer Project able to support any third party event expenses?

It is the responsibility of the event organizers to create a budget and manage it accordingly for all expenses. We cannot assist with expenses.

Can The Peer Project provide volunteers for a third party event?

It is the responsibility of the event organizers to recruit, train and manage all volunteers. However, Peer Project staff and volunteers can provide support and attend events, depending on the size and scope of the event, as well as availability.

Who is responsible for all liability and legal risks associated with my event?

The Peer Project will not be responsible for any damage or accidents to any persons or property; we will not assume any legal or financial liability caused before, during or after the event. Depending upon the nature of the event, the organizer may be required by The Peer Project to submit proof of general liability insurance in the amount of \$1,000,000 or such other amount which covers any damage or accidents to persons or property arising out of the third party event.

Will The Peer Project help promote third party events?

Yes, we can assist with event promotion through our website and social media channels. However, this is dependent upon the nature of the event. Any additional promotion is up to the event organizers. All publicity for the proposed event should be approved by The Peer Project prior to being printed and/or released, including: web content, press releases, and printed materials. Please forward all content for approval to Ed Carlson at ecarlson@yay.org

How do I send the proceeds of my event to The Peer Project?

Funds raised by a third party event should be made payable and turned into The Peer Project no later than 14 days after the event. It is preferred that all funds raised are deposited into one account and a cumulative **cheque is written to Youth Assisting Youth**. Cash funds should be turned in to the agency as soon as possible, preferably no later than 3 days after the event. Cash should be in a sealed envelope, counted, with a count sheet detailing the funds included. Please make all cheques payable to:

**YOUTH ASSISTING YOUTH
5734 Yonge Street, Suite 401
Toronto, ON M2M 4E7
Attn: Ed Carlson**

Can I use the The Peer Project logo and how do I get it?

Yes, please complete the appropriate checkbox on the *Third Party Event Application Form*, and the logo will be emailed to you. Or you can contact Ed Carlson at ecarlson@yay.org

Can The Peer Project provide print and promotional/display materials?

The Peer Project can potentially provide agency fact cards, donation cards and volunteer recruitment postcards for events, as well as pdf info documents that can be printed at your expense. We may also be able to provide banners, subject to availability. Please provide us with all requests for The Peer Project materials a minimum of ten days prior to your event by email to Ed Carlson @ 416-932-1919 ext. 222 or via email at ecarlson@yay.org

Will I have access to The Peer Project's media contacts?

It is the responsibility of the event organizers to promote their own events.



Third Party Fundraising Event Application Form

Event Name: _____

Date: _____ Time: _____

Location (Address/Facility/City): _____

Contact Name: _____ Contact Phone: _____

Contact Address: _____ Postal Code: _____

Contact Email: _____

Fundraising Goal: _____ Expected Number of Attendees: _____

Description: _____

Would you like a Peer Project representative to attend the event (circle one)? Yes / No

If yes, what involvement will they have? Please note this is subject to availability.

- Speech
- Cheque Presentation
- Press Conference
- Other: _____

Additional details: _____

Would you like to use the The Peer Project logo on your event promotional material (circle one)? If Yes, it will be emailed to you at the above email address: Yes / No

ACKNOWLEDGMENTS

I acknowledge that The Peer Project reserves the right to withdraw its name from the event at any time. I acknowledge that I have read and understand the information contained in the The Peer Project Third Party Event Toolkit and will adhere to all of The Peer Project’s Fundraising Guidelines (page 3 – 4).

Applicant Name

Applicant Signature

Date

Peer Project Staff Name

Peer Project Staff Signature

Date

Return form to ecarlson@yay.org