



# 360°kids

## IN - PERSON EVENT TOOLKIT



Your Complete Guide to Organizing an In-Person Event 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.



# 360°kids In-Person Event Toolkit:

Thank you for your interest in organizing a special event for 360°kids.

*We greatly appreciate your time and efforts on our behalf to support our essential programs and services provide support services to young people aged 12-26 throughout York Region for the past 34 years. Our primary focus is prevention, crisis, and providing services to vulnerable and homeless youth, and as an organization we provide transitional housing, education, employment, health and wellness. This can range from services including providing clothing and food, personal support, outreach, counselling, employment programs, job searching, and education upgrading all designed to help youth get back on their feet.*

## What is a Third-Party Event?

Third Party Events are organized by community groups (e.g., corporations, schools, churches, social groups, etc.) to help raise funds necessary for 360°kids to operate our programs. A Third-Party Event is any activity by a non-affiliated group or individual where 360°kids has no fiduciary responsibility. However, we are more than happy to provide you with a toolkit to help it be a success.

## Success Tips:

Your event is what you make it, so have fun with it! Here are some steps to assist in your coordination:

Step 1: Define your event goals and choose your event idea.

Step 2: Pick date/time of the event

Step 3: Create budget if you have one

Step 4: Create work plan and set deadlines for tasks

Step 5: Promote your event (360°kids can assist with this)

## Guidelines

1. Any organization/group seeking to use the 360°kids name or logo on any materials, including advertising, should contact 360°kids prior to the event for approval and to receive official logo and materials.
2. All promotional materials must state that your event is “in support” of 360°kids and is not an official 360°kids’ event.
3. It is the third-party organizer who is responsible for approaching potential donors or sponsors for in-kind contributions or sponsorships related to the event. While 360°kids cannot share contacts or donor lists and contact potential sponsors, we encourage you to reach out to your networks, local businesses and community members to seek in-kind donations.
4. The third-party event organizer will be held responsible for all costs related to the event and will handle all monies until the official donation is submitted to 360°kids. Event expenses are to be deducted before sending proceeds to 360°kids. 360°kids shall incur no costs unless otherwise agreed to in writing prior to the event or promotion.



5. The event donation should be made out to 360°kids in full, no later than 30 days after the event date. It is preferred that all funds raised are deposited into one account and a cumulative cheque is made out to 360°kids. We also accept cash, e-transfer and/or credit card transactions.
6. The third-party organizer is responsible for meeting all municipal/provincial or deferral standards and fulfill all legal authorization(s), permit(s), license(s), precaution(s) and/or general liability insurance required to organize the event. 360°kids must not be party to any liability coverage without prior knowledge and/or approval. 360°kids accepts no legal responsibility and cannot be held liable for any risk, injury or otherwise.
7. 360°kids can issue official income tax receipts in accordance with the Canada Revenue Agency guidelines.
8. 360°kids will not be responsible for mailing materials to attendees/participants or volunteers, other than the mailing of applicable tax receipts.
9. 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 360°kids.

### Benefits Provided by 360°kids

The following provisions may be available for third party events following approval of the partnership:

1. Offer event planning advice.
2. Will provide communication, marketing and information pieces on 360°kids.
3. Approval of use of the 360°kids brand (name and/or logo).
4. Promotional assistance: posts on all social media outlets, e-newsletter blast and community events page on the 360°kids' website.
5. Acknowledgement on the following outlets: all social media outlets, donor recognition board, annual report, and website.
6. Designated staff and/or volunteer support based on need and availability.
7. When possible, 360°kids will offer a representative to attend your third-party event. If personnel are unable to attend, our event marketing material will be available to be picked up from our head office and used for the duration of your event.
8. Provide a letter of support to be used to validate the authenticity of the event and its organizers.
9. Tax receipts in accordance with Canada Revenue Agency Guidelines and 360°kids' policies, when requested.
10. Use of our event platform to create an event, sell tickets, showcase live or silent auction items and allow for bidding online, creating a fundraising page, and more.

### Why Host a Third-Party Event for 360°kids?

**Your efforts of hosting a Third-Party Event for 360°kids will go directly towards improving the lives of at-risk and homeless youth who use our programs and services:**

- \$100.00 provides (2) hours of counselling for a youth struggling with depression and anxiety
- \$250.00 provides a "Good Start Gift" for a youth transitioning to independent living (linens, cutlery, set of dishes, kitchen supplies, towel sets, grocery gift card)
- \$375.00 provides (1) month of housing and support for a youth in our long-term housing program
- \$1,000 furnishes a bedroom in a youth apartment





- \$2,500 furnishes a shared apartment living room for (4) youth living with us
- \$5000 provides 750 meals to homeless youth through our Home Base Drop In Center
- \$10,000 provides (13) months of living accommodation and supports to youth living in our Residential and Transitional programs

### Some of the programs your Third-Party Event could support:

- **HOPE:** The HOPE program provides transitional housing and wrap-around services for female survivors of human trafficking aged 16-26 in York Region. Our services support the survivors by providing a safe nurturing environment, counselling, medical attention, and self-esteem building tools to promote a healthy transition into independent living.
- **Youth Residential Homes:** Our youth residential program is a voluntary program that offers a combination of housing and support for youth, primarily 16-19 years of age, who are facing a housing crisis. Youth seeking this service may be unable to reside at home due to abuse, emotional neglect, family dysfunction/breakdown or educational difficulties.

### In-Person Fundraising Ideas

**Races and “a-Thons”:** Great ways to raise funds and awareness while connecting with local communities. You can charge a registration fee and obtain sponsors willing to donate. Bowl-a-thon, Dance-a-thon, Hike-a-thon, Math-a-thon, Spell-a-thon, Walk-a-thon.

### Tournament & Contest Ideas:

Murder Mystery, Paintball, Capture the Flag, Pet Talent Show, Community Talent Show, Ping Ball Tournament, Scavenger Hunt, Trivia Night, Bake Off, Upscale Fashion Show, Video Game Tournament.

### Event Planning Guide

These steps will assist you in organizing a successful fundraising event on behalf of 360°kids.

#### 1. Define Your Event Goals:

- Determine a fundraising goal you aim to achieve.
- Have an understanding on how the funds raised will support the programs and initiatives of 360°kids.
- Set additional goals such as increasing awareness about 360°kids and fostering community engagement.

#### 2. Select Your Event Theme:

- Choose an event format that aligns with your target audience and resources. Examples include charity runs, galas, benefit concerts, auctions, or community fairs.
- Consider the interests, preferences, and demographics of your community members to ensure maximum participation at your event.

#### 3. Establish a Budget:

- Create a budget that includes all event expenses, including venue rental, permits, marketing materials, refreshments, entertainment, and any necessary permits or licenses. (**Refer to Sample Event Budget Template**)



- Explore potential sponsorships or partnerships to offset costs and increase fundraising potential.

#### **4. Plan Event Logistics:**

- Select a date, time, and duration for your event.
- Secure a location that accommodates the expected number of attendees and offers necessary amenities.
- Arrange for permits, insurance, and any required licenses for your event.
- Contact 360°kids to let them know about your fundraising event. Please contact Alianna Sprague at (416) 528-1527 or [Alianna.sprague@360kids.ca](mailto:Alianna.sprague@360kids.ca)

#### **5. Promote Your Event:**

- Utilize various channels such as social media, community bulletin boards to generate excitement.
- Create eye-catching promotional flyers that highlight the mission of 360°kids, your event details, and how to donate.

#### **6. Engage Volunteers:**

- Recruit and organize a team of volunteers to assist with event logistics, registration, set-up, and clean-up.
- Clearly communicate roles, responsibilities, and expectations to volunteers.
- Hold pre-event meetings or an orientation to ensure everyone is well-prepared.

#### **7. Secure Sponsorships and Donations:**

- Reach out to local businesses, organizations, and individuals to secure sponsorships or in-kind donations. (**refer to the in-kind donation sample letter**).
- Seek donations for auction items, raffle prizes, or event supplies to enhance the fundraising potential.

#### **8. Execute the Event:**

- Ensure all event elements are in place, including registration/check-in, guest speakers or performers, food and beverages, and donation collection methods.
- Check in on volunteers to ensure smooth event operations.
- Be prepared to share information about 360°kids, its impact, and the purpose of the event, if you have a representative from 360°kids they will be able to speak on behalf of the organization.

#### **9. Express Gratitude:**

- Show appreciation to all attendees, volunteers, sponsors, and donors.
- Send thank-you notes, share social media shout-outs, and publicly acknowledge their contributions.
- Provide updates on the total funds raised.

#### **10. Post-Event Follow-Up:**

- Evaluate the success of the event by reviewing the attendance, funds raised, feedback received, and lessons learned.



- Share with 360°kids how much was raised, and the staff member will be able to follow-up with how the funds were used and the impact they had.
- Consider organizing follow-up activities or other events to maintain engagement and continue fundraising efforts.

### *Sending in Funds to 360°kids:*

We sincerely hope that your event was a tremendous success and that everyone had a fantastic time.

On behalf of 360°kids, we extend our deepest appreciation for raising funds to support our essential work with vulnerable youth in need. To ensure that your generous donation reaches us securely and efficiently, please follow the instructions below:

**Cash:** Cash donations can be made in-person to our 360°kids head office located at 80F Centurian Drive, Suite 200, Markham, ON, L3R 8C1.

**Cheque:** Please mail cheques and address them to 360°kids, 80F Centurian Drive, Suite 200, Markham, ON, L3R 8C1. **ATTEN: Resource Development** along with the date of the event and your contact information.

**Interact E-Transfer:** E-transfers can be made by sending the donation to:

Email: [donations@360kids.ca](mailto:donations@360kids.ca)

Password: 360kids360

Please ensure to indicate that this is a donation for an event and include when the event was. Once we receive the funds, we will issue tax receipts if it falls under the tax receipt guidelines.

*Thank you again for your incredible support and for standing with 360°kids. Your donation will have a lasting impact on the lives of those we serve. If you have any further questions or require additional assistance, please feel free to reach out to [Alianna.sprague@360kids.ca](mailto:Alianna.sprague@360kids.ca).*

*Together, we can create brighter futures for vulnerable youth in our community.*