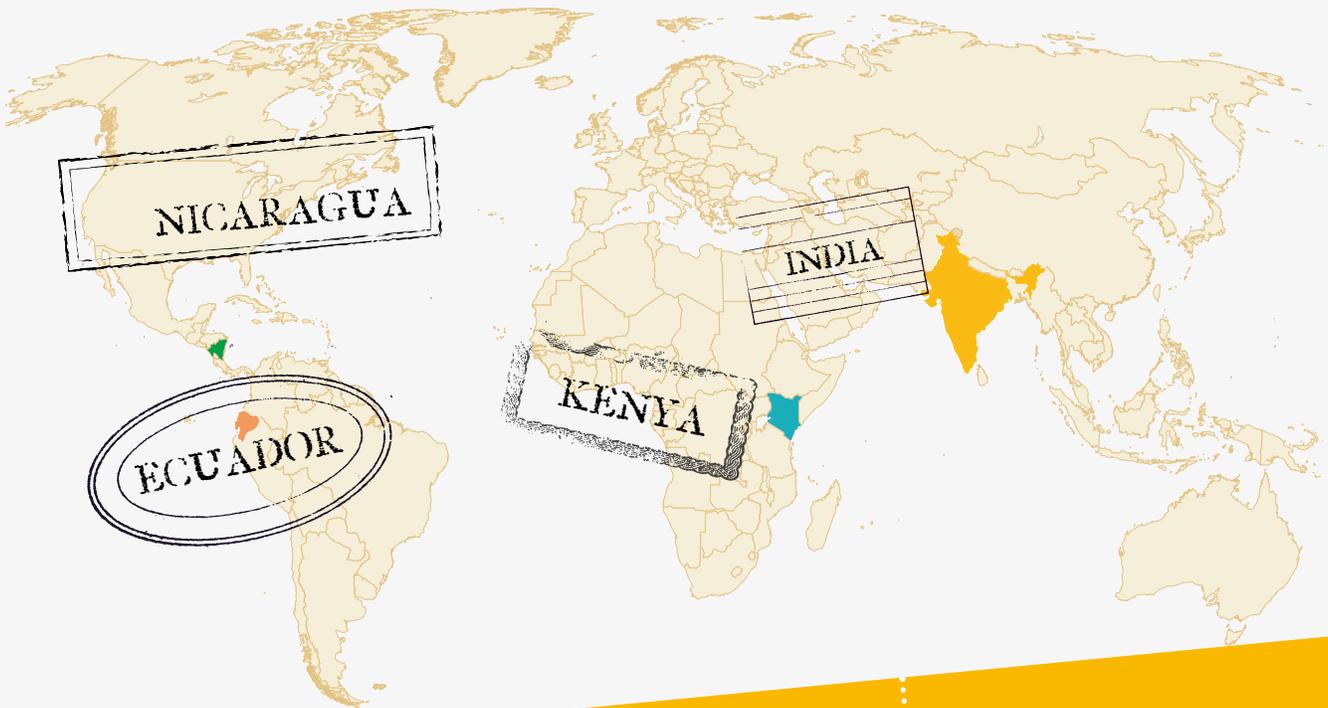


FUNDRAISING GUIDE FOR YOUR ME TO WE TRIP



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 416 964 8942
 trips@metowe.com





WELCOME TO ME TO WE TRIPS!

Congratulations! By signing up for a world-changing volunteer adventure with Me to We Trips, you're taking the first step in a great movement toward social change. While overseas, you'll get a closer look at what's going on in the world—the *real* world and the *real* issues. You'll be immersed in a new culture, be a first-hand witness to pressing global issues, meet local children and make new friends around the world!

Whether you're visiting Kenya, Ecuador, India, China or Arizona-Mexico, your Me to We Trip is guaranteed to be an eye-opening, life-changing travel experience like no other.

But before you can embark on the trip of a lifetime, you've got to fundraise to make it happen.

We know that fundraising can be a daunting task, especially when you're busy with school, homework, piano lessons and basketball to boot. This guide is designed to support you in your fundraising and help bring your dream of changing the world to life. We've included fundraisers that have been test-driven by educators and youth who have already experienced the magic of a Me to We Trip, and have the fundraising strategies down to a science!

AN IMPORTANT NOTE

Before you get started, remember that any money you fundraise for your trip can only be used for trip-related expenses. Transportation to and from the departure destination, your shots, medical and travel insurance or your payments to Travel CUTS are all appropriate expenses for you to fundraise for. But it's not fair to spend your fundraised dollars on personal purchases like clothes. Remember: your friends, family and neighbours want to help you they just need to know where the donations are going!

If for some reason you have to cancel your trip, we expect that you will inform your sponsors that you had to cancel and either return their money or donate it to the Me to We Trips scholarship fund.

Me to We Trips is not permitted by the Canadian Revenue Agency to issue tax receipts to your donors as we are a social enterprise and not a registered charity, but we are more than happy to send a letter of thanks on behalf of the organization!

WE'RE HERE TO SUPPORT YOU!

One more thing before we get started: Me to We Trips is here to support and help you to reach your fundraising goal, from start to finish. That means if this package isn't working for you, if you stumble on a road block, or you're feeling lost and in need of any help whatsoever, we want you to call us! We want to hear how you're doing, what you're doing, and most of all, how we can help. Contact your trip coordinator at 416 964 8942 ext. 127 or at trips@metowe.com

– **The Me to We Trips Team**



GETTING STARTED

What's the first step on your fundraising journey? Getting organized! It's the key to success for any fundraiser you'll be planning.

You can start by organizing the list of equipment you'll need along the way. The below list will give you an idea of some of the equipment you may need, but you can add to the list as you go. Make sure to keep your materials in a safe and central place that will be easily accessible to you and your friends.

ESSENTIAL EQUIPMENT

1. Me to We Fundraising Poster & Kit - complete with DVD!
2. Chart paper - really good for brainstorming or listing funding sources
3. Bright markers
4. Scrap paper
5. Pencils and pens
6. Scissors
7. Calculator
8. Envelope/money jar
9. A ton of positivity
10. A good dose of ambition

Helpful Hint: Hang your Me to We Trips Fundraising Poster in a visible place so that everyone can watch as you reach your goal!





TOP FUNDRAISERS

Sweet Tooth Sell-Off

What Is It?

The 'sweet tooth sell-off' is a good old fashioned bake sale!

How It Works

Before you start putting your culinary skills to work, you'll have to plan out when and where you're going to hold the sale. Schools and community centres are often busy with a number of different groups running fundraisers or events, so booking a spot in advance can be a huge help to your group down the road.

Next you'll have to decide who's going to supply the goodies. You don't have to do it on your own! Ask your friends and family to help or donate items as well.



After you've planned out the time, date and location of the sale, and decided who's going to supply the products, it's time to start spreading the word about your fundraiser. Again, advertising your sale will significantly improve your success. Go over your available advertising resources. Posters, word of mouth, newsletters, emails to friends and family, community papers, a note on your chalkboard or even sidewalk chalking are all great ways to get the word out.

On the day of your sale, make sure to have lots of information available about your upcoming trip at your booth. This will teach others about why your fundraiser is important. Some groups have even designed their goods on a theme, like selling skewers of candy called "Ecuabobs" or making llama shaped cookies to sell if you're planning a trip to Ecuador.

If you have friends helping you out, organize your group into shifts for the scheduled times of the sale. If possible, we recommend having at least three people at your booth at all times: one to act as the designated money handler, and two to pass out the food. It may also be helpful to have a few support people signed up to set up and take down the booth to make the event go smoothly.

What You'll Need

- Markers and paper for posters - Maybe some artistic friends can help out.
- A table or booth for the sale - Your family, friends or even student council may be able to help you out with this.
- Baking supplies depending on your taste buds



TOP FUNDRAISERS

- Cash box - If you don't have a cash box, make sure to have a friend there who can act as cash security.
- Chart paper and markers
- Napkins
- Plastic gloves - You'll thank us after handling 50 butter tarts!
- Serving utensils - Optional

Required Human Power

As many bakers or candy gatherers as you can find! But, at the least, two people to hand out the candy, cookies, cakes, and one person to handle the money.

Time Commitment Needed

Depending on how much lead-up time you leave for advertising, you'll probably want to give yourself between one week and one month.



HELPFUL HINT

Try something new, some schools are working hard to focus on healthy eating, so why not take a spin on a 'sweet tooth sell-off' and have a 'healthy harvest' by selling delicious healthy foods, like carrot muffins, homemade granola bars, celery with peanut butter and raisins (watch out for allergies!) and chocolate zucchini loaf?

Coffee House

What is it?

A coffee house involves people in your community getting together to enjoy live music, learn more about your cause, and have fun!

How It Works

To plan the coffee house you will need to find bands or musicians to provide the entertainment, a venue for the event, and some friends to help with the advertising, ticket sales, and decorating of the night.

First you will need to pick a date and find a location. Many schools or community centres will often provide space for a fundraising event but you should check in with them early! They usually have many events and you may need to check with their calendar to make sure your preferred dates work.

If you know of any great local bands or musicians in your community, school, or faith group ask them to get involved and support your event by playing for free. This can be a great opportunity for them to promote their music to a new audience! If you know of any other artistic people get them involved, a dance group could



FUN FUNDRAISERS

put on a performance at the intermission, or if you have a friend who draws or paints maybe they can paint something for you to raffle off at the end of the event, the sky's the limit!

After you have arranged the date, location, and talent you need to think about ticket sales, most coffee houses charge \$5 - \$10 for admission based on what your audience can give, make sure this is affordable to get a good turn-out. Next you'll need to advertise to the community, you can do this by word-of-mouth, flyers, posters or community newsletters. Make sure to explain all the details of your event: when, where, what time, and most importantly, what you're fundraising for. Also, make sure to give them plenty of time to tell their friends.

On the day of the event you should set up a booth with pictures, information, and pledge forms if people want to sponsor your trip. You can also make an announcement or presentation at the beginning of the event or during intermission to explain the reason why you want to travel with Me to We, where you want to travel, and what you will bring back to your local community.

What You'll Need

- Tickets to sell
- Cash box
- A line-up for the talent (so everyone knows who is playing when)

Required Human Power

As many musicians, friends and family as you can find! The more people helping to get the word out the better. At minimum you'll want about 3-4 people to help with the event to help decorate and set-up, work the sound equipment, manage the cash box, and work your booth.

Time Commitment Needed

Depending on how long you want to advertise the event, you will probably want to give yourself a month to book the location, talent, and get the word out about the event.

HELPFUL HINT

Sell coffee, hot chocolate or snacks at the event to raise a little more money for your cause!



FUN FUNDRAISERS



Feasting Fundraiser

What Is It?

The 'feasting fundraiser' is where you sell tickets for a place at a delicious dinner.

How It Works

First, you'll need to secure a date and venue, this could be at your home or at a hall or community centre in your neighbourhood. Don't be scared to explain the trip and ask for a donation when securing the venue. Often when people hear about your cause, they're happy to lend support! Next, determine the menu. Many people who've carried out this fundraiser decide to do an awareness or cultural dinner, and serve the cuisine

of their destination country. Get creative!

Then start listing out the tasks and designating them to anyone who would like to help. Once you have all the tasks outlined, set timelines for yourself and your team to commit to. Ticket sales are what will bring in all the money for this event, so the more time you allow yourself to sell tickets, the better.

Now you can begin setting your price for tickets and start selling. Students and educators who've done this fundraiser in the past have found that a \$10 ticket price usually makes the dinner accessible for both young people and adults. Lunch time booths in the school cafeteria are very popular for selling tickets. Posters, emails, facebook event invites, Twitter blogs, newsletters and announcements are also great ways to get the word out.

Then, based on your ticket sales, you'll need to determine how much food you'll need to prepare. Connect with your local grocery store and business owners to see if you can get donations—this can provide a huge reduction in your overhead costs. Many times local stores will donate money or products like food, beverages, cups and plates.

Next, divide up the cooking and serving responsibilities among your support team. Using either a whiteboard or chart paper, map out which team members will be responsible for which tasks and make sure that all parties involved have a copy to take home. Make sure to think about how many people you'll need to serve, do dishes, collect money and speak about the cause in front of the guests.

Then, carry out the dinner! Have your pre-dinner team arrive to put the final decorating touches on the venue. Have your hosting staff ready at the door to welcome your guests and serve them their fresh food and awareness that will warm their stomachs and hearts!

Finally, send out 'thank you' notes to all support team members and anyone who donated any gifts or their time.



Check out Marya Jaleel's story on page 17 of how she fundraised \$4,000 through her own feasting fundraiser.

What You'll Need

- Venue to host the dinner - Many religious groups are very willing to donate hall space in a church or temple
- Tablecloth
- Dishes
- Napkins
- Cutlery and serving utensils
- Cups
- Tickets
- Envelope or jar for holding money
- Fun decorations - Having a themed décor or adding a few flowers can really make the night special
- An info booth set up with a few donation jars around the venue
- Your menu!
- Extra condiments like salt and pepper

Required Human Power

For this fundraiser, the more support you have, the better!

Time Commitment Needed

You'll need at least one month to plan and advertise the event.

HELPFUL HINT

Ask yourself: What can I do to make this event that much better? Having friends come up and busk or providing theatrical entertainment can add that certain something to make the evening more special.



FUNDRAISING HELP: TIPS, IDEAS AND FACTS

Fundraising Events:

If you want to host fundraising events and activities you have an obligation to make people fully aware of the fundraising cause. It would be unfair to misinform people, for example, by saying that all money collected will go towards Me to We Trips when really you will be collecting the money for your personal trip.

Getting the word out:

Don't forget to use tools like Facebook (create an event, change your status, put up a thought-provoking photo), Twitter (have people follow your fundraising goals and add in stats and info about your destination) or build your own web page (you can even set up a Paypal account and have people donate to you directly from your site). Creativity is key! If possible, try to attract media attention for your event, as it allows you to spread the word faster. Always remember to use your network of friends and supporters good friends will always be willing to lend you a hand!

Some ideas to get you started:

- BBQ
- Car wash
- Fashion show
- Donation box
- Chocolate almond, donut, pizza or pop sale
- Talent night
- Auctions
- Contact research institutes, cultural centres, cafes, bookstores and community centers that make presentations on the country you are visiting. They might be willing to work with you and lend some help
- Rent movies about the country you are visiting at your local video store and hold a screening for a donation towards your trip. Call us for recommendations on movies!
- Local media may also be interested in your trip. Contact newspapers, television and radio stations and offer to write an article or send a letter from your destination

List fundraising ideas that have worked well for you in the past:



FUNDRAISING HELP: TIPS, IDEAS AND FACTS

SOME MORE FUNDRAISING IDEAS

(Excerpts from Take Action! A Guide To Active Citizenship by Marc and Craig Kielburger)

Jellybean count: Fill a jar with jellybeans and have people pay to guess how many there are in a jar. Try to have the jellybeans donated by a candy company.

Sell candy or cards: Work with reputable businesses that provide merchandise you can sell. Be sure at least half of the profits go toward your trip.

Spaghetti dinner: Prepare a great dinner for students, teachers or community members and charge a fee.

Car wash: With a group of friends, set up a car wash in the parking lot of your school, church or public area (Be sure to ask for permission and make sure that people are careful moving cars).

Carol-singing: During the Holiday season, go door to door singing carols with your friends. It is a good idea to have a card or a flyer with some brief information about your cause. You may want to have an adult accompany you. Remember to respect those who do not celebrate the winter holidays and who may not want to hear your carols.

Art sale: Have local artists donate some of their work, which will then be displayed and sold to the public.

Guest speaker: Invite a guest speaker to your home or a community center and sell tickets to raise funds.

Dance-a-thon: Choose a date, make up pledge forms, find a dj or a band and advertise with posters. Have everyone participating gather donations using pledge forms, then dance the night away.

Benefit concerts: Ask local bands or choirs to donate their time by performing a benefit concert for your cause. Charge admission for the event.

Walk-a-thon: Choose a date and a route, make up some pledge forms and advertise with posters.

Bag groceries: Ask a local grocery store if you can bag people's groceries for donations. Be certain to put up a sign saying what the donation is for.

Coin-drive: Talk to your teachers and give them a container to collect spare change. Students can donate at the beginning or end of their classes.



FUNDRAISING HELP: TIPS, IDEAS AND FACTS

Book sale: Ask all your friends, relatives and teachers to donate old books. Advertise your book sale with posters and flyers. Set up a table and sell books. If there are leftovers, you can always give them to a needy library, shelter or school.

Bowling: Organize a bowling night or a competition. Charge everyone a small fee to enter or have participants get bowl-a-thon pledges.

Beat the goalie: Pick the best hockey or soccer goalie you know and invite people to try to score a goal for a prize. Every participant has to pay to play.

Bingo: Host a bingo night at a local hall, place of worship or school.

Three-on-three basketball tournament: Organize a basketball tournament in your school with the winning team receiving a prize. Charge a small fee to watch. This can also be done with soccer, tennis, badminton or any other sport.





SUCCESS STORIES FROM PAST PARTICIPANTS



Marya Jaleel

A little about me

My name is Marya Jaleel and I am going into my second year of health sciences at the University of Ottawa. I hope to someday enter a career that will allow me to work in developing countries as a health practitioner.

Why I wanted to go on a Me to We trip

I have always wanted to embark on a Me to We trip and that dream came true this past May. You can't really understand what it's like until you see it with your own eyes and Me to We Trips gave me this opportunity.

My fundraiser

I started fundraising for my trip about eight months prior. It started out as little things like bake sales or just simply asking for donations, but then it grew into much larger fundraisers.

Once members of my extended family heard about my trip, they all wanted to throw a large community fundraiser for me.

We had a team of about six people working on this project. We started by sending out invitations via e-mail for a fundraising dinner to be held at my Aunt's house. Over 100 people came to this event. We had the food donated by a local restaurant and tables and chairs were donated by a local school that had heard about my trip and were very willing to help. We charged a minimum donation for the dinner. We also had games and prizes for the children. By the end of the night, we raised over \$4,000, which brought me to enough money to pay for my trip!



SUCCESS STORIES FROM PAST PARTICIPANTS



Joanna Klimczak

A little about me

My name is Joanna Klimczak, I am 18 years old and I have volunteered with several non-profit organizations both locally and globally for many years. I am also the founder and president of Hand in Hand, an international Free The Children Youth in Action group. With Hand in Hand, our mission is to inspire young people in all corners of the world to think and act we, and “be the change” they wish to see in the world.

Why I wanted to go on a Me to We trip

At 14 years old, being aware of the global economic division and the poor living conditions millions of people in the world suffer from, I realized how truly lucky I was to have been born in Canada.

My fundraisers

Fundraising was a great experience! My plan of action was based on sharing my passion for global development with others in the hopes of

inspiring them, and kindly asking for any possible monetary support toward my cause.

My five-step plan:

Step 1: I believed in myself. I was confident, positive and determined to reach my fundraising goal. I envisioned the feeling of gratitude and achievement I would have after reaching this goal.

Step 2: I created a letter explaining my global community involvement and opportunity to take part in a life-changing Me to We trip to India. At the end of the letter, I asked the reader for a kind donation that would help cover the cost of my experience.

Step 3: I sent the document via e-mail, post and presented it in person to several service clubs in my region, to my school, to friends, and to local businesses and organizations.

Step 4: About three weeks later, I contacted potential sponsors and did several formal presentations in order to personally meet supporters, further explain my mission and share the Me to We philosophy.

Step 5: I stayed positive, and generous donations arrived! My vision came to reality. I raised \$3,500 in a few months! I am very honoured and grateful for the support I received.



DRESS FOR SUCCESS: PROMOTING YOUR CAUSE WITH ME TO WE STYLE!



What Is It?

Put your cause on display by designing and selling your own socially responsible Me to We Style swag.

How It Works

The amazing thing about doing this fundraiser is that Me to We Style offers discounted prices on Me to We graphic shirts for fundraising because they're committed to making a positive impact in the world.

First, pick any product from their online store at www.metowestyle.com. If you decide to order more than 12 pieces of the same product, they'll give you 40 percent off the retail price. Then you can sell the product at the retail price and put the extra money toward your trip!

Choose a design that relates to your trip and spreads a meaningful message! It can be related to your destination (like "Kenya Dig It?") or it can be unique to you! Once you have a design in mind, just e-mail one of our Me to We Style representatives at info@metowestyle.com and they can get to work. Remember to keep in mind who your target audience is when selecting sizes to order.

Then you can begin selling the shirts. You can print posters that show the design, set up an info booth, make P.A. announcements or wear your shirt around school and explain to everyone what it means and how they can order their own.

One of the great things about this fundraiser is that it can continue all year. You can always keep taking orders for shirts from Me to We Style. So if you ever run out of fundraising ideas, you've always got a great fundraiser ready to go!

What You'll Need

- Creative minds
- A regular booth or spot for sales
- Contact at Me to We Style
- Envelope/jar for money
- Tracking sheet for sales - complete with sizes and men's or women's cuts
- Posters
- A design!
- Bins for storing the clothes

HELPFUL HINT

Making a T-shirt is a great way to get people talking about your trip! These people will serve as ambassadors to your cause just by sporting your shirt.



HELP IS ON THE WAY!

Need more help? The team at Me to We Trips is here to support you along every step of your fundraising journey. Drop us an e-mail at trips@metowe.com or call us at 416.964.8942. Let us know what fundraisers you're planning in your area, let us know what has worked for you, and most importantly let us know how we can help! In the meantime, spread the word about your trip to friends, family and neighbours so that they can help you put on some fantastic fundraisers.

WHAT'S NEXT?

Now that you've got your fundraising ideas picked out, check out our Fundraising Workbook for step-by-step help brainstorming and planning your events, managing your budget, and lots more! In the Workbook you can find ideas on how to approach potential sponsors, how to write a sponsorship letter and a sample reference letter too. Remember, keep in touch and let us know if you need any other support in your fundraising. Good luck!

– The Trips Team

