



# YMCA YOUTH EXCHANGES CANADA

## Module 3 – Money Matters



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Canada

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2200 Yonge Street, Unit 300  
Toronto, ON M4S 2C6  
Tel: 1-877-639-9987 Fax: (647) 439-4502

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# Workbook for YMCA Exchange Leaders

## Module 3 – Money Matters

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# Money Matters

## Developing the Budget with Your Twin Leader

### Who pays for what?

Before you draw up your budget, discuss it and make some decisions with your twin leader. Decide how you will find your host programs. This includes meals, local transportation, entrance fees, and special activities covered by the host community.

**Make sure there is clear agreement as to which group is responsible for what.** Most groups decide they will fund all the activities when the twin group visits.

Your host plan however, should not drive your fundraising goals. Your fundraising should drive what you are able to plan.

### Participant fees

Participant fees are a group fee based on \$75 per member. The total for fees should be part of your overall fundraising plan. If this amount is a barrier, talk with your Regional Coordinator.

### Financial Report

Once you have a good idea what your budget will be, fill in the Financial Report and Estimate of Participant Hours form in the Exchange Plan. Forms are on the group leader website (<http://www.yecgl.net>). Please submit electronically to your Regional Coordinator by the due date.

## Spending Money for Participants

Do you want to provide spending money for your group so that each member has the same amount to spend when visiting your twin group? This makes sure that no group member is at a disadvantage and that parents/guardians with limited resources don't feel pressured to contribute.

If members are bringing their own money, agree on an amount. One option is to ask participants to surrender all their spending money. Change it into small bills, place it in an envelope with the name and amount of money in it and play banker, perhaps distributing it every second day.

Be aware of the financial circumstances of each group member. If one member has less money, it will affect the group atmosphere. The best way for the group to handle spending money will depend on the age and maturity of the group members and your destination.

Be sensitive about your twin group's economic situation. What may be feasible in one community may be impossible in another. It is important for both you and your twin to feel comfortable with the amount spent in both communities.

As youth are involved with the host plan, they can also help develop the budget. Participants should be involved in the decisions about spending money. This way, they will be more willing to help with fundraising and have a better sense of the costs.

Our youth advisory committee suggests that:



- Youth can be involved in budgeting.
- Youth can research the costs of planned activities.
- Youth can alter the host plan to meet financial constraints.

## Decide Where the Money Will Come From

How much money will come from fundraising through special events? Corporate sponsorship? Donations? School board? Service clubs?

In the example, based on their expenses, the group will need to raise \$3,180. How much can you reasonably expect to raise? Remember that your fundraising should be driving your exchange plan, and not the other way around.

<b>Events</b>	
Dance	\$750
Baked goods sale	250
Bingos	430
Raffle	1000
<b>Corporate Donations</b>	
Community Service Club	250
Fernanda's Jewellery Store	100
The Corner Store	50
Jamieson's Card and Gift Store	50
<b>Individual Donations</b>	
Sylvie "Bank Manager"	100
Jay "Friend of Sylvie"	100
Wendy "Aunt of Participant"	100
<b>Total from Fundraising</b>	<b>\$3,180</b>
<b>Worst case</b>	<b>\$ _____</b>
<b>Realistic</b>	<b>\$ _____</b>
<b>Ideal</b>	<b>\$ _____</b>

On average, for every \$100 you want to raise, you will need to spend \$20. You may want to add 20 per cent to your fundraising goal.

## Funding for Special Measures

The Special Measures Client Fund offers many groups facing barriers to participation the opportunity to experience a reciprocal exchange through funding support.

Generally, these measures may be eligible for funding:

- Extra leaders—for younger groups and groups that need more support. Each request is considered on its own merits.
- Alternative housing—if possible, consider billeting first because it allows participants to develop a stronger understanding and friendship with their twin. It also ensures a higher degree of supervision. During a common stay a few leaders are responsible for the entire group. Sometimes, however, billeting is not possible. If so, requests for common stays are evaluated to see if hosting is a barrier. Your Regional Coordinator can give you details and tell you how to apply for a common stay.
- Modified vehicles.
- Interpreters, guides and special assistants.
- Food Support

All requests are considered individually, according to the group's needs. If a challenge exists that is a barrier to participation, additional funding may be provided.

### What is not funded:

- Substitute teachers.
- Cost of local activities.
- Local transportation unless it creates a barrier to participation.
- Meals while travelling.

### Applying for Special Measures funding

#### **Please speak to your Regional Coordinator about the timing of your request**

Funding must be approved before travel. Contact your Regional Coordinator to discuss your needs as soon as you become aware that this might be an issue. Submit requests by the date given by your Regional Coordinator.

Past this date, the chances of funding decrease significantly. Unapproved expenses during the exchange will not be covered unless there is an emergency or a situation that compromises participants' safety.

## Fundraising Tips

Besides raising money for exchange activities, organizing and holding fundraising events helps develop community awareness of the exchange. Creativity—using all available options—is the key to successful fundraising.

### Face-to-face

People give to people, not to organizations. Meeting face-to-face gets better results than sending a letter. If you do send a letter, follow it up one week later with a phone call.

### Be specific

When asking for donations, state the amount you'd like.

### Asker must be a donor

The person asking for money must have given money or be involved in fundraising activities with the group.

### 20/80 rule

Twenty per cent of the donors will give you 80 per cent of the money.

### It's fun!

Fundraising = funraising + friendraising = fun.

You know what your expenses are. You know how much you have to raise. Now you have to choose methods that you feel comfortable with and that will work in your community.

### Friendraise

You can ask a community leader, local business, or service club for money—Friendraise.



## Identify Your Friends

Identify who would be a good person to ask for a donation. Each of these contacts is a possible Friend. Brainstorm until you have a list of at least 20.

Try friends, relatives, colleagues, parents'/guardians' and leaders' business connections.

Do the participants in your group eat at the same restaurant? Does your association give all its business to the same printer? Does everyone use the same corner store? These are all ready-made Friends.

### **Who does what?**

Decide who will get a face-to-face meeting with a group member. Ideally, two people should call on a Friend—a group leader or parent and a participant. One of you should know the Friend.

Decide who will receive a letter, and follow it up with a phone call.

Set up a schedule, and decide who will meet with each contact or who will write the letter. Please see the end of this document for a letter template and YMCA Fact Sheet.

Set a deadline for people to make their contacts and assign yourself the responsibility of checking that everyone can make the deadline. Checking back keeps everyone on track and keeps you up to date on how the fundraising is going.

# Making Your Case—Telling Your Story

When you meet with your Friend, or write a letter, you will want to say what your exchange is about, what it will accomplish, and what kind of donation you would like. This is called presenting your case, but it's really telling your story.

## Mission

State your mission or objective:

- Be specific and clear
- Say what your exchange objectives are
- State you are part of the YMCA Youth Exchanges Canada Program.

## Benefits

Describe the benefits to your group and to your community, and how you will reach your objective:

- The group will learn about another culture and a different part of Canada by staying with host families.
- The twin group will visit your community.

## Budget

Tell them about your budget:

- Be specific and clear
- Include the amount of funding you are receiving through the program and the total you expect to raise.

## Ask

Tell your friend what you want. Ask for the donation directly and specifically. Example: A donation of \$200 will help us take our guests to the local museum.

## Other Ways to Ask

### Challenge grant

You can set up a Challenge Grant. In this challenge, a person or organization donates to your group and challenges other people or organizations to match it. Challenges can result in some friendly competition, raising both enthusiasm and money.

“Tom’s Gas n Wash will give the \_\_\_\_\_ Association Youth Exchange 50 cents for every car washed during the week of \_\_\_\_\_ when the driver says ‘I support the YMCA Youth Exchange.’”

“Leaside High challenges Brookside to a fundraising dance marathon.”

### In-kind donations

You can also ask for help that’s “in-kind.” Businesses or even community groups may find it easier to donate goods or a service instead of money. Make up a list of items or services you need.

Negotiate free entrance or reduced rates to tourist attractions. If you are planning a raffle, ask for TVs, camcorders, cameras, sculptures, airline tickets, etc.

#### Examples:

- In Yellowknife, Northwest Territories, a local tour company provided a free guided tour of the city the first day of the exchange.
- In Vancouver, B.C., the Canadian Armed Forces provided warm clothing and sleeping bags for a trip to the Northwest Territories.
- In Rockyford, Alberta, the Lions Club made their chuckwagon available for a pancake breakfast fundraising event.

# Fun-raising Activities

## What type?

Some fundraising activities are more successful in some communities than others. Think about successful events that you've seen and what made them work. **The “tried and true” ideas are the best fundraising ideas; you don't have to reinvent the wheel.** Check if parents/guardians can provide fundraising opportunities through their work place.

## Who?

How much commitment do group members need? Parents/guardians? Others?

Having the whole group participate in fundraising helps develop a team spirit and sense of purpose. Be realistic about the time required to organize an activity and the time your group has available.

## How much?

Talk to others who've run similar events to help set a realistic goal. Draw up a list of your expenses so you know how much you are spending to make your target. **(The event that raises the most money is the event where all labour and items are donated.)**

Unless you've run this event before, double the amount of organizing time you think you'll need.

## Make sure it'll work

You'll have a much better chance for success if you can say yes to the following:

- My group is enthusiastic about this event and prepared to take the time to make it successful,
- The time needed to organize and run this event matches the time my group has,
- This event lets group members talk about why they are participating in the exchange.

# Fundraising Ideas

Make sure to verify your local by-laws and any school or organization policies around casino events, raffles, and draws before organizing such events.

## Sales

- Arts and crafts, hot dogs, flowers, baked goods, popcorn, fair-trade chocolate, light bulbs, rummage or yard.
- **Christmas booths:** If your city has a "flea market" type craft sale or activity planned during a holiday season, you could set up a booth (eggnog sales, mistletoe, ornaments, etc.).
- **Christmas tree pick-up:** Partner with a Christmas tree company to organize to have people pick up Christmas trees in exchange for a donation at your school or organization.
- **Pumpkin sales:** Your group could take orders 2 weeks prior to Halloween. See if any farms or stores are willing to sponsor your exchange and donate the pumpkins at a discounted price or for free.

## School or community events

- Pancake breakfasts, community lunches, potluck dinners
- Bottle drives, car washes
- Movie night (with free popcorn)
- Carnivals
- Dance or sock hop
- **Concerts and talent shows:** Many of the people at your community are quite talented, or have friends who are. Ask them to perform at a concert or talent show and sell tickets in advance.
- **Sports Tournament:** Pick a sport popular in your area. A well-organized tournament can draw a large number of participants.

## Hire-a-youth projects

- Services auction
- Delivering flyers for local businesses
- Landscaping
- Working at canteens or concessions
- Telephone soliciting for charitable organizations

## Pledges

- **Ping pong-a-thon:** You could have a Ping-Pong marathon where you ask for donations and ask people to pledge money for a certain number of hours played.
- **Craft-a-thon:** Charge an entrance fee for people to join a full event of crafting. If any youth participants are good with arts, you can have them facilitate a craft project with the group.

## Raffles-drawings

- **Raffle:** Approach local restaurants, stores and all sorts of merchants for donations of dinners and other products. (Thanksgiving turkeys, gift cards, sports merchandise, etc.)
- **Drawings:** You can hold drawings in conjunction with a Pancake Breakfast or dinner. Approach local businesses and ask to donate prizes. Attach the ticket for the drawing to the Pancake Breakfast ticket and list the prizes on the tickets.

Keep a list of everyone who supports your exchange—people who give money or in-kind gifts and all volunteers. You must send thank-you letters to each one. You could also acknowledge donors and volunteers in a newsletter, newspaper ad or at a special event when your twin group is visiting.

Youth should play a major role in assisting or running the fundraising that is required for the exchange experience. Our youth advisory committee suggests that you:



- Have youth brainstormed ways to raise money (they will be more willing to help if they use their own ideas).
- Involve youth in asking a business for a donation as they can tell their own story
- Have youth set a specific fundraising goal.
- Have the youth committee update the other youth members and school or community groups on the progress of the fundraising.
- Have youth write their own thank-you letters

# Templates

## Sample Letter for Fundraising

Dear Sylvie, Manager  
Local Bank

Our school has been chosen to participate in YMCA Youth Exchanges Canada, which supports youth exchanges across Canada. Twenty youth will be going to Regina, Saskatchewan to spend one week in the homes of their twin, and then 20 students from Regina will be spending one week here.

This is a wonderful educational opportunity and the students have been preparing for a long time for this experience. They have been learning about the Regina community, corresponding with their twins, and we're now busy raising money! We plan to raise \$2,400 through a teen dance, bake sales, a raffle, and other activities. All the travel costs for both groups, about \$16,000, are covered by the Government of Canada through YMCA Youth Exchanges Canada. As the total cost of our exchange is \$16,000+ \$3,260, we hope to raise the remainder from people like you.

We believe this exchange has value for our whole community as all of us will be enriched by our visitors' visit. When our students come back from their stay in the west, they will share their experience with us, through a slide show and talks, at a public evening. I am writing to request your financial support of our exchange. A gift of \$200 would go a long way to helping us reach our goal.

Enclosed is a YMCA Youth Exchanges Canada sheet for your information. I hope we can talk about our exchange at your convenience. I will telephone you next week to set up a time.

Your friend,

(Parent of an Exchange participant)

# YMCA Youth Exchanges Canada Fact Sheet

- The Government of Canada through the Department of Canadian Heritage, Exchanges Canada, funds this program.
- The YMCA started operating exchange programs in 1976 to provide an opportunity for Canadian youth to meet face to face.
- Youth Exchanges promote cross-cultural understanding and a sense of Canadian identity among Canadians aged 12 to 17.
- The exchanges involve the twinning of two groups from different provinces or territories, and visits last from five to 10 days. Members of the groups are twinned and stay in each other's communities.
- Thousands of youth from across Canada have participated in the YMCA Youth Exchanges Canada program.
- Additional funds are available to cover any special needs that a group may have to ensure that all Canadian youth can participate.