



Community Champion Template

INVESTING IN CANADIAN YOUTH

THE PUSH FOR CHANGE MISSION

Joe Roberts, former homeless youth turned successful entrepreneur is *paying it forward* by pushing a shopping cart 9,000 km's across Canada to prevent youth homelessness. This national awareness trek, dubbed **The Push for Change**, will see over 400 community and school engagements. Our Community Champions are superior at organizing people and events! They bring together vibrant energetic people to engage and empower their communities! Supporting the development of young people is what we are truly passionate about.



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THE FACT OF THE MATTER

THE PROBLEM:

It is estimated that there are approximately 65,000 young people across Canada who are homeless or living at homeless shelters and thousands more who are at-risk each year. Youth homelessness isn't always visible. You may not see it in your community because youth may have found temporary shelter at a friends' house, or they have migrated to a larger city. They typically come from homes

characterized by family conflict of some kind, disruptions to school and family life, neglect and



Youth are our future!
Each has unlimited possibilities!

poverty. Many are in the throws of adolescent

development, and lack life experience and the skills and supports to live independently, including the ability to secure employment and housing. Homeless youth are also more vulnerable to exploitation. Virtually every young person who becomes homeless was in school at one point and was in contact with an adult (teacher, guidance counselor, coach) who knew something was wrong. It makes sense for prevention to start in our schools!

GOAL OF COMMUNITY EVENTS

AWARENESS – to draw as many people from the community as possible so they may hear Joe’s personal story of his life as a homeless youth. All will be inspired as he shares his story of transformation from adversity to success, his possibility mindset that *“there is more inside each and every one of us than we can see”*, and his vision to help prevent youth from living a life like he did. Youth will be empowered and challenged to stay

engaged in their families, their schools and their communities. Adults will be educated and inspired to think differently about youth homelessness and the power of keeping youth engaged.

FUNDRAISE – If every Canadian donated .50C during the Push for Change trek, \$17,000,000 will be raised to support The Upstream Project, and other eligible organizations enabling the start of a

school-prevention model in Canada that aims to prevent youth homelessness. All funds raised during the trek will be allocated to The Upstream Project, and, where an organization who works with youth-at-risk has teamed with the Community Champion to plan and be a part of the community event, (or are the Community Champion themselves) 50% of funds raised will be donated to that eligible organization.

Criteria for eligible organizations:
 -must support youth at risk (ages 13-24) of becoming homeless:
 -Emergency shelters,
 -Youth drop-in centres
 -Outreach services provider and/or Transitional housing initiative organizations
 -must be a not-for-profit organization with a Canada Revenue Agency charitable tax number
 -must have a Chimp account for direct deposit

YOUR PLANNING COMMITTEE



We believe inspired action can change the world

Working together is better. We hope you will build a local planning committee to help share the responsibilities. Support will be found among individuals working in the homelessness cause in your community and Push for Change sponsor representatives. Additional committee members you may wish to consider include youth

(please empower them!), Chamber of Commerce, municipal employees, school, service club and community members. Our hope is that members of the Push for Change planning committee will represent a cross section of local homelessness organizations, empowered youth and people with a passion to build support

and awareness for youth homelessness in their community. Ideally the committee members will have extensive local knowledge and be able to provide contacts and resources within the community. We will provide you with names of potential local planning committee members if we have connections in your area.

DIVISION OF RESPONSIBILITIES

Community Champion	The Push for Change Team
√ Recruit Local Planning Committee	√ Confirm logistics around Joe’s arrival and timeframe
√ Plan and deliver the event	√ Provide support and guidance in planning
√ Select venue (with possible contingency)	√ Route plans
√ Secure permits/security/volunteers for the event	√ Local media relations, provide media with interesting local stories
√ Coordinate marketing, advertising and crowd building	√ Supply promotional assets (banners, signs, etc.)
√ Communicate with Push for Change team	√ Coordinate sponsor activation (if any)

ENGAGEMENT TOOLKIT

Step 1 – Identify Members of Local Planning Committee (date: _____)

Build a Local Planning Committee to ensure that the workload in planning a community event is shared amongst community partners (see page 2).

Step 2 – Consider the Goal of the Community Event (date: _____)

Through the Push for Change on-line fundraising platform, we recommend you use Joe's visit as a catalyst for fundraising, celebrating the trek accomplishments, raising youth homelessness awareness, or a combination of all three. We hope that you embrace your local culture in the planning of your community event. Is your community the lobster fishing capital of Canada?....Why not stage a lobster cook-out fundraiser? If your community is known for its established hiking or walking trails, perhaps a walk-a-thon is the right fit. Your community celebration offers a wonderful opportunity to showcase the incredible talent, cultural richness and diversity in your community. We encourage you to create an event that generates excitement and enthusiasm for all ages and audiences, while celebrating and capitalizing on The Push for Changes' involvement. The event possibilities are endless! Be creative! Use our engagement ideas, add to them, or design your own!!

Step 3 – Select a venue (date: _____)

We recommend a venue that coincides with your chosen activity, if you are planning a fundraising dinner, then a hotel ballroom might be most appropriate, if it's a conversation with leaders, then perhaps the local library would be ideal, but if it's a baseball game or golf tournament, then of course the 19th hole becomes the place to gather.

Considerations:

Indoor location for inclement weather - Power supply - Accessibility for all - Parking for Push for Change vehicles

Step 4 - Finalize your event (date: _____)

Marie McDonald, Campaign Manager, will work with you over the coming months to understand the run of play for your community event to ensure Joe's participation is fully integrated. Joe is available to participate in your community event in various capacities. You may prefer that he deliver an inspirational speech or converse with community volunteers - he is happy to fit in where appropriate.

Step 5 – Market your Event (date: _____)

The Push for Change team will provide you with various electronic templates, such as posters and banners that you can utilize to help market your event. Your community event will also be provided with a Chimp Fundraising event page template. Photos, special guests and an event description will all help build excitement for your coming event. Your event will also be included on our on-line live calendar.

Step 6 - Event goes live (date: _____)

The Push for Change team will advise of their expected arrival time at your event. Allowing Joe between 15-30 minutes to share his message will be essential. Where possible, an LCD projector and screen will be useful for a power point presentation Joe will display from his laptop. Coordination with Marie McDonald will confirm these details specific to your event.

If you are interested in hosting a community event, click the button below to access the Community Event Questionnaire.

Please email your completed form to marie@thepushforchange.com



Click here to open:
[Community Event Questionnaire](#)

The Upstream Project

Preventing Youth Homelessness by Working in Schools

The best way to address youth homelessness is to work upstream and prevent its occurrence in the first place.

The Upstream Project will transform the way we respond to youth homelessness by shifting the focus to prevention.

Virtually every young person who becomes homeless was in school at one point, and very likely was in contact with an adult (teacher, guidance counselor, coach) who knew something was wrong.

Working with partner agencies and school boards, the Upstream Project will identify at-risk youth and provide them with the necessary supports to prevent them from entering into homelessness.



The Upstream Project: A Collaborative Venture

The Upstream Project involves collaboration between the following national organizations, each of which will play a unique role in the planning and delivery of the project:

Raising the Roof, As Canada's leading homelessness charity, Raising the Roof provides strong and effective national leadership and raises public awareness. Raising the Roof will be responsible for administration of funds and supporting communities in the planning and implementation of the Upstream Project.

Canadian Observatory on Homelessness, a university-based research consortium committed to conducting and mobilizing research so that it has a greater impact on policy and practice, will provide thought-leadership to the initiative, tool kit development and evaluation support.

A Way Home is a national coalition of organizations working together to prevent, reduce and end youth homelessness. A Way Home will be responsible for pan-Canadian community engagement, government relations, and selection of communities for participation.

The Push for Change is a national charity led by Joe Roberts, a successful businessman who was homeless as a teenager. Joe will push a shopping cart across Canada, raising awareness regarding youth homelessness prevention, engaging communities, and raising funds for the Upstream Project.

What is the Upstream Project?

The Upstream Project is part of an international 'Living Lab' focused on taking the innovative approaches developed in Australia and adapting them to the Canadian context. The Upstream Project is particularly interested in adapting the evidence-based successes of The Geelong Project (TGP), a ground breaking partnership that helps young people at risk of homelessness. TGP utilizes a 'community of schools and youth services' model of early intervention for young people

who are at risk of disengaging from school, becoming homeless and entering the justice system. With TPG, all young people, in any given school, are assessed using an evidence-based assessment tool. Those who are identified as being at higher risk of homelessness are offered comprehensive interventions based on a determination of both needs and assets. Young people and their families are provided with necessary supports aimed at solidifying family relations (if it is safe for the youth to do so), increasing school engagement and success, and reducing the risk of family breakdown, dropping out of school and involvement in crime. The unique TGP model of youth homelessness intervention has been extensively evaluated over the past five years and has a strong evidence base.



What does the Upstream Project hope to achieve?

The goal of the Upstream Project is to transform the way we respond to youth homelessness by shifting the focus to prevention. Over the next five years, we hope to support 25 Canadian communities (up to five a year) with planning and implementation of school-based prevention programs modeled on the Geelong project. The outcome will be a demonstrated reduction in the number of young people who experience homelessness.

How will this be done?

Drawing on the strengths and capacities of core project partners, The Upstream Project will educate, inspire and support communities to do this work. The core objectives that will drive the activities of the project include:

- a) **Knowledge Generation** - Develop the knowledge base and resources to support communities and governments with the planning and implementation of school-based youth homelessness prevention strategies and practices.
- b) **Community Engagement** - Build interest, capacity and readiness in communities, schools and government to support a shift from emergency response to prevention.
- c) **Technical Support** – Provide communities with technical support to plan and implement school-based youth homelessness prevention interventions.
- d) **Program Implementation** – Provide funding to support implementation at the community level.
- e) **Evaluation** – Monitor implementation and results to demonstrate a reduction in youth homelessness.

With our Community Champions, The Push for Change will raise awareness and funds for **The Upstream Project** to prevent youth homelessness in Canada!

GOAL OF THE SLEEPOUT CHALLENGE

Be empowered as you contribute to a national awareness campaign to help end youth homelessness in Canada.

Every night over 6,000 young people in Canada sleep outside, that is 6,000 too many!

Let's join together and Push for Change!

NATIONAL SLEEPOUT CHALLENGE DATES: November 25, 2016 and March 3, 2017

EMPOWER – An engaging, inspiring and interactive personal experience designed to provide education and transformative thinking. This challenge will have individuals SleepOut of their comfort zone (not necessarily outside), drawing them closer to the issues facing homeless youth every night.

AWARENESS – By taking part in The Push for Change SleepOut Challenge, you will have the opportunity to reflect on and experience what 65,000 Canadian youth experience every year as they have no place to call home.

Participants will leverage the power of social media while creating a safe way to experience hardships associated with homelessness.

Not everyone can push a shopping cart across Canada like Joe, but everyone can help raise awareness by participating or supporting a friend in a SleepOut.

FUNDRAISE – Participants will reflect on what homelessness feels like, being without the comfort of their own bed. Starting with only a sleeping bag, participants can fundraise to allow additional “luxury items” on their SleepOut. Our online Chimp platform is so easy to use you will have your fundraising page set up in minutes! Network effortlessly to your family and friends via email or your social media channels. All funds raised from the SleepOut Challenge will support The Upstream Project, a school-based youth homelessness prevention model, administered by Raising the Roof. While fundraising is not a mandatory component of the SleepOut Challenge, registration is encouraged to monitor participation.



All fundraising for The Push for Change SleepOut Challenge will be securely managed by our online fundraising partner, Chimp. Donations by Visa, Mastercard or American Express.

Cheques can be mailed to:

The Push for Change 52 Draper Crescent,
Barrie, ON L4N 6B1

chimp

SLEEP OUT & BE A CHANGEMAKER

Here's how it works:

1. Register your SleepOut by creating your [online fundraising page](#) in minutes
2. Choose one of our National SleepOut Dates or your own date to SleepOut
3. Choose the location to SleepOut of your comfort zone (not necessarily outside, ex. garage floor, living room, school gym, office, church, or invite yourself to sleep on your friend's couch)
4. Set your fundraising goal
5. Challenge your family and friends to join or support you
6. **Reflect on what homelessness feels like.**

Share your experience on social media: @pushforchange #PFCSleepOut

Ask your family and friends to help you "buy some luxury items" for your SleepOut by donating to your online fundraising page:

-Participation	FREE
-Bring your own sleeping bag	FREE
-Bring your cell phone	FREE* or \$100
-Bring your own pillow	\$5
-Bring your pajamas	\$10
-Bring water and snacks	\$25
-Bring an air mattress	\$30

No Buy-In or Pledge to participate
Have fun & compete against other groups!



***FREE** with full social media interaction, participants must:

- [register online](#)
- share with your friends and family
- follow us on Instagram and Twitter
- like our Facebook page
- share your "SleepOut Selfie" #PFCSleepOut
- sign our Change.org on-line petition





Health & Wellness Challenge

- Designed to help you add more physical activity to your day
- Connects your group to a Canadian social cause
- Set up to encourage accountability and team building
- Start anytime during the 517 day trek May 1, 2016 through Sept 30, 2017
- Form a team (min 1 max 24) that together will Match Joe's Steps (24km/day)
- Choose the length of your challenge (suggest 5 weeks minimum)
- Create your [online fundraising page](#)
- Set a fundraising goal
- Compete against teams in your organization by creating fun competitive challenges
- Compete against other companies in your industry
- Opt to Walk With Joe as he treks through your community



MATCH JOE'S STEPS

BY RESERVATION ONLY



*Be a part of
Canadian history*

In 2010, we watched the Olympic Torch cross this country, being inspired by those who passed it, and by those who carried it forward. While the Push for Change is not the Olympics, we do have a “Torch” to carry, one that helps light the way for Youth Homelessness Prevention and invests in a better country for young Canadians. Have your turn with our “Torch”, help push our second cart across the country!

- Key stakeholders are invited to push the “Celebrity Cart” with Joe Roberts as he engages Canadians in a country-wide walk to raise awareness and dollars
- This fundraising effort, by reservation only, invites you to walk with Joe, pushing our Celebrity Shopping Cart for a portion of a pre-determined day, up to 5 km.
- [Register online](#)
- Minimum donation level of \$1,000 per kilometre
- Use our [online crowd funding page](#), set a goal, and network for support
- Limited number of days available, commit today and be the “Change Maker” in your community!





Vision

A country where vulnerable youth are supported at the crucial crossroads in their life - keeping them engaged in school and community and preventing them from entering homelessness.

Mission

Raise awareness and funds to help end youth homelessness by pushing a shopping cart 9,000 km across Canada engaging communities along the way.

The Push for Change

The Push for Change (PFC) is a non-profit charitable campaign focused on the elimination of youth homelessness in Canada. Started by a former homeless youth turned celebrated entrepreneur Joe Roberts, the campaign will see Joe push a shopping cart 9,000 km coast to coast across Canada for 517 days, from May 1, 2016 to September 30, 2017. The journey will inspire, equip and mobilize Canadians to raise funds for "The Upstream Project" (administered by Raising the Roof) which is Canada's school-based initiative to prevent youth homelessness.

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THE JOURNEY

- Begins in St. John's on May 1st, 2016 and crosses the nation before finishing in Vancouver on September 30th, 2017
- 517 days, 17 months
- 10 provinces and engagements in 3 territories
- Over 9,000 kilometers, (13 million steps)
- Over 400 community and school events
- Over 100,000 direct , 500,000 indirect connections with youth / general public
- Full Social and Traditional Communication Plan developed
- Primary message is prevention and youth Empowerment
- Completing the campaign in the year of Canada's 150th Birthday,

A TYPICAL DAY

7:00am – 1:00pm Joe walks 24km pushing the shopping cart

3:00-7:00 pm School and Community engagements



**Contact Campaign Manager
Marie Roberts, for your engagement
date and further information.**

marie@thepushforchange.com 778-875-5202