



3. PFC Fundraising Options

TAKE THE BAREFOOT CHALLENGE WITH YOUR SCHOOL OR CLASSROOM:

- Step 1: Text **BOOTS** to **41010** to donate \$10 towards preventing youth homelessness
- Step 2: Go without your boots or shoes for one hour! **Take a picture or short video!**
- Step 3: Share your participation and picture on **social media**
- Step 4: **Challenge** your friends and family to do the same by tagging them in your post.



HOST OR PARTICIPATE IN OUR SleepOut CHALLENGE

Choose your own night, or take part in one of 2 NATIONAL DATES:
Nov 25, 2016 + March 3, 2017

- Step 1: **Register** your SleepOut and create your online fundraising page in minutes at www.thepushforchange.com/SleepOut
- Step 2: Choose your **night** to SleepOut
- Step 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)
- Step 4: Set your **fundraising goal**
- Step 5: **Challenge** your family and friends, and other classes to join or support you



CREATE AND HOST YOUR OWN FUNDRAISER:

- Step 1: Create any type of fundraiser with your classroom. **Be creative!**
- Step 2: **Raise money and awareness** in your classroom and school environment
- Step 3: Use our on-line fundraising platform to automate tax receipts, keep the fundraising public & competitive, add to \$17,000,000 goal, and eliminate the need to collect cash

EVERY DOLLAR FUND-RAISED IS ALLOCATED TO THE UPSTREAM PROJECT, A SCHOOL-BASED YOUTH HOMELESS PREVENTION MODEL.

PFC in a Tweet! Follow us on Twitter @pushforchange each school day for class discussions #ReadySetJoe!



The Upstream Project: Key Messages

To ensure consistent communication across all channels, Raising the Roof has developed several Key Messages for The Upstream Project.

1. The Upstream Project is a school-based program focused on youth homelessness prevention. Why schools? Because virtually every young person who becomes homeless was in school at one point, and very likely was in contact with an adult who knew something was wrong but didn't know how to help.
2. Working with schools and local community agencies, The Upstream Project identifies students who are at-risk and connects them with the wraparound supports they need.
3. The Upstream Project is based on a proven case management model: The Geelong Project from Australia.
4. The Upstream Project consists of four key elements: a student needs survey, wraparound support and case management, research and evaluation, and collective impact.
5. By supporting youth while they are still in-school, The Upstream Project aims to reduce school drop-out rates, family breakdown and involvement in crime and increase school engagement, graduation rates and access to safe, stable housing.
6. Beginning with a Pilot phase, The Upstream Project aims to demonstrate proof of concept for subsequent national scaling.
7. The Upstream Project is a collaborative initiative between A Way Home, the Canadian Observatory on Homelessness and Raising the Roof.
8. The Pilot Phase of The Upstream Project is generously funded by Intact Financial Corporation, Cisco and The Push for Change.