

# CORPORATE PARTNERSHIP PROGRAM



2022



**TREK FOR TEENS**  
FOUNDATION

# WELCOME

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The Trek for Teens Foundation is an entirely youth-led and volunteer-run registered charity that raises funds and awareness for youth experiencing homelessness. Since our inception in 2007, we have raised over \$250,000 by running fundraising and awareness events within our regions and donating funds and in-kind donations to youth shelters within the regions we are located in. We are a team of over 100 volunteers and operate in 7 regions across Ontario and Quebec.

We engage thousands of young people from across Canada through awareness and fundraising events held year-round.

## OUR VISION

Our vision is for at-risk and homeless youth across Canada to be healthy, happy, safe, and successful.

## OUR MISSION

Our mission is to increase awareness, support, and access to services for at-risk and homeless youth in our local communities. We empower everyone to use their passions, talents, and skills to enjoy making a difference.

# THE ISSUE

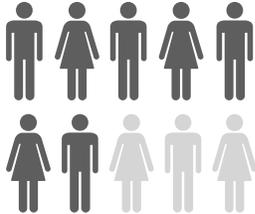
## YOUTH HOMELESSNESS

Youth homelessness is an epidemic in Canada. Each year, between 35 000 to 45 000 youth aged 13 to 24 experience homelessness in Canada, often coming from specific marginalized communities, such as Indigenous peoples and LGBTQ+.



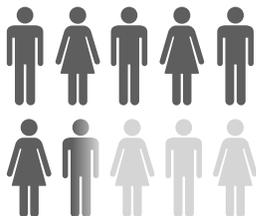
**20%**

of the Canadian homeless population are youth between the ages of 13 - 24



**69%**

have been victims of a crime, including 53.8% being physically and/or sexually abused

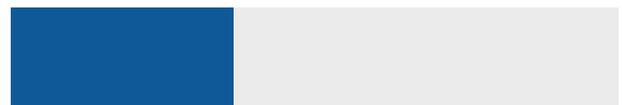


**65%**

of homeless youth come from families with substance abuse issues



**42%** have attempted suicide at least once



**35%** have had at least one serious overdose

# OUR IMPACT | 2020-21

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**\$10 609**

In total revenue from donations, fundraising events, grants, and sponsorships in the past year



**\$21 119**

Value of in-kind donations made to shelters and homeless youth over the past year



**136**

Members at Trek for Teens, including executives, volunteers, and high school student leaders



**35**

Events held across our regions, both online and in-person (when safe)



**10**

Partner charities across our regions in Ontario and Quebec



**1500+**

Social media followers across Facebook, Instagram, and Twitter to help raise awareness

# THE PROGRAM



## CORPORATE PARTNERSHIP PROGRAM

The aim of the Trek for Teens Corporate Partnership Program is to foster relationships with corporate partners within our regions in a joint effort to fundraise for youth homelessness. This program provides guidance for you to run independent events or charity giving initiatives within your company to fundraise for our charity, while boosting team spirit and morale within your employees. Running company charity events helps to cultivate a strong organizational culture of humility and generosity while also giving back to the community and supporting a good cause.

The Corporate Partnership Program provides a catalogue of events (see Page 7) that details step-by-step guidance on how to set-up and run events. Other ways of giving without running events can be found on Page 8.

## WHY TREK FOR TEENS

The Trek for Teens Foundation makes an excellent choice for your charitable giving and community engagement because of our unique position to fundraise on behalf of our partner shelters. Often, shelters do not have the time or resources to run fundraising events, which is why we fundraise for them. Our team of over 100 youth volunteers have the time and resources to run significantly more fundraising and awareness events than shelters.

By supporting our charity, you are also supporting youth development and leadership abilities amongst our youth volunteers. This helps to foster a more engaged community centred around giving back.

We have a trusted history with organizations like Starbucks, Tim Hortons, and Virgin Radio who have sponsored or donated to us in the past.

# BENEFITS

At Trek for Teens, we value your decision in supporting our cause. We are committed to building mutually beneficial relationships with all our corporate partners, including yourselves. Some benefits that we offer include...



Building Team Spirit



Tax Receipts



Social Media Marketing



Support Local Shelters



Exposure to Hireable Students



And Much More

Your support, whether through monetary or in-kind donations, can greatly benefit the success of our team and the impact we can make. Notably, we are able to...



Support Youth Shelter Programs



Raise Awareness



Improve Our Communities



Encourage Youth Volunteerism



Run More Events



And Much More

# EVENT OPTIONS



We offer a catalogue of pre-made events that your company can choose to run, as listed in the table below. Upon selecting an event, you will be provided with a step-by-step guide on how to set-up and run the event.

If you would like to set-up your own unique event, please contact us and we can accommodate your request.

Code	Event Name	Short Description
001	Casual Fridays	Pay to dress casually on Fridays
002	Donation Drive	Set up boxes for employees to donate food, clothing, and other essentials
003	Bake Sale	Employees bake their favourite recipe to sell, all proceeds going to charity
004	Movie Night	Companies pay to watch a movie on a projector in the office with co-workers
005	Auction/Garage Sale	Employees bring items to sell/auction, all proceeds go to charity

You may request for our volunteers to attend your fundraising event to help with setting up, organizing, cleaning up, and delivering presentations on youth homelessness. You may also request for Trek for Teens branded banners and posters to be used throughout the event.

Please note that we will be expanding our event catalogue in subsequent years, bringing your company new and exciting options like charity runs, talent shows, and trivia nights.

# NON-EVENT GIVING



There are many ways that your company can be involved with charitable giving without running events. A few options are listed below. Again, please let us know if you have a different way of giving without running events and we can accommodate your request.

## PERCENTAGE OF SALARY

One method for each individual employee to contribute is by volunteering a portion or percentage of their weekly/monthly/annual salary to our charity (such as donating a day's pay). This ensures that each employee knows they are making a difference and a lasting impact in their community.

## PERCENTAGE OF PROFITS

Another method is for the company as a whole to give back by dedicating a portion of profits to our charity. This includes a range of options, such as:

- A percentage of monthly/quarterly/annual profits
- All proceeds from a single product for a single day
- A percentage of a single product for a week/month

We would be happy to hear if you had any alternative ideas related to giving a percentage of profits that matches your business model best.

## EMPLOYER MATCHING

This method encourages employees to donate a certain amount and the company/employer then matches that donation. Employers can match the employee donation on a 1-to-1 ratio, 1-to-2 ratio, or any other ratio that you wish to give. This employer matching program can also be combined with the percentage of salary method previously mentioned.

# THANK YOU

Thank you for your time and interest in becoming a corporate partner with the Trek for Teens Foundation. Your partnership will have a meaningful impact on our ability raise funds and awareness towards the alarming issue of youth homelessness.

If you are interested in partnering with us, please follow the instructions below. Please feel free to contact us if you have any questions or visit our website for more information.

## PARTNERING WITH US

If you are interested in partnering with our charity, please reply to the email that was sent to you with all relevant contact information and event options that are of interest to your company. We will inform you of your next steps. You may also contact our Director of Corporate Relations (listed below) for any general inquiries. We thank you for your time and consideration.

## CONTACT

**Wen Bo**

Director of Corporate Relations

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