

valleyyouthhouse.org
P: 215.925.3180
F: 215.925.2953

1500 Sansom Street, Suite 300A
Philadelphia, PA 19102

Dear Valley Youth House Supporter,

Thank you for your interest in planning an event to benefit Valley Youth House! Each year, VYH helps over 16,000 young people in Southeastern Pennsylvania facing extreme challenges to build life skills and develop stability. Overall in 2015, 88% of youth served by VYH last year had a positive outcome. 39% of those youth served achieved the expected result and 49% achieved better than the expected result.

A third party event, or an independent fundraiser organized by a Valley Youth House volunteer, can take many forms: golf tournaments and fashion shows, sporting events walk-a-thons and more. By hosting your own third party event, your organization or group will have an opportunity to promote team building and make members feel like they're making a difference while also strengthening your own values and brand.

Valley Youth House created the attached Individual Fundraising Guide to help you plan a successful event and provide the answers to frequently asked questions. Please note that VYH staff are not available to plan your event; however they are happy to provide feedback and guidance through the process.

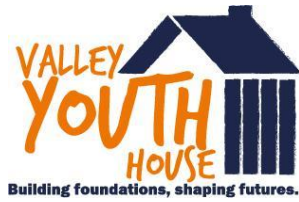
Once again, thank you so very much for your interest in supporting Valley Youth House in our fundraising efforts. Our mission to empower and strengthen the lives of children, youth, and families depends greatly upon philanthropy. Your donation will directly impact the lives of young people who are served through our programs.

Please do not hesitate to contact me with any questions at vjohnson@valleyyouthhouse.org or 215-925-3180.

All the Best,

A handwritten signature in black ink, appearing to read 'Valerie Johnson', written in a cursive style.

Valerie Johnson
Assistant Director of Development



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DISCLOSURES

Valley Youth House does not advance funds, provide donor lists or solicit sponsorship revenue for independent party fundraising events. Additionally, our department's ability to provide services for your event is limited by staff size and internal fundraising obligations. We state this information in advance so that there are no disappointments or misunderstandings with regard to our ability to participate in and support your fundraising event.

VYH PROGRAM SUPPORT NEEDED

SE Region Program Examples

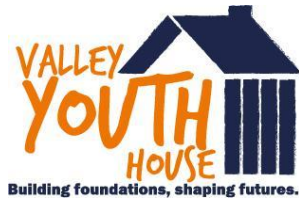
- Pride, a housing program for homeless LGBTQ youth in Philadelphia.
- The Synergy Project, a street outreach program supporting runaway and homeless youth in Philadelphia and Bucks Counties.
- The Bucks Shelter, an emergency shelter for homeless youth ages 6 to 21.

Additional VYH Programs

There are 50+ programs agency wide that cover 13 counties in Southeastern and Central Pennsylvania. If you'd like to support a particular program that is not listed above, please contact us! We are happy to talk through that specific program's needs with you.

Unrestricted Gifts

Any gift given to VYH that is not restricted to a particular program will be used to keep Valley Youth House running smoothly and efficiently, and applied to the area of greatest need. Do not feel as though you need to choose a specific program to support! A diverse array of restricted and unrestricted gifts is needed to ensure VYH is able to achieve our mission.



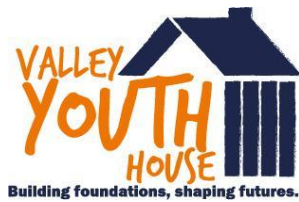
MARKETING & COMMUNICATIONS

Valley Youth House Messaging Examples

- Valley Youth House helps youth and families facing extreme challenges in Greater Philadelphia and beyond.
- VYH helps over 16,000 young people in Southeastern Pennsylvania facing extreme challenges to build life skills and develop stability.
- Overall, 88% of youth served by VYH last year had a positive outcome in 2015. 39% of those youth served achieved the expected result and 49% achieved better than the expected result.

Program Specific Messaging Examples

- The **Pride** program provides case management and rental assistance to homeless LGBTQ youth as they build sturdy foundations for the future.
 - Last year, 100% of the youth in this program transitioned to long-term stable housing, 88% exited with at least a high school diploma or GED, and 88% were employed at least part time at discharge.
 - Outreach to alumni showed that 90% maintained their own apartment at least 6 months after exiting the program.
- The Synergy Project, a street outreach program, is designed to help runaway, homeless, nomadic and street youth, age 21 and under in the City of Philadelphia and Bucks County.
 - In the first three months of operation in Philadelphia, the Synergy Project Team interacted with 172 young people.
 - Immediate needs items were given to 61 of these youth in the form of hygiene products, food, safe sex supplies, etc.
 - 23 young people developed an individual needs assessment with the Synergy Project Team.
 - 6 of the youth served entered an emergency shelter.
- The Bucks County Shelter provides emergency housing to young people experiencing homelessness or housing instability ages 6 to 21. Services include case management, individual, family and group counseling, life skills education, adventure-based experiential education and recreational activities, and therapeutic follow-up and aftercare services.
 - 80 youth were served in 2015 at the Shelter for a total of 3,735 bed nights. 40 young people reunited with their families and 36 exited to an alternative safe living environment.



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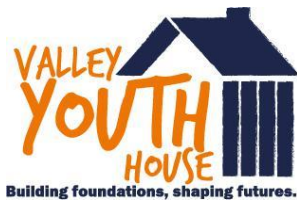
-
- 95% reported that their circumstances had improved as a result of shelter services.
 - 98% reported feeling safe during their stay at the shelter.

Email Signature Examples

- I took the challenge. Did you? Support Valley Youth House's #BackpackChallenge by donating school supplies, backpacks or funds for Philadelphia foster youth going back to school this fall. Donate [HERE](#).
- You can support Valley Youth House while shopping Amazon by logging into smile.amazon.com and choosing "Valley Youth House Committee". Amazon will donate 0.5% of the price of your purchase to us!

VYH Boiler Plate for Press Releases

VALLEY YOUTH HOUSE (VYH), founded in 1973, does more than just provide a home for Pennsylvania's vulnerable, abused and homeless youth. VYH partners with thousands of individuals each year to build a solid foundation for young people and their families. With dedicated housing, counseling, skills training, health, prevention and intervention services, VYH empowers resilient young people in establishing promising futures. For more information about Valley Youth House, visit www.valleyyouthhouse.org.



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BRANDING

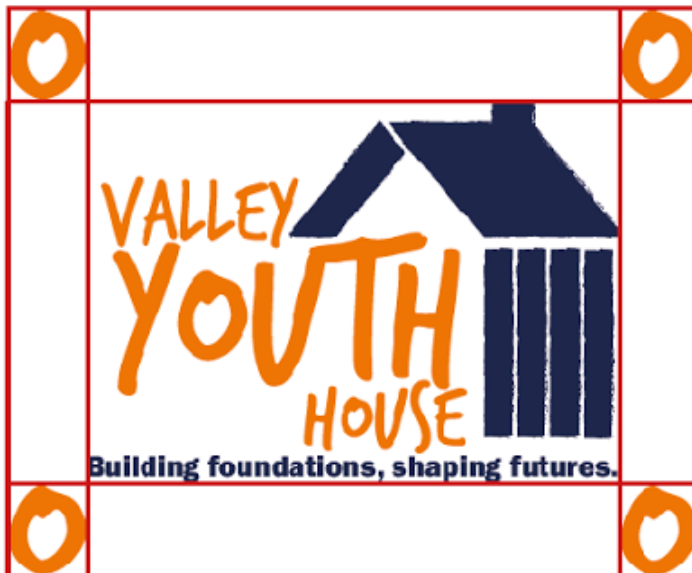
Use of the Valley Youth House logo is restricted and will need to be approved by Valley Youth House prior to use. Individuals can obtain a copy of the VYH logo by emailing logo@valleyyouthhouse.org. Please include the name of your group or fundraiser, your intended use of the logo, and any deadlines associated with your request. The VYH logo is available in the following colors: Full color (blue/orange), Blue, Orange, Black and White.

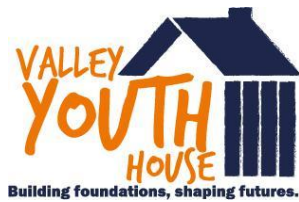
Logo Sizing

Minimum size on the logo is 2" or 215 pixels wide for letter sized documents or smaller. Minimum size on the logo is 3" or 300 pixels for any document larger than letter size.

Logo Exclusion Zone

The exclusion zone, or the clear space surrounding the logo, must be at least as large as the letter "o" from the word "Youth" in the VYH logo on all sides. This measurement is used to ensure that adequate space is provided for any sized logo. Larger logos will require more space, and smaller logos will require less space:





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Logo Format

Please do not tilt the logo, distort the image by stretching, or separate the text from the imagery. Remember to always increase or decrease the size of the logo by locking the aspect ratio or dragging from the corner of the image.

Logo Misuse Examples



Colors and Fonts

The VYH color palette includes:

- Orange, Pantone 1585C, CMYK 0/64/99/0, RGB 238/116/8, HEX ee7407
- Blue, Pantone 2767 C, CMYK 100/90/39/39, RGB 30/40/74, HEX 1e284b

Fonts include:

- Franklin Gothic Book
- Franklin Gothic Heavy
- Trash Hand

It is not necessary to utilize the colors and fonts when co-branding materials, but they are provided so you can make an exact match if you so choose.



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Co-Branding

When using two logos together, VYH should always be first.

Stacked Logo Example





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Horizontal Logo Example



Stand Alone Branding

If your group will be using letterhead or other preformatted materials that list your logo in the top half of the document, Valley Youth House's logo should be included in the bottom half of the document.

Stand Alone Branding Example

SWEATX

BENCH PRESS COMPETITION

POWERED BY: **SWEAT FITNESS** **PADDY WHACKS**

JULY 30 | 1PM
PADDY WHACKS | 150 SOUTH STREET
PHILADELPHIA, PA 19147

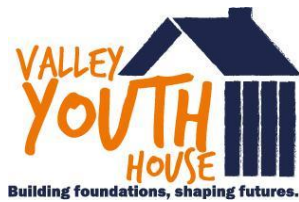
EARLY REGISTRATION
\$15 | ONE MONTH OF SWEATX
REGULAR REGISTRATION
\$20 | CASH OR CHECK ONLY

**SCORING BASED ON
SCHWARTZ/MALONE FORMULA**
NO ASSISTS ALLOWED

 All proceeds benefit Valley Youth House who do more than just provide a home for vulnerable, abused and homeless youth; they partner with thousands of individuals to build a solid foundation for young people and their families.

REGISTER NOW: [SWEATFITNESS.COM/SWEATX](https://www.sweatfitness.com/sweatx)

SEE CLUB FOR DETAILS | [SWEATFITNESS.COM/BENCHPRESSCOMPETITION](https://www.sweatfitness.com/benchpresscompetition)



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DONATIONS

Types of Donations

Monetary donations can be made towards a specific program or unrestricted. Unrestricted donations will help to keep Valley Youth House running smoothly and efficiently, and applied to the area of greatest need.

- Cash donations are accepted via drop off or mail.
- Checks should be made out to Valley Youth House and mailed to Valerie Johnson, Valley Youth House, 1500 Sansom Street, Suite 300a, Philadelphia, PA 19102
- Credit Cards are accepted via www.valleyyouthhouse.org/donate. Please be sure to check “I would like to designate this donation to a specific fund” and choose the program you have chosen to receive your donation.

In Kind donations are physical items or services. The SE Region’s greatest needs for items are as follows:

- The Pride program regularly has a need for household items, like small furniture, lamps, linens, flatware, dish sets, cookware, and other furnishings for youth apartments.
- The Synergy Project hands out travel size hygiene items (soap, shampoo, hand sanitizer, deodorant, toothpaste, mouthwash, etc.) as well as basic needs like non-perishable food, sleeping bags, flash lights, sunscreen, bottled water, gloves and hats, etc.
- The Bucks Shelter accepts donations of food, bed linens, pillows, school supplies, backpacks, and art supplies.

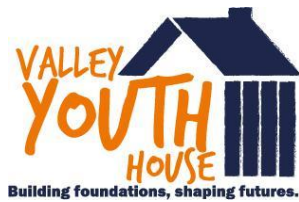
Additional in kind donations are needed throughout the year:

- Back to school items are collected mid-July through August via the [Backpack Challenge](#).
- Holiday gifts are collected by matching donors one on one with youth in November via the [Holiday Gift Drive](#).
- Hygiene kits are distributed quarterly for the [Youth Count](#).

Event Examples

Casual Day/[Jeans Friday](#)

- For this event, employees could choose to contribute a dollar for the designated charity, and in return they could wear jeans to the office that day.
- Obermayer Rebmann Maxwell & Hippel event collected hundreds of hygiene supplies along with \$420 to benefit VYH during their June 2016 Jeans Friday fundraiser.



Pot-Luck Contest

- Host a competition for your group: chili cook-off, dessert competition, favorite guacamole, best appetizer, whatever will appeal to your audience! Attendees are can donate in order to vote on their favorite, and entrants could also make a donation to enter the contest.
- Event Testimonial: Larry Benjamin, Trinseo
We opted to support VYH because their mission to help young people to build foundations for future growth and independence really resonated with us. And after taking a close look at the organization, it was clear they were having a tangible and direct positive impact on the community by serving a traditionally underserved population.

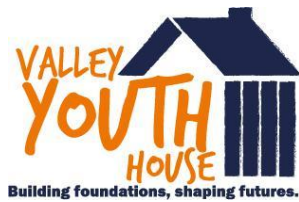
Over the last few years, we've supported VYH in two ways—directly through events such as the Backpack Challenge and sponsorship opportunities and indirectly through United Way.

Our annual United Way campaign is one of our biggest giving events. It kicks off in mid-October with a sweet and savory competition. Employees bring in baked goods (sweet) or appetizers (savory). With a \$5 donation (proceeds go to United Way), all employees get to sample the goodies over lunch and then vote for their favorites. The winners in first, second, and third place each get a trophy and bragging rights for a year. We usually bring in a speaker from a UW agency to talk about their work, so employees can see where their United Way donations are going. This is often someone from VYH.

VYH is one of the easiest groups I have worked with in terms of transparency and accessibility. In particular, Valerie Johnson, Assistant Director of Development, has bene wonderfully supportive of our efforts and accommodating of the occasional odd donations from dozens of LGBTQ-themed books, to t-shirts left over from one our volunteer events to children's dolls.

Golf Tournament

- Does your organizations host an annual golf tournament already, or would you like to organize one for your friends and family? Asking all golfers to make a donation to the cause to participate in a day long tournament is a great way to garner support while enjoying a day on the course. Those who don't golf can make a donation in exchange for a lunch or dinner before or after the tournament, where prizes can be handed out for best individual score, best team score, longest drive, etc.
- Valley Youth House has been the recipient of several tournaments throughout the years, in addition to hosting our own golf tournament for over 30 years in the Lehigh Valley.



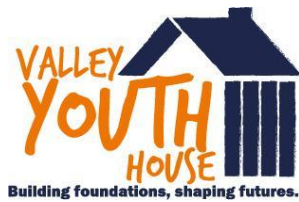
Gift Drive

- Hosting a gift drive is a great way to get people actively involved and make a difference. Each year, Valley youth House hosts our Holiday Gift Drive in order to give our youth something special for the holidays. This past holiday season, the gift drive supplied gifts for close to 1,000 VYH youth and families, with every youth receiving at least one present.
- Event Testimonial: Larry Benjamin, Trinseo
Trinseo closes out the giving year in December by participating in VYH's Holiday Gift Drive. We typically take 10 or 12 youths and employees—or a group of employees—after reading short bios that detail each youths interests and Christmas wishes, “adopt” one or more. Our employees get the biggest kick out of reading the thank you notes from the youths they shopped for. It’s a simple thing, a thank you note, but it’s a wonderful way to reinforce for our employees that they are making a difference in the community and that their efforts are appreciated.

Our work with VYH, in addition to helping us achieve our goal of being a good corporate citizen by supporting the communities in which we live and work, has boosted morale in the office and provided relationship building as employees from our various functions (legal, finance, communications, etc.) come together for a common cause.

Vote for Favorite Teacher

- Montgomery Elementary in North Wales, PA chose to make VYH the recipient of all the funds raised by their school-wide “kiss the pig” contest for their annual Olympic Day. The school collected \$395 to benefit the VYH Bucks county shelter.
- Event Testimonial: Brynn Gustie, Montgomery Elementary
Last May, we had the pleasure of pairing with Valley Youth House for our May Fundraiser hosted by Student Council at Montgomery Elementary School. Throughout the month of May, students paid \$1 a vote to vote for a certain staff member to kiss a pig at the end of our annual Olympic Day. Proceeds went to Valley Youth House. Working with Joelle and Valerie was simply wonderful. Both women were prompt and helpful in responding to questions we had and supplying resources for us to share with staff/parents/students illustrating what The Valley Youth House stands for. Valerie even came and spoke at the culminating event, making it that more meaningful to the children and families who donated. We were so thrilled with the entire experience and hope we can work with and donate to Valley Youth House in the future!



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Sports Ticket fundraiser

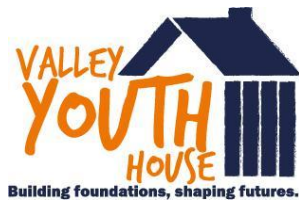
- Many local sports teams, from the Philadelphia Phillies to the Lehigh Valley Phantoms, will allow individuals or groups to sell tickets as a fundraiser. You and your group can sell tickets to particular game with a portion of the proceeds going to Valley Youth House.
- Normally, the tickets are all in the same section and you and your friends and family can attend a game together while supporting a good cause. Check with your local sports team today!

Restaurant Night

- Local restaurants are also known to host fundraisers regularly for local organizations. Applebee's, Jack's Wayback Burgers, and other chain restaurants will host your group for a particular evening and donate a portion of the proceeds of every guest who mentions your fundraiser to Valley Youth House.
- This is an easy and fun way to spend an evening out with your network while supporting a Valley Youth House.

Drag/Fashion Show

- VYH received \$1,000 from the proceeds of Philadelphia University's annual drag show, hosted by the Campus Activities Board Diversity Committee. The organizers also promoted #CouchesDontCount. The proceeds went to supporting our Pride program.
- Event Testimonial: Claire Domogala, Philadelphia University
Each year, Philadelphia University hosts a Drag Variety Show in order to raise funds for a designated organization that supports LGBTQ individuals. Last year, we worked with Valley Youth House as our designated organization and had such a great experience that we decided to work with them again this year. Valley Youth House, which is based in Philadelphia, is a fantastic organization that runs a campaign called "Couches Don't Count." This campaign advocates finding adequate housing for homeless LGBTQ youth. We here at Philadelphia University wholeheartedly support this campaign, which is why we donate all of our fundraising from the Drag Variety Show to the Valley Youth House. Our host for this year's show even personally attested to the importance of organizations like Valley Youth House and campaigns like "Couches Don't Count" because she was once a homeless LGBTQ teenager. In order to raise funds for this wonderful campaign, we sell tickets to the Drag Variety Show and raffle off prizes at the show. This year, we raised over \$1,100 for Valley Youth House and the "Couches Don't Count" campaign! We love fundraising for the very important cause of LGBTQ rights and hope to continue to do so in the future!



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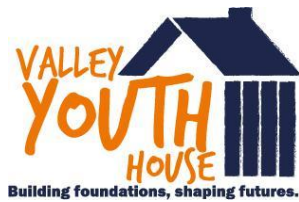
Lemonade Stand/Bake Sale

- VYH received \$130 from Patrick, Aela, Tristan and Lukas, a wonderful group of kids that created a lemonade stand to raise money for the Backpack Challenge. Thanks to these generous kids, more of Philadelphia's foster care youth received the supplies they needed.
- You too can host your own lemonade stand, bake sale, or similar event to support Valley Youth House!

Collection Drive

- Collection drives are very helpful in supporting our youth and their families. Everything from hygiene products, school supplies, holiday gifts, household supplies, and winter gear ensures that our youth have the resources they need to be both safe and successful.
- Event Testimonial: Jennifer Gleason, United Way
I was introduced to the mission of Valley Youth House by a board member, who told me about some of the great work that VYH was doing in the community with vulnerable, abused, and homeless youth. I work with a similar organization back home and had been looking for a way to support my (now) local community here in Philadelphia so I decided to collect items for an upcoming Youth Count. I was already planning to host a holiday party at my home, so I decided to add a philanthropic element and asked everyone to bring an item to donate. Together, we gathered a number of hygiene and clothing items, which I was able to easily drop off at Valley Youth House's convenient center city location. Overall, it was a great experience and I'd definitely recommend partnering with them to others who are looking to get involved in a great cause!
- Event Testimonial: Virginia Friedman, Instant Replay
Instant RePlay is a Philadelphia-based project launched in 2015 that collects gently used toys and donates them to kids and families in need. In 2016 we developed a partnership with Valley Youth House through The Monkey and Elephant, which employs and mentors young adults who have aged out of foster care. Monkey and Elephant was the collection site – patrons would drop off toys and books at the coffee shop – and all items collected were donated to VYH families.

At the end of a collection, volunteers of all ages are invited to come together to sort, clean, and package the toys and books. All volunteers gain a sense of purpose in contributing; the young helpers, in particular, gain a sense of their larger societal community and their responsibility to keep resources circulating. Our Monkey and Elephant collection brought in 360 items for VYH. Throughout the process, VYH was reliable, enthusiastic, and helpful; it always felt like a secure partnership and one that we can continue to grow.



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Run/Walk (marathon, half marathon, 5K)

- The Dream, Live, Prosper Run, hosted by DLP Realty in the Lehigh Valley, donates all proceeds each year to Valley Youth House. In the first year, this half marathon raised almost \$10,000.
- Many local runs, like the Broad Street Run or the Philadelphia Marathon, allow you to run on behalf of a local nonprofit and raise money from your networks. Please connect with us if you'd like to run on behalf of VYH!

Gift Processing

Physical donations can be dropped off between 10am and 6pm Monday, Tuesday and Thursday or 9am-5pm on Wednesday and Friday at Valley Youth House, 1500 Sansom Street, Suite 300a, Philadelphia, PA 19102. Please call ahead to alert us that you'll be stopping by at 215-925-3180. Physical donations can also be mailed or shipped to Valerie Johnson, Valley Youth House, 1500 Sansom Street, Suite 300a, Philadelphia, PA 19102.

Checks should be made out to Valley Youth House and mailed to Valley Youth House, 1500 Sansom Street, Suite 300a, Philadelphia, PA 19102.

Online donations are accepted at www.valleyyouthhouse.org/donate. Please be sure to check "I would like to designate this donation to a specific fund" and choose the program you have chosen to receive your donation, if applicable.

Recognition

Gift receipts will be issued following your donation to recognize your hard work. Receipts can be used for tax purposes if needed. A letter of support to validate the authenticity of your event and its organizers can be provided if required.

If your group collects over \$1,000 (either cash value or fair market value of gift in kind), VYH will provide a certificate recognizing your accomplishment. If your group collects over \$5,000 (cash value), VYH will provide your group with a special gift recognizing your accomplishment.

Social Sharing

With your approval, one or more photos from your event, along with a description of the event, can be shared in the following places:

- VYH's monthly newsletter
- VYH's blog
- VYH's social media accounts

If you choose to write a testimonial about your experience as an independent fundraiser for Valley Youth House, it may be shared in this guide or on the above listed social sharing places.