

TAKE ACTION TO

END YOUTH HOMELESSNESS



FUNDRAISER
TOOLKIT

TGTHR

THANK YOU FOR PLEDGING TO RAISE AWARENESS AND FUNDS FOR YOUTH EXPERIENCING HOMELESSNESS!

ITEMS FOR YOU:

- + Youth homelessness stats & TGTHR info
- + Event FAQ's
- + Fundraising tips
- + Sample messages & images
- + Contact: events@tgthr.org

TGTHR

STATISTICS

EDUCATE OTHERS ABOUT TGTHR AND YOUTH HOMELESSNESS:

- + Each year, an estimated 4.2 million youth and young adults experience homelessness.
- + 700,000 of these individuals are unaccompanied minors, meaning they are not part of a family or accompanied by a parent or guardian.
- + One in 10 young adults ages 18-25, and at least one in 30 adolescents ages 13-17, experience some form of homelessness (unaccompanied by a parent or guardian) over the course of a year.
- + 40% of homeless youth identify as LGBTQ+ & state family rejection on the basis of their LGBTQ+ identity as the #1 contributing factor to homelessness.
- + 35% of youth who experience homelessness were formerly in the foster care system, and face homelessness when exiting the system.

STATISTICS

EDUCATE OTHERS ABOUT TGTHR AND YOUTH HOMELESSNESS:

- + Youth facing homelessness are 3x more likely to attempt suicide.
- + Youth facing homelessness are 10x more likely to drop out of school.
- + Within 48 hours of leaving home, 30% of youth (1 in 3) will be recruited for human trafficking.
- + 62% of LGBTQ youth report being physically harmed while experiencing homelessness while
- + 47% of non-LGBTQ youth reported being physically harmed while homeless.
- + 69% of homeless youth report mental health problems, which are often exacerbated by experiencing homelessness.
- + 29% of homeless youth report having substance use issues, which are often exacerbated by experiencing homelessness.

ABOUT TGTHR

PROVIDING SAFE SHELTER & SUPPORTIVE SERVICES TO
YOUNG PEOPLE BETWEEN AGES 12-24 WHO ARE
EXPERIENCING HOMELESSNESS OR ON THE CUSP OF IT.

TGTHR provides an upstream solution to chronic homelessness and moves young people from instability to stability. For young people ages 12-24, TGTHR provides a variety of programs that prevent youth from experiencing homelessness, help intervene when young people do find themselves in an unsafe living situation, and provide solutions to help youth transition from homelessness to stability. TGTHR's programs include an emergency shelter, resource center, foster care support, housing navigation, education & employment support, physical & mental health services, and more.

We know that 50% of chronically homeless adults first experienced homelessness under the age of 25, so we see how critical it is that we intervene early on when a young person first experiences homelessness to prevent long-term homelessness in our community.

The logo for TGTHR, featuring the letters "TGTHR" in a bold, white, sans-serif font. The letters are slightly shadowed and appear to be floating above a dark teal background.

IN 2023, AT TGTHR:

263

total young people
came to TGTHR

28,185

stable nights of safe sleep
were provided to youth in
the foster care system, youth
experiencing homelessness,
and youth who were
previously homeless

130

young people received
1,677 sessions of behavioral
healthcare, such as
counseling, equine therapy,
life-skills development, case
management, substance use
support, LGBTQ+ support,
and mental health services

* **Meals:** 9,488 meals were served

* **Healthcare:** 170 healthcare
appointments were facilitated

* **Case Management:** 189
young people engaged in case
management services that helped
them set and remain on track in
meeting personal goals

* **Substance Use Support:**
39 sessions of substance use
counseling took place

* **LGBTQ+ Support:** 44 LGBTQ+
support groups were held

* **Equine Therapy:** 8 equine
therapy sessions were facilitated

* **Education:** 47 young people
continued their education, and
64 GED sessions were provided

* **Employment:** 66 young people
secured or maintained employment

* **Recreational Activities:**
128 young people engaged in
recreational activities

* **Vital Documents Support:**
69 young people were helped with
securing vital documents such as a
birth certificate or social security card

* **Family Engagement:**
87 [Close](#) individuals participated in family
engagement services, with 20 young
people safely transitioned out of our
programs to live with family

TGTHR

EVENT FAQ'S

+ [Read all FAQ's here](#)

IMPORTANT DATES

+ 9/17/24 – Celebratory Night to End Youth Homelessness

The online fundraising culminates in an inspiring community event on Tuesday, September 17 that celebrates our commitment to ending youth homelessness. Join us to celebrate our collective efforts, support our programs, and hear directly from young people in TGTHR programs!

+ November – Youth Homelessness Awareness Month

November is a time to acknowledge and amplify the issue. As many as 4.2 million youth per year experience homelessness, and we can help.

+ 12/3/2024 – Giving Tuesday

A global day of giving. Participate in Giving Tuesday by pre-scheduling your Colorado Gives Day donation to support youth facing homelessness at TGTHR.

+ 12/10/2024 – Colorado Gives Day

A statewide day of giving, where the value of your donation will be increased by the help of an incentive Fund. All participating nonprofits earn a percentage of the fund, so the more we raise, the more we get!

HOW DO I FUNDRAISE?

Ask, ask, and ask again! People often need to hear something **THREE** times to take action. Remember, you're asking them to support a great cause and to support the young people in our community experiencing homelessness. Plus, their gift is tax-deductible!

- ❖ Ask at least one person a day to support you.
- ❖ Share your fundraising page to ALL your social media.
- ❖ Email friends and family your fundraising page.
- ❖ Add your fundraising link to your work email signature.
- ❖ Ask your colleagues, boss, and clients to support you.
- ❖ Talk to your neighbors or host a neighborhood Sleep Out
- ❖ Host a BBQ and ask friends that attend to donate \$25 to your page.
- ❖ Ask folks to give up their Friday coffee and donate \$5 to your page.
- ❖ Ask your friends to donate instead of purchasing a gift for your birthday/holidays/etc.
- ❖ Invite people to Sleep Out with you so they can experience it.
- ❖ Ask your kids to a penny drive at school or a lemonade stand.
- ❖ Follow-up! Ask again. Post again. Email again.
- ❖ Remember, it may take a few asks!

10 STEPS TO RAISE \$250

- + 1. Donate \$25 to yourself to kickstart your fundraising page
- 2. Ask a friend for \$25
- 3. Ask your supervisor for \$25
- 4. Ask your spouse or partner for \$25
- 5. Ask your neighbor for \$25
- 6. Ask your coworker for \$25
- 7. Ask a family member for \$25
- 8. Ask a local store owner for \$25
- 9. Ask a civic group for \$25
- 10. Ask 5 coworkers to donate their coffee money for a day +

ENGAGE YOUR COMMUNITY

IT TAKES ALL OF US TO SPREAD AWARENESS OF YOUTH HOMELESSNESS

- + Contact your local media. Radio, TV, newspapers, and magazines are always looking for inspiring stories, tell them why this fundraising campaign is important to you and the community.
- + Post fliers at local coffee shops or your favorite brewery/restaurant.
- + Write a letter to the editor about your efforts and why others should join.
- + Reach out to your local government or elected officials for proclamations of support. Invite them to donate and participate.
- + Contact your local volunteer group, civic groups, or social groups to spread the word.
- + Empower your kids to get involved. Engage their school or activity groups.
- + Plan a fundraising event that will engage your network:
[Block Party, BBQ, volleyball tournament, bake sale, yard sale, poker game, sports activity, game night, cocktail party].

TGTHR

SOCIAL MEDIA MESSAGES

- + Did you know that 1 in 10 young people will experience homelessness this year? That is why I am fundraising for @TGTHR. You should too! Read more: TGTHR.org/sleepout
#supporthomelessyouth #TGTHR #EndYouthHomelessness
- + I'm raising awareness and funds for youth experiencing homelessness! @TGTHR provides life-changing services and support to youth who need us most. Please help me reach my fundraising goal! [insert donor page link]
#supporthomelessyouth #TGTHR #EndYouthHomelessness
- + I'm supporting @TGTHR in helping out youth who are experiencing homelessness. Will you join me? Help me reach my fundraising goal and together we'll put an end to youth homelessness! [insert donor page link]
#supporthomelessyouth #TGTHR #EndYouthHomelessness

SOCIAL MEDIA MESSAGES

- + @TGTHR helped 263 young people last year who were facing homelessness. Many of whom got jobs, enrolled in school, received mental health support, and moved into housing! These success stories are why I am raising funds for TGTHR's programs. Will you help me reach my goal? [insert donor page link] #supporthomelessyouth #TGTHR #EndYouthHomelessness
- + This month, I am pledging to raise money for @TGTHR! Consider giving up your coffee order this week and using those dollars to help me reach my fundraising goal! [insert donor page link] #supporthomelessyouth #TGTHR #EndYouthHomelessness
- + I'm so close to reaching my fundraising goal for @TGTHR! Learn about the impactful work TGTHR is doing to help young people and prevent long-term chronic homelessness in our communities. Every dollar raised transforms the future of hundreds of youth who've endured the realities of homelessness. Donate to the cause today >>[insert donor page link] #supporthomelessyouth #TGTHR #EndYouthHomelessness

SOCIAL MEDIA IMAGES



[Download images here](#)

HASHTAGS & HANDLES

- + Campaign Hashtags
 - #SupportHomelessYouth
 - #TGTHR
 - #EndYouthHomelessness

TGTHR Social Media Handles

- + LinkedIn: @tgthrcolorado
- Instagram: @TGTHR_colorado
- Facebook: @TGTHRcolorado
- Twitter: @TGTHR_CO

SAMPLE EMAIL: SUPPORT MY CAMPAIGN TO SUPPORT YOUTH FACING HOMELESSNESS

Dear [insert name],

I have joined TGTHR for their 12th Annual Fundraiser on Sept. 17, 2024 to support youth experiencing homelessness. TGTHR provides services that directly benefit hundreds of young people facing homelessness every year.

Did you know that 4.2 million young people experience homelessness each year? I have a goal to raise \$XX and I would greatly appreciate your help in reaching this goal! If you can, please consider making a donation of any size in honor of the young people that TGTHR supports. You can make your gift here: [insert link]

By donating, you prove that together we can ensure every young person has a safe place to live, access to education, wellness, and a supportive community. We can end youth homelessness, TGTHR. Thank you so much for your support!

P.S. -- You can read up on TGTHR's impact last year [HERE](#).

The logo for TGTHR, featuring the letters "TGTHR" in a bold, white, sans-serif font. The letters are slightly shadowed and appear to be floating above a dark blue background.

SAMPLE THANK YOU MESSAGES

- + Thank you for your donation in support of my fundraising campaign benefiting young people at TGTHR! Your donation will be immediately used to help young people get mental health services, access safe shelter, receive employment support, earn their GED, and more. Like you, TGTHR wants to live in a society where every young person can lead a fulfilling life. That's why they work 365 days a year to provide employment assistance, education programs, short-term and long-term housing navigation, support and inclusivity groups, life-skills development, and so much more. This isn't just a mission; this is a movement - and we are thankful you are part of it.
- + As you know, I am raising awareness and funds for the thousands of young people that are experiencing homelessness every year in Colorado alone. TGTHR sees firsthand how important safe housing is. With that established, people can then focus on their job, schooling, budgeting, mental health, relationships, future goals, and so much more. This only positively impacts the entire community and prevents young people from experiencing chronic homelessness in their adult years. Your support ensures that TGTHR can continue providing these services every day of the year. Thank you for supporting this critical mission and my personal fundraiser!

TGTHR

ADDITIONAL WAYS TO GET INVOLVED

LET'S DO MORE TO HELP YOUTH FACING HOMELESSNESS!

- + Host a House Party to introduce us to your friends and family. [Learn More.](#)
- + Donate a dinner to the young people in our programs. [Learn More.](#)
- + Browse our Wishlist for needed items. [Learn More.](#)
- + Follow us on social media and share our content.
- + Attend upcoming events and invite others. [Learn More.](#)

TGTHR.org/get-involved



CONTACT US

IF YOU HAVE QUESTIONS, PLEASE REACH OUT

TGTHR Event Contact: Amanda Clayton, aclayton@tgthr.org

[Event FAQ's](#)

[TGTHR.org/contact](https://tgthr.org/contact)

