

A FUNDRAISER'S GUIDE TO GIVE TO THE MAX 2022

How you can share about Avenues' impact:

<https://bit.ly/3VLa8h9>



mission:

Avenues partners with youth experiencing homelessness to achieve their dreams.

youth impact:

- Avenues, on average, partners with 250 youth (16 - 24 years old) a year
 - 85% BIPOC
 - 37% LGBTQIA+

to make it a home:

your gift could support one youth by:

- \$25 = could cover a month worth of bus passes
- \$50 = could provide a winter coat
- \$75 = could supply warm and comfy bedding
- \$100 = could cover fresh socks, underwear, and clothes
- \$200 = could pay for food costs for one youth for a month
- The safety and comfort of home = priceless

now is the time:

- There are over 6,000 youth experiencing homelessness every night in Minnesota
- Avenues for Youth operates an emergency shelter, transitional housing, rapid-rehousing, and host homes.
- Every youth at Avenues finds the comfort of home through the supports sponsored by the community, from mental and physical wellness to all basic needs.
- 71% of youth exit Avenues to stable housing



give to the max 2022:

Together, our goal for Give to the Max is to raise \$100,000 to support youth experiencing homelessness. All donations are doubled through a generous challenge match that starts on November 1st.

GIFT	NUMBER
\$200	1
\$100	2
\$75	2
\$50	4
\$25	6

\$1,000 = wrap around support for 1 youth



PEER TO PEER FUNDRAISING DONE EASY



Give to the Max Day 2022

1. Visit Avenues GiveMN Site

- Click <https://www.givemn.org/organization/Avenues-For-Youth>
- Click fundraise. If you haven't created an account on GiveMN before, it will prompt you to do so.

2. Describe Your Fundraiser

- Click <https://bit.ly/3VLa8h9> to see how you can share about Avenues' impact to drive larger asks.
- In 100 words, share your connection to Avenues and why you're fundraising for youth experiencing homelessness.

3. Add Your Photo or Video

- Share an image or video that shows your support of Avenues! It might be a photo of you at an Avenues event, volunteer opportunity, or with a youth group.

4. Set Your Fundraising Goal

- Set a stretch goal that's meaningful to you! Some impact ideas that cover costs for one young person:
 - \$200: could cover food costs for one youth for one month
 - \$100: could provide fresh socks, underwear, and clothes
 - \$75: could supply warm and comfy bedding
 - \$50: could pay for a winter coat
 - \$25: could cover a bus pass for one month

5. Share Your Avenues Story

- Briefly describe your story and why you support Avenues for Youth. Make it personal. What drew you to Avenues? Why is it important to have a home? Why does it matter that all people have a place to call home?
- Add a link for folks to learn more about Avenues: www.avenuesforyouth.org

6. Spread the Word

- Share the link to your Give to the Max fundraiser as you are reaching out to your networks. Learn how to ask people to support your fundraiser on the following page and by watching this video here.