

# 5K FOR KIDS



## 2022 FUNDRAISING TOOLKIT

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# DEAR FRIENDS,

For 87 years, you have been here for us. Thank you for your unwavering support and your commitment to the hundreds of kids and teens from under-resourced Massachusetts and Maine communities that we serve each year in our summer camp and year-round programs. Year after year, you help us make sure that all of our youth have a safe place where they can build meaningful relationships, be themselves, and just be kids. In the following pages, you will learn more about Agassiz's programs and how you can support children in your community.

## OUR CHALLENGE TO YOU

We challenge you to create a team of supporters who together will participate in Agassiz Village's third annual 5k for Kids. This year, the 5k will be a hybrid event, with the option to complete your 5k course virtually from anywhere in the world or at our overnight camp in Poland, Maine on May 22, 2022. Participants can walk, run, bike, or swim to raise the needed funds to provide low-income and under-resourced youth with the opportunity to attend Agassiz's summer camp and year-round teen leadership programming, where they benefit from our Social Emotional Learning (SEL) curricula. It costs \$1,500 to send one child or teen to Agassiz Village for a two-week camp session. We hope you will set your team goal to \$1,500 to help us send one more kid to camp.

## ALL YOU NEED TO DO

All you need to do is set up your fundraising team at [agassizvillage.org/5kforkids2022](https://agassizvillage.org/5kforkids2022) and invite family and friends to participate and to donate. It's that simple!

## CONTACT US

We are so grateful for your support in changing the lives of local children. If at any time you need anything, please do not hesitate to contact me at 781-860-0200 ext 1002 or [sbenn@agassizvillage.org](mailto:sbenn@agassizvillage.org)

**Susannah Benn**  
**Development Coordinator**

**Agassiz Village is a nonprofit youth development organization whose mission is to “prepare youth for life’s journey.” Through our exceptional summer camp experience and year-round programming, youth develop and practice critical leadership and life-shaping skills that positively impact their futures. For 87 years, children from under-resourced communities from Massachusetts to Maine have come to our 330-acre lakefront overnight camp in Poland, Maine to experience unique learning opportunities, be challenged to discover interests, uncover new skills, make lifetime friendships, and connect with inspiring mentors. In addition, teens in our year-round program, are supported to graduate high-school and prepare to be career/college ready.**



### **Our History:**

At age 12, a boy named Harry E. Burroughs stowed away on a boat from Russia to the United States, with no money and speaking no English. In America, Harry survived by selling newspapers in Boston, until he eventually earned a scholarship to Harvard and became a successful lawyer. Committed to helping other boys like him -- boys with lots of potential but little opportunity -- he opened Agassiz Village in 1935 as a residential summer camp in Maine. Serving impoverished inner-city kids, Agassiz Village provided a rare opportunity to experience nature, swim in a lake, tend a garden, make lifelong friendships and relationships, and learn necessary skills to succeed in life. 87 years later, this 330-acre camp on Thompson Lake in Poland, Maine continues to be a life-changing refuge for low-income and under-resourced kids and teens from Maine and Massachusetts communities.

### **Social Emotional Learning:**

We know (both intuitively and through evidence-based studies) that kids thrive when they are taught how to identify and manage their emotions, build healthy relationships, and make great decisions. That's why Agassiz Village incorporates its Social and Emotional Learning (SEL) program into all of our camp activities. These tools help the "whole child" by increasing self-awareness, self-management, social awareness, and responsible decision-making skills. Data shows that our campers increase their ability to reflect and understand themselves, identify positives about themselves and show personal improvement, and set tangible goals to build more positive relationships.

# 2021 IMPACT

*By the Numbers*

- **92% of youth qualified for free or reduced lunch.**
- **100% of youth received financial aid, with the average family paying only \$144 of the \$1500 tuition fee.**
- **61% of youth identified as Black or African-American, 16% as Latinx, 16% as White or Caucasian, 1% as Asian, and 6% as other.**
- **97% of youth demonstrated gains in at least one Social Emotional Learning capacity.**

## Who We Serve:

Agassiz strives to reach the children who need our services most, including children who:

- Come from low-income or poverty level families
- Experience food insecurity
- Are homeless
- Are foster children
- Have an incarcerated parent
- Have experienced significant loss or trauma
- Live in communities with high rates of crime or violence

Top enrollment cities include:

- Boston, MA
- Malden, MA
- Brockton, MA
- Lowell, MA
- Lewiston, ME

## Our Programs:

**Traditional Summer Camp**, ages 8-13, is a two-week program featuring all the iconic activities for which summer camp is known and loved.

**Teen Advancement Program (TAP)**, ages 14-16, is a two-week program focusing on goal setting, positive decision making, teamwork, tolerance & compromise, integrity, role modeling, and community service, while also giving teens the opportunity to participate in traditional activities like canoeing, ropes, and swimming.

**Leaders-in-Training (LIT)** program, ages 16-17, is a 14-month, intensive program for teens seeking hands on leadership development and potential future employment at Agassiz. The LIT program begins with a four-week summer session at camp and continues with monthly college and career readiness workshops throughout the year.





# EVENT DETAILS

**The third annual 5K for Kids is a virtual OR in-person race and fundraiser** to support Agassiz Village, a non-profit providing low-income children from under-resourced Massachusetts and Maine communities with transformative experiences at our overnight summer camp in Poland, Maine and through our year-round Leaders-in-Training program for teens.

This year, for the first time, we are giving racers the opportunity to join us **in-person** at our camp in Maine to complete the 5k. The ***“Ultimate Agassiz Weekend”*** will run from Friday, May 20 to Sunday, May 22 (race day!), and combine our traditional volunteer work weekend with the 5k festivities. Come Friday or Saturday and help us get camp into shape for the summer, or just join us on Sunday for the race. Can't make it? Participants can still run, walk, bike, or swim from anywhere on the world, on May 22 or another date of your choosing!

**WHEN:** Sunday, May 22, 2022 or you choose the date

**WHERE:** In-person at Agassiz Village summer camp in Poland, Maine or race remotely from anywhere in the world!

## HOW TO GET STARTED:

1. Register to participate in the 5k for Kids at [agassizvillage.org/5kforkids2022](https://agassizvillage.org/5kforkids2022). You can register as a team, participate on a team, or as an individual.
2. Set up your personal fundraising page. Most of the work is done for you but you can personalize your message and add photos.
3. Reach out to family and friends and ask them to help you make a difference in a child's life.

# THE IMPACT YOU CAN MAKE



**\$10 =** three balanced meals for one child



**\$25 =** transportation from Boston to Maine for one child



**\$50 =** one week of three balanced meals for one child



**\$125 =** one day of camp at Agassiz Village for one child



**\$250 =** arts & crafts supplies for 25 kids



**\$500 =** one week of healthy snacks for 50 kids



**\$1,500 =** one two-week session at Agassiz Village for one child



**\$5,000 =** round-trip transportation between Boston and Maine for 100 kids



**\$10,000 =** one week of meals for all campers





# YOUR FUNDRAISING PAGE

When you registered, a personal online fundraising page was created just for you! This is where friends and family can donate, join your squad, and read your personal message about why you're fundraising to support Agassiz Village. You can also see who has donated to your efforts, send a fundraising or thank-you email, and even post on social media.

Find your page at [agassizvillage.org/5kforkids2022](https://agassizvillage.org/5kforkids2022) then select "Login" in the upper right-hand corner (hint: your username is your email).

Once logged in, complete these steps to set up your page:

1. **Make the first donation** - Your friends, colleagues, and family members will be inspired by YOUR commitment to helping injured veterans achieve their highest ambition.
2. **Add a photo** - Friends want to know it's you.
3. **Set a fundraising goal** - This is key to keeping you focused and on track. We recommend a team fundraising goal of \$1500 – the cost to send one child to camp - and an individual goal of \$300.
4. **Personalize your page message** - Customize your personal fundraising page with your images, videos, links, and stories of why you support Agassiz Village.

# 1 PERSON + 1 WEEK = \$300 RAISED!

Looking for a simple fundraising strategy? Try this out:



**Make a contribution to yourself**

**+ \$20**



**Ask 4 neighbors to give \$10 each**

**+ \$40**



**Ask 4 family members to give \$25 each**

**+ \$100**



**Ask 7 friends to give \$20 each**

**+ \$140**



**Check back with anyone who hasn't gotten back to you!**

**\$300 total!**



# FAST-START IDEAS

- 1 SEND AN EMAIL.** Send your first fundraising email to your family, friends, and colleagues. On the Toolkit tab and in your Dashboard, there are sample emails for you to easily customize and send.
- 2 POST ON SOCIAL MEDIA.** Post on social media. Post your personal fundraising page link on social media and share why you're participating, your fundraising goal, and invite others to either give or join your squad.
- 3 ASK YOUR COMPANY FOR A DONATION.** Or check to see if your employer will match your donation. When donations are doubled, so does the impact for Agassiz Village!

## OTHER FUNDRAISING TIPS

- 1. MAKE A SELF DONATION.** Get the momentum started and set an example. Fundraisers who make a self donation are proven to raise more than those who don't!
- 2. MAKE IT URGENT.** Create a sense of urgency with deadlines. The sooner the deadline, the more urgent the call to action. (Ex: Can you help me reach my goal of \$300 by Friday? ; I need to raise \$200 more by May 22!)
- 3. ASK EVERYONE.** We mean everyone! Your friends and family, neighbors, colleagues, even your barista. Anyone you pay for a service like your dentist or vet is also a great person to ask. Get creative!
- 4. ASK BIG.** If you ask for just \$10, you will probably receive \$10. If you ask for \$200, you might not get all of it, but you might get \$50 or \$75. So always start big, and remember the cause you are fundraising for!

# FREQUENTLY ASKED QUESTIONS

## HOW MUCH DO I HAVE TO FUNDRAISE?

How much you fundraise is completely up to you, and there is no limit. You must raise at least \$100 to receive a t-shirt. We recommend you set a team goal of \$1,500 (the cost of one two-week camp session at AV) and an individual goal of \$300.

## WHERE DOES THE MONEY GO?

All funds raised directly support children and teens from under-resourced Massachusetts and Maine communities enrolled in our summer camp and/or year-round programming.

## HOW MANY PEOPLE DO I NEED TO FORM A TEAM?

Two or more people are required to form a team. Going solo? You can also register as an individual.

## HOW WILL MY DONORS GET TAX RECEIPTS?

All donors who include their full name and address and/or email address with their donation will receive a thank you letter from Agassiz Village.

## WHAT IF I CAN'T ATTEND IN PERSON ON MAY 22? IS THE 5K REMOTE OR IN-PERSON?

The 2022 5k for Kids is a hybrid event. You can choose to participate/race remotely from anywhere in the world, or join us in-person at our summer camp in Poland, Maine on 5/22 as part of the "Ultimate Agassiz Weekend."

## WHAT IS THE ULTIMATE AGASSIZ WEEKEND?

The first-ever Ultimate Agassiz Weekend will take place from Friday, May 20 to Sunday, May 22 and will combine our traditional spring work weekend with the third annual 5k for Kids. Friday and Saturday will be devoted to getting camp ready for the kids' arrival in July, and on Sunday, you can complete your 5k at camp! Can't stay the whole time? Just join us on Sunday. Register here: [www.agassizvillage.org/ultimateagassizweekend](http://www.agassizvillage.org/ultimateagassizweekend)



# SAMPLE FUNDRAISING EMAIL

Dear Friend,

On Sunday, May 22nd, I am lacing up my sneakers and racing in the third annual 5k for Kids benefitting Agassiz Village (AV), a youth development non-profit organization that has been providing opportunities for hundreds of low-income, under-resourced Massachusetts and Maine children for over 85 years. I am reaching out to you today because I hope you'll consider helping me support Agassiz Village and the kids it serves.

First, let me provide a little more information about Agassiz Village. Agassiz's mission is to "prepare youth for life's journey." Since its founding in 1935, every summer Agassiz has welcomed hundreds of kids from under-resourced urban communities to its 330-acre lakefront property in Poland, Maine for a transformative overnight camp experience. Though summer camp is an experience many people take for granted, for the kids AV serves, coming to Agassiz is a rare, if not their only, opportunity to be fully immersed in nature, learn to swim, paddle a canoe, go on a hike, sleep under the stars, and for some, even to have consistent access to three meals a day and a roof over their heads at night. For so many of those children, who may be experiencing poverty or homelessness, navigating the foster care system, living with an incarcerated parent, or other challenges at home, Agassiz Village is a refuge and a lifeline. As one camper said this summer, "When you're at Agassiz...you feel like you can achieve anything...I don't know what I would do without Agassiz."

I am hoping you can help me help more kids find a second home at Agassiz Village. With your help and by participating in this event, I can make a difference. Please consider contributing \$5 or \$10 dollars for every kilometer I run. I plan to run 5 kilometers. If you prefer to make one total gift, I welcome that option as well.

To support me, visit my page here [INSERT LINK TO PERSONAL FUNDRAISING PAGE] today to donate.

Thank you in advance for your generous support...together, we will make a difference!

Sincerely,  
[YOUR NAME]

# SAMPLE THANK YOU EMAIL

Dear [FIRST NAME],

Thank you for donating to my Agassiz Village 5K for Kids fundraiser! Your generosity inspires me to keep fundraising and to achieve my goal of [INSERT TEAM GOAL]. Please know that your donation is supporting a cause that is near and dear to me – giving children from under-resourced communities a chance to experience a life-changing summer at Agassiz Village or benefit from their year long programming. To learn more about Agassiz and how AV is putting your dollars to work, please visit [www.AgassizVillage.org](http://www.AgassizVillage.org).

Thanks again,  
[YOUR NAME]

# SAMPLE TEAM RECRUITMENT EMAIL

Hi [FIRST NAME],

On Sunday, May 22nd, I am lacing up my sneakers and racing in the third annual 5k for Kids benefitting Agassiz Village (AV), a youth development non-profit organization that has been providing opportunities for hundreds of low-income, under-resourced Massachusetts and Maine children for over 85 years. I'm working on building my team and hope I you will join me!

As a member of team [INSERT TEAM NAME], you will join me and many others either virtually or in-person on May 22nd. Our team goal is to raise [INSERT TEAM \$ GOAL], and as a team member you will have your own personalized page to raise funds for Agassiz Village. If you're interested in joining my team, all you have to do is register here ([LINK](#)). Choose "Join A Team," and then search for [INSERT TEAM NAME].

Please don't hesitate to reach out to me if you have any questions! You can read more about Agassiz Village and the work they do at [www.AgassizVillage.org](http://www.AgassizVillage.org). I can't wait to hear from you! Let's make a difference together!

Sincerely,  
[YOUR NAME]