

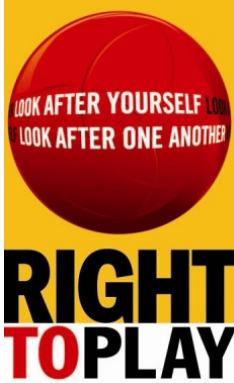
RIGHT TO PLAY

EVENT KIT



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BACKGROUND INFORMATION ON RIGHT TO PLAY

Dear Event Coordinator,

We wanted to take a moment to thank you in advance for planning to hold an event in support of Right To Play!

Right To Play is the leading international humanitarian and development organization using the transformative power of sport and play to build essential skills in children and thereby drive social change in communities affected by war, poverty and disease. Right To Play works directly with leading aid agencies – UNHCR (United Nations High Commissioner for Refugees), UNICEF, Care and the Red Cross.

Right To Play was founded by four-time Norwegian Olympic speed skating gold medalist Johann Olav Koss, our organization's President and CEO. Johann was declared 'One of 100 Future Leaders of Tomorrow' by *TIME Magazine* and 'One of 1000 Global Leaders' by the *World Economic Forum*. Right To Play is supported by a network of over 300 Canadian and international athletes, including Wayne Gretzky, Clara Hughes, Silken Laumann, Beckie Scott, Daniel Alfredsson, Jose Calderon, Hayley Wickenheiser, Jennifer Heil, Alex Ovechkin, Adam van Koeverden, and Chantal Petitclerc. These Athlete Ambassadors inspire children, are role models for healthy lifestyle choices and help raise awareness and funding for Right To Play projects.

Right To Play trains local community members to be 'Coach Leaders' who, in turn, implement our sport and play educational programs which impact refugee children, former child soldiers and young people at risk or orphaned by HIV/AIDS in Africa, Asia and the Middle East. Our four strategic program areas are: Basic Education and Child Development, Health Promotion and Disease Prevention, Conflict Resolution and Peace Education, and Community Development and Participation.

By the end of 2009, Right To Play reached more than 700,000 children in weekly regular sport and play activities, with a combined total of more than 1 million children in regular programming and special sports events and festivals. These activities were facilitated by more than 13,000 local coaches/teachers/leaders.

We continually strive to strengthen our infrastructure in the field while improving the quality of our sport and play educational resources in order to increase the amount of children involved in our programs on a regular basis.

As you work through the preparation and organization of your event, you will no doubt face road blocks and frustrations, however we can assure you that once your event has been executed and your last guest has bid their goodbyes you will be able to sit back and feel great about what you have done, as you will have contributed to ensuring that every child has the right to play.

Please do not hesitate to contact us if you have any questions or concerns. We hope that you find this manual to be a useful tool, and would appreciate hearing any suggestions as to how it can be improved! Finally, we look forward to hearing stories and seeing pictures of your event, and to receiving your event's donation made to Right To Play!

Thank you in advance for choosing to hold your event in support of Right To Play!

Sincerely,

The Right To Play Team

RIGHT TO PLAY AT A GLANCE

Who We Are: Right To Play is the leading international humanitarian and development organization using the transformative power of sport and play to build essential skills in children and thereby drive social change in communities affected by war, poverty and disease. Right To Play creates a safe place for children to learn and fosters the hope that is essential for children to envision and realize a better future.

What We Do: Working in both the humanitarian and development context, Right To Play trains local community leaders as Coaches to deliver our programs in 20 countries affected by war, poverty and disease in Africa, Asia, the Middle East, and South America. Our programs incorporate a unique methodology that uses sport and play as tools for learning in four development impact areas:

1. **Basic Education and Child Development:** Right To Play's sport and play programs foster the physical, cognitive and social development of children to teach important values and life skills.
2. **Health Promotion and Disease Prevention:** Right To Play's sport and play programs are used to educate and mobilize communities around national health and disease prevention priorities, including HIV and AIDS, malaria and immunization.
3. **Conflict Resolution and Peace Building:** Our programs are tools for teaching conflict resolution and peace building skills. Participation in regular activities facilitates the healing of communities and reintegration of children affected by war.
4. **Community Development and Participation:** In order to create change and have a sustainable impact, we work in partnership with local organizations to build community infrastructure through the engagement of local staff and local and international volunteers.

Where We Work: Currently, Right To Play has programs in the following countries: Benin, Botswana, Burundi, China, Ethiopia, Ghana, Jordan, Kenya, Lebanon, Liberia, Mali, Mozambique, Pakistan, Palestinian Territories (West Bank and Gaza), Peru, Rwanda, Sudan, Tanzania, Thailand and Uganda.

Our Mission, Vision, Values, and Guiding Principles: Look after yourself, look after one another – This is the philosophy that guides Right To Play.

Mission To improve the lives of children in the most disadvantaged areas of the world by using the power of sport and play for development, health and peace.

Vision Our vision is to create a healthier and safer world through the power of sport and play.

Values Right To Play’s values include the “best practices of sport and play”

Cooperation: we put teamwork and fair play first

Hope: we help make dreams possible

Integrity: our actions reflect our values, vision and mission

Leadership: we teach leadership by demonstrating it in our communities

Dedication: we are dedicated to working with our communities

Respect: we respect each other

Enthusiasm: we have fun

Nurture: we encourage each other with positive feedback

Guiding Principles:

Right To Play programs are guided by the principles of inclusion and sustainability:

Inclusion: Promotes the involvement of children and youth who may be marginalized for reasons of race, gender, disability, ethnicity, social background or religion. We believe that through well-designed games and sports, attitudes contributing toward a child’s exclusion from meaningful participation in society will change.

Sustainability: Ensures our programs have a lasting impact and centres on building the capacity of individuals, communities and partner organizations to independently deliver, on an ongoing basis, learning objectives through regular sport and play activities.

An International Team of Athlete Ambassadors: Right To Play is supported by an international team of top athletes from more than 40 countries who generously donate their time to give back through sport. These athletes inspire children, are role models for healthy lifestyle choices and help raise awareness and funding for Right To Play projects. Led by four-time Olympic gold medalist and Right To Play President and CEO Johann Olav Koss, our Athlete Ambassadors include Wayne Gretzky, Clara Hughes, Beckie Scott, Dikembe Mutombo, Alexander Ovechkin, Jose Calderon, Silken Laumann and many more.

A Global Leader in Sport for Development and Peace: Right To Play is committed to every child’s Right To Play and takes an active role in research and policy development in this area. Our aim is to engage development, sport, business and media leaders to ensure every child benefits from the positive power of sport and play.

Right To Play is headquartered in Toronto, Canada, and has fundraising offices in Norway, Netherlands, Switzerland, the UK, the US, and Canada.

YOUR FUNDRAISING DOLLARS

Right To Play's Sport for Development and Peace programming is now reaching more than 700,000 children every week. The number of smiles put on children's faces is well into the millions. As Right To Play donors, volunteers and members of the extended Right To Play family, you are in no small measure responsible for this made-in-Canada success story. In 2009, 85% of all funds raised went directly to programming in the field.

To give you a sense of what the funds you raise will go towards, here is an example of some of the costs associated with Right To Play programming:

- \$25** - Can help give five children the opportunity to attend a Play Day
- \$50** - Can help provide weekly sport and play programs for one child for an entire year
- \$100** - Can help provide ten children with access to sports equipment
- \$250** - Can help support the development of local Leaders for children living in disadvantaged communities around the world

RESEARCHING YOUR EVENT

Questions to ask yourself before you get started

1. What type of fundraiser would you like to organize?
2. How much time do you have to prepare for the event? How much time do you have to commit to the planning of the event?
3. How many people do you have available to help you organize the event?
4. Have you contacted Right To Play for approval to host the event?
5. What is your fundraising goal for the event? What is your awareness goal for the event?
6. Determine your key objectives for the event. Objectives should be **S.M.A.R.T.**:
 - ✓ **S**pecific
 - ✓ **M**easurable/Observable
 - ✓ **A**ttainable within scheduled time, budget, and conditions
 - ✓ **R**esults Oriented
 - ✓ **T**argeted to the Identified Need and Desired Impact

Brainstorming Ideas for your Event

Organize a brainstorming meeting for your event team. Brainstorming helps bring the experience of all team members into play during problem solving. Doing this will increase the quality of solutions explored and allow you to design the most creative event possible.



Some questions to ask your team could include:

- Why:** Why are you organizing this event?
- Who:** Who will benefit from this event? Who will attend this event?
- When:** When will the event be held? Are the dates and time flexible or subject to change?
- Where:** Where are the best destinations, locations and venues to hold the event?
- What:** What elements and resources are required?

Some Event Ideas

- Auction
- Battle of the Bands
- Bake Sale
- Casino Night
- Fun Run
- Raffle
- Red Ball Carnival
- Spin-a-Thon
- Sports Tournament
- Themed Meal

**Request a Right To Play Play Day Manual for sample games that could be played and preparation tips if organizing a Play Day!*

REMEMBER TO MAKE SURE THAT YOUR EVENT THEME IS IN LINE WITH THE VALUES AND VISION OF RIGHT TO PLAY.



PLANNING YOUR EVENT

Organization

Start an **Event Report** to keep track of tasks, contacts and expenses. This should include the following information:

- Theme
- Time
- Date
- Venue (see below)
- Target audience
- Components of Event
- How Donations will be collected
- Ticket Price
- Types of Donations
- Pledges
- Entertainment and Activities
- Etc.



Make sure you clear your event with Right To Play once your event elements have been determined! It's also important to make sure you get Right To Play's Approval on any new marketing materials you create where our Name and or Logo are used!

Selecting a Venue for Your Event

When selecting a venue, consider the following:

- Is the location desirable and in line with the type of event you are planning?
- Is the location accessible by public transport?
- Is there parking available?
- Is the venue accessible for people with special needs?
- Are there public washrooms nearby?
- Is there a cost associated with renting the venue? Is the cost reasonable? Can you get a charitable discount?
- Is the layout of the venue conducive to the type of event you want to hold?
- Will security be an issue for your event?
- Will you need insurance to hold an event in that venue?
- Can the venue provide you with technical equipment (LCD Projectors, Speakers, and Microphones etc.)

Other considerations:

- What are some drawbacks of this venue?
- What are other considerations that will need to be made?
- How does this venue rank against other potential venues?

Expenses and Budget

Clearly outline your expected expenses to give you an idea of how much money you will need to raise in order to break even and be able to give a donation to Right To Play.

Some expenses to consider include:

- Vendor Agreements
- Printing Costs (promotional materials, tickets, on site signage etc.)
- Rental Fees
- Food and Beverage Costs
- Transportation Costs
- Entertainment Costs
 - Try to seek out entertainment that will be free
 - Look to local talent groups, schools and universities for people who may be willing to donate their time to entertain at your event
- Rental Fees
- Cost of Decorations
 - Get creative!
 - Homemade banners can be a personal touch
 - Sports equipment center pieces can follow the theme
 - Dollar stores and discount stores often carry decorative merchandise
 - Reuse decorations from past events
- Cost for Thank-you Gifts
 - Try to get these gifts donated
- Food for your volunteers
 - If appropriate, consider doing a volunteer potluck to eliminate this cost



This list is not exhaustive and you will incur expenses not listed here. Make sure that your expenses are clearly documented and accounted for!

Advertising Your Event

Write up a brief Press Release and Contact:

- Local Newspapers
- Radio Stations
- Television Stations

Try posting flyers and speaking with people from some of the following places:

- Schools
- Community Centers/Gyms/Health Clubs
- Restaurants
- Stores
- Gas Stations
- Bus Stops



Check with the manager of these venues before putting up a poster!

Contingency Plan

It is important to consider possible challenges that could arise during your event. Being prepared with a backup plan will limit event day stress, and will ensure the success of your event!

Some elements to consider are:

- **The weather not cooperating:**
 - Ensure when selecting your venue that there is an indoor alternative should your event day be rainy or very cold.
- **Your speaker or entertainment being late or not being able to make it last minute**
 - Ensure that you have given your honorary guests adequate directions and have a contact phone number for them
 - Do not plan an event around the presence of one person alone
 - Have a backup speaker or entertainer who is also available on the date of your event



- **Your technical equipment not working**
 - Make sure that you have tested your AV equipment prior to the event. If it does not work, source alternative means.

- **A need for first aid**
 - Go through venue thoroughly prior to event to ensure no hazardous areas
 - Have first aid kit on hand and ensure that it is fully stocked
 - Know key emergency contacts and share them with your event team
 - If possible have someone with their Standard First Aid certification on site

- **Events on the same day as your event that might have an impact on attendance (e.g. Exams, holidays, parades, Super Bowl etc.)**
 - Try to avoid dates that may cause a conflict (check local event calendars to determine when big community events are already scheduled for)
 - Incorporating both events (for example, have a Right To Play Super Bowl Party)

EVENT DAY EXECUTION

Set Up Checklist

- Do you have clear signage in place so that people can find your event?
- Is there a “Welcome Table” near the front entrance?
- Do you have information about Right To Play available?
- Have you posted your dollar target? Let people know what your fundraising goal is for the evening.
- Do you have a secure place to keep your funds collected? Have you designated someone to be in charge of collecting and recording funds?
- Do you have Right To Play monthly pledge forms available for people?
- Have you thoroughly checked the event area and eliminated any possible dangers or hazards?
- Is your first aid kit accessible and fully stocked?
- Do you have a camera to take lots of pictures? We would LOVE to see photos from your event!

During Your Event

- Take lots of pictures so we can post them on our website. Important to remember:
 - Do not forget to get a team shot
 - Try to include Right To Play signage as much as possible
 - Capture some action photos
 - Take a shot of the donation ceremony if you have one
- Remember to welcome people and conclude the evening
- Keep a close eye on all financial transactions and ensure that all money collected is accounted for
- Walk around to all areas of the venue to ensure that everything is running smoothly
- Do not forget to thank your volunteers and event team
- Remember that while you may not be formally appreciated on the day of your event, all of the hard work that you have put into running your event is greatly appreciated!



Have Fun!

POST-EVENT WRAP UP

Post-Event Evaluations

To learn from your event, give your patrons a quick formal or informal survey as they are leaving.

Questions to ask could include:

- Evaluation of various elements: the venue; signage; entertainment; food; Right To Play awareness; speaker; etc.
- Areas of Strength
- Areas for Improvements
- Additional Comments

Compile your findings and document future recommendations for future events!



Finances

Set up a simple **Profit and Loss Statement** to organize your finances

Profit and Loss Statement	
Right To Play BBQ	
19-Jul-09	
REVENUE	\$6,981.00
EXPENSES	
Venue Rental	\$200.00
Marketing	\$150.00
Ambience	\$100.00
Food	\$200.00
Volunteers	\$50.00
Games	\$85.00
Entertainment	\$100.00
Other	\$20.00
	\$905.00
NET INCOME	\$6,076.00

Do your best to ensure that most money is collected on or before event day.

Post event collect all outstanding money and pay all outstanding bills. Do not leave this for too long!

Please consolidate all cash donations into either a cheque or money order, to ensure that cash does not go through the mail.

For consolidated cheques or money orders please provide the following donor information:

- Name
- Complete Address
- Donation Amount

Tax Receipts can be issued by Right To Play for donations of \$20.00 or more

Thank-you Cards

Send out Thank You Cards to major donors, sponsors, contributors etc.

What to send to Right To Play:

1. All money raised
2. Pledge forms (if applicable)
3. Photos and stories
4. Any materials lent to event organizers by Right To Play

Drop off at or send to:

Right To Play Canada
65 Queen Street West
Suite 1110, Box 64
Toronto, Ontario
CANADA
M5H 2M5

Tel: 416-203-0190
Fax: 416-203-0189



Do not send cash in the mail! Please write a cheque or money order.

STAYING IN TOUCH

Contact Information

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Fax: +1 416-203-0189
Email: apowell@righttoplay.com



Staying Involved with Right To Play

Local Volunteer Opportunities

- Right To Play is always looking for local residents to help support every child's right to play by volunteering at various awareness and fundraising events
- For more information please visit:
<http://www.righttoplay.com/canada/get-involved/Pages/Volunteer.aspx>

Canadian School Program – Learning To Play, Playing To Learn

Right To Play has created a Canadian Schools Program specifically designed to reach out to young people in Canada and to help them learn about issues affecting others like them around the world.

For more information about the program, and for teacher resources, please visit:
<http://www.righttoplayschools.ca>

Please do not hesitate to contact us if you have any further questions.

Good luck, have fun...and don't forget to send us stories and photos!

Thank You!

when children play, the world wins!