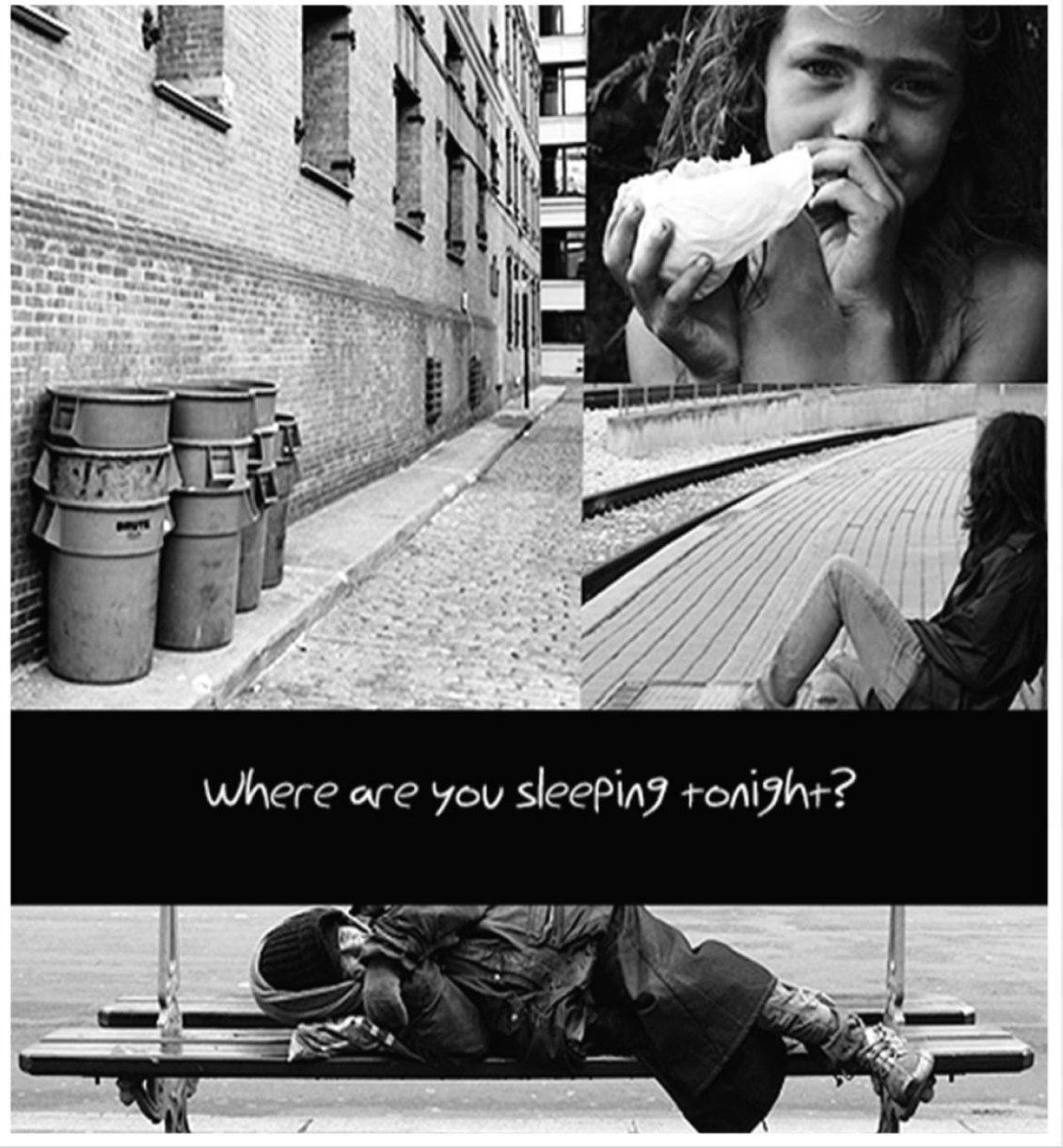


5 DAYS FOR THE HOMELESS

INFORMATION PACKAGE



BACKGROUND

MISSION

Raise awareness of homelessness and at-risk youth in Guelph while collecting donations for Wyndham House. Have a positive impact on the image of business students.

VISION

To institute an annual 5 Days for the Homeless campaign in Guelph.

INSPIRATION & HISTORY

5 Days for the Homeless was originally piloted in 2005 by Clark Barr, Rob Hart, and Frank Callele, three University of Alberta School of Business students. They believed that they could make a difference and do something that could raise both awareness and funds for homelessness; a difficult and growing problem. They also thought business students were unfairly given a bad reputation for not caring for the less fortunate. A unique fundraiser was born, with the goal to raise both awareness and funds for the Youth Emergency Shelter Society (YESS). Initially they planned on raising \$1,000; but through the hard work of these students, that was raised before the official event even begun. They eventually ended up fundraising well over \$2,000.

In 2006, the fundraiser was run again with a \$2,500 goal. A new twist was added with the participation of Sandy Hilton, a Chartered Accountant and professor at the School of Business. He challenged his students to raise money and for every \$500 raised he would spend a night outside with the participants. Sandy's students managed to raise slightly over \$1,500 and the professor spent three nights outside. After it was all said and done \$5,031.70 was raised for Youth Emergency Shelter Society. One of the amazing aspects of the 2006 edition of 5 Days for the Homeless was the amount of exposure the event raised. It attained exposure in all forms of local media and a newly developed website included a blog, pictures, and details of the event. The website logged close to 8,000 hits in 10 days. In 2010, this campaign raised over \$180,000 nationally and over \$3,500 at the University of Guelph.

EVENT INFORMATION

DESCRIPTION

5 Days for the Homeless consists of two different components. The first component sees a group of business students live “homeless” on the university campus for 5 Days. Secondly, the charity wrap up event allows sponsors, faculty, participants and other interested parties to get together and celebrate the success of the campaign.

HOMELESSNESS ON CAMPUS

This year’s event will see a group of University of Guelph business students once again live on campus for 5 straight days. These participants will have no disposable income, sleep outside on campus, and will essentially give up the comforts that the average Canadian has become so accustomed to, such as showers, for the duration of this component. All monetary funds that are donated to them will be donated to Wyndham House.



ABOUT WYNDHAM HOUSE

MISSION

Wyndham House, as a registered charitable organization, provides safe and stable cooperative living residences for youth, aged 16 to 21, who would otherwise be homeless. Through full-time educational programs and life skills training, we aim to end reliance on intrusive, long term and costly services and supports by helping our residents be self-respecting, contributing and responsible members of society.



VISION

As a means to carry out its mission, Wyndham House believes in:

- An environment that reflects and promotes equality, self-growth, individual choice and diversity as a means to minimize systemic discrimination and cycles of abuse.
- A consistent and progressive approach to programs and management to support clients, staff and volunteers which meets individual strengths, needs and goals through education, interaction and cooperation.
- An obligation to provide services consistent with our mission statement and an expectation that the community at large has a responsibility to support Wyndham House and recognize it as an integral part of the community.



5 days for the homeless



OFFICIAL 5 DAYS RULES

All participants must:

Remain on campus for 5 days.

The campaign runs from a Monday to Friday during March

Have no disposable income.

The only source of money for them will be from donations, and all donations go to Wyndham House.

Have no access to food or drinks.

Food can only be received through donations.

Have only a pillow and blanket.

These items can be exchanged for an emergency meal.

Have no access to showers.

Washrooms can only be accessed until campus buildings are open.

Sleep outside.

The only exception is if temperatures are so low that their health is at risk.

Attend all of their classes.

Participants will complete all of their academic responsibilities, including student organizations and teaching positions.

Write about their experiences.

Participants' will be given the opportunity to blog about their experiences online on the 5days.ca website.



5 days for the homeless



HOW YOU CAN GET INVOLVED

Become a Corporate Donor

By becoming a corporate sponsor your organization will be a part of a national movement to assist at risk youth all around Canada. This national operation has gained plenty of media response both with in Guelph and across Canada. Previous years of this campaign have received various levels of media exposure from news features to local newspaper articles. Every dollar of your donation will be used to aiding the Wyndham House and the youth whose life they impact. Donations of any value are welcome and will be recognized throughout the Guelph 5 Days Campaign.

Match Donor (Up To \$3,000)

As a match donation sponsor your organization will allow the donations made to the Guelph 5 Days campaign have a better bang for their buck. Just like a corporate donor every dollar raised through the Match Donation program will go directly to benefiting at risk youth in Guelph. In addition to providing at risk youth and the organization that supports them financial support your organizational will also be entitled to the following benefits:

- Named as an “Official Match Sponsor” in all marketing materials, including media interviews
- Sponsor logo placed predominantly on the CMESA website as an Official CMESA Partner
- Company profile on the CMESA website
- Sponsor logo placed on 5 Days for the Homeless Banner
- Recognition on the 5 Days for the Homeless National and Regional Website

Individual Donor

Individuals can donate to 5 Days for the Homeless and Wyndham House through the 5days.ca website, under the University of Guelph page, or in person at The Canon during the duration of the campaign. Donations of any amount are greatly appreciated and go a long way towards helping us make a difference.



CONTACTS

For more information on how to get involved or 5 Days for the Homeless please feel free to contact:

Kara Cabuyao

Director of Charitable Events

kcabuyao@uoguelph.ca

(519) 820-5182

For more information on how to become a Corporate Donor or Match Donor please feel free to contact:

Brett Fox

Director of Corporate Relations

foxb@uoguelph.ca

(647) 988-5844

Ben Naster

Director of Corporate Relations

bnaster@uoguelph.ca

(519) 993-7444



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