

# Wasaga Beach Youth and Children Fundraising

Community Based Fundraising Pitch

Group 1

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# Community: Wasaga Beach, Ontario

- ▶ It is the world's largest freshwater beach
- ▶ It has 4km of white sandy coastline welcoming millions of visitors from around the world every year.
- ▶ Wasaga Beach was the first provincial park in Canada to be awarded the Blue Flag designation under the international environmental standards.
- ▶ Its population increased by 100% from 2010 to 2020.
- ▶ Since Covid 19, the population has increased another 20%, getting close to 25,000 people
- ▶ Wasaga has become an attractive place to live in due to its lower cost of living, nice location with lots of parks, trails and the beach, and many people now have the option to work remotely.



Figure. 1. Wasaga Beach Ontario. Bear, 2013

# Community Key Details: Geographic Location

## Geographical Location and Boundaries

- Located on the southern end of Lake Huron; in Simcoe County, 145 km from Toronto.
- Boundaries: on the North, Nottawasaga Bay; on the South, Highway 26; on the West, Town of Clear Water. Town of Spring, Water.



Figure 2. Wasaga Beach Summer (Unknown author, 2010)



Figure 3. Wasaga Beach Map (Unknown author, 2010)

# Community Key Details: Demographics

## Demographics

- Population is 24,864, compared to 12,419 in 2011.
- 55% of the population are married or common-law.
- The median age is 55 years old.
- The total minority population is 1,110 and most of the minority is Black and South Asian.
- The main spoken language is English; around 1,390 persons speak French as well.
- Education – 20% people have no certification, a third have a High School diploma, 11% have a university degree and 20% have a college degree.
- The average household income is \$64,615 a year compared to \$42,798 in 2001.
- According to Wasaga Beach Townfolio (2022), 40% are comprised of two-member households and about 35% by one member households.

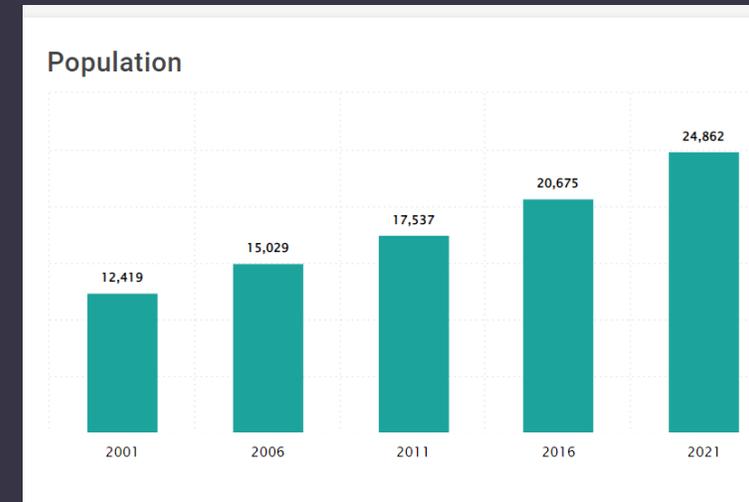


Figure. 4. Wasaga Beach Statistics (Unknown author), 2022)



Total Population  
**24,862**



Median Household Income  
**\$62,150**



Total Visible Minorities  
**1,110**



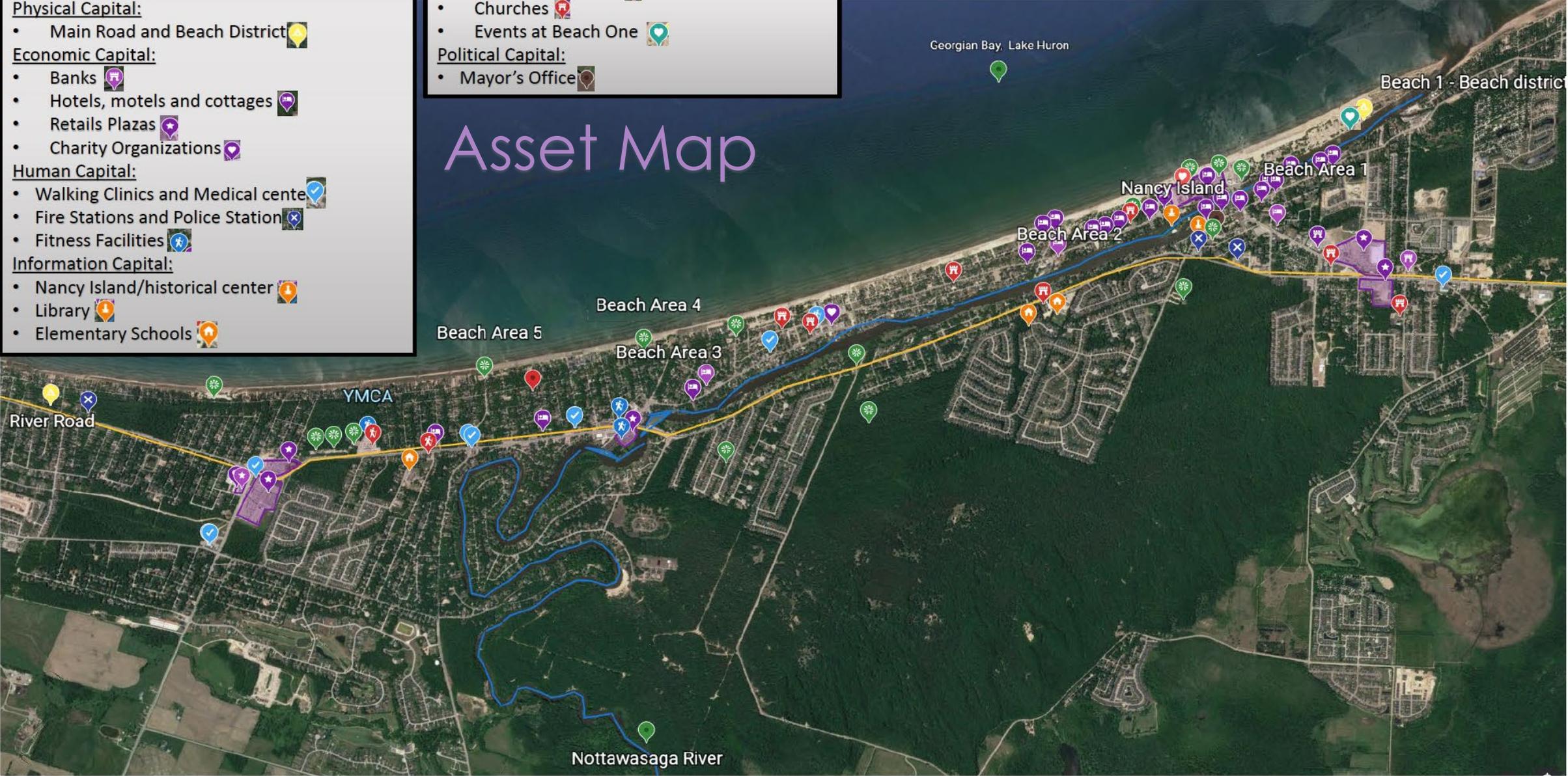
Median Age  
**56.4**

# Wasaga Beach Community

- Environmental Capital:**
  - Parks and Trails 🌳
  - Water bodies 🌊
- Physical Capital:**
  - Main Road and Beach District 📍
- Economic Capital:**
  - Banks 🏦
  - Hotels, motels and cottages 🏨
  - Retail Plazas 🛍️
  - Charity Organizations 🤝
- Human Capital:**
  - Walking Clinics and Medical center 🏥
  - Fire Stations and Police Station 🚒
  - Fitness Facilities 🏃
- Information Capital:**
  - Nancy Island/historical center 🏰
  - Library 📖
  - Elementary Schools 🎓

- Social Capital:**
  - Senior Social centers 🏠
  - Indigenous group 🇨🇦
  - Churches 🏛️
  - Events at Beach One 🎉
- Political Capital:**
  - Mayor's Office 🏛️

## Asset Map



# Community Need



There is one Youth Center serving approximately 5,000 people

- ▶ About 20% of the population are between the ages of 4 -19 years old.
- ▶ The population increased by 100% in the last decade, hence the town is not equipped to provide certain services for the children and youth.
- ▶ Wasaga Beach has no mental health program. If residents require mental health assessment or treatment, they are forced to commute to either Barrie or Collingwood.
- ▶ Mental health issues in children and adolescents have dramatically increased since the onset of Covid-19.
- ▶ To address the lack of mental health facility and program that will treat and foster better mental health in children and youth in the community, Wasaga Beach needs to establish its own mental health facility and program.



Figure. 5. Family. Stachowiak, 2023.

# Fundraising Goals and Objectives

## Goal:

The goal is to fundraise \$20,000 by hosting two Fun Fairs towards the establishment and operation of a Mental Health facility and program to be located inside the Youth Centre by Fall 2023. It will provide mental health assessment and counselling for children and youth aged 4 to 19 years old. This can be achieved in collaboration with city officials and Simcoe County. Additionally, we will need to recruit 65 volunteers by April 30th, 2023 for the first fun fair to be held on May 27th.

## Objectives:

1. Contact Simcoe County to provide a SSW. This qualified individual must have had experience in working with youth and children and should be capable of implementing the program. The SSW will start working in Wasaga Beach by July 1, 2023.
2. A Fun Fair plan will be created and finalized by the Organization Committee by April 20<sup>th</sup>. An appointment with City Officials will be booked on April 24<sup>th</sup> to present and to secure the approval for the said plan along with all the necessary permits and supports needed to implement the plan.
3. To convince and mobilize the city officials to approve the mental health facility and program and obtain the required support to set up and run the Mental Health Program .
4. To turn over the funds raised to the municipality of Simcoe to cover the administrative costs and salary of the SSW assigned to the Wasaga Beach mental health program and to require a detailed breakdown of all the expenses made to be presented to the Wasaga Beach City Officials every 6 months.



Figure. 6. Children Smiling in a Huddle (Boyasna, 2018)

# Mission Statement

**Wasaga Children and Youth Mind Care is a non-profit organization that is dedicated to the mental wellbeing of children and youth aged 4 to 19 years old of the community of Wasaga Beach. This will foster better mental health by providing a variety of program and services.**

Figure 7. Keep nature close and your friends closer. Shot of a group of teenagers having fun at summer camp. Felix, retrieved on 2023



# Fundraising Plan: Overview

- ▶ Our goal is to raise \$10,000 per fun fair and at the same time enhance the of community cohesion.
- ▶ Target Community: Families with children and youth ages 4- 19 and couples who plan to have children in the future.
- ▶ The Fun fair encourages the participation of everyone in the community.
- ▶ Initially, the available resources are the venue and the volunteers in the Organization Committee.
- ▶ The Organization Committee will be in charge of planning, organizing, and executing the event. The committee will lead the volunteers and allocate the resources.
- ▶ Each volunteer will receive a volunteer certificate, and they will be part of the “Founder Picture”. This picture will be posted at the program's office as a sign of appreciation to the people who contributed to the creation of the program.
- ▶ Each Committee member will be responsible for monitoring and evaluating the different activities.
- ▶ Based on the evaluation; learning and refining will be an ongoing process through the organization and execution of the fun fair.



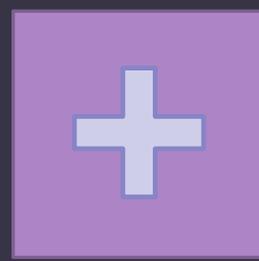
Figure 8. Colorful people. Freedhoff, 2014

# Logic Model



Inputs	Activities	Outputs	Outcomes	Impacts
<ul style="list-style-type: none"> <li>• 65 Volunteers</li> <li>• 20 families to donate baked goods</li> <li>• Stuffed animals or toys donations</li> <li>• Used book donations</li> <li>• \$1,000 – Snack Shack items</li> <li>• \$100 for Face painting materials.</li> <li>• Two interactive inflatable games.</li> <li>• 20 Community Vendors</li> <li>• 15 Food Trucks (Including tables for patrons)</li> <li>• 1 Ice Cream truck</li> <li>• Cotton Candy station</li> <li>• Fire Department</li> <li>• Police Department</li> <li>• DJ – Karaoke</li> <li>• Venue: YMCA parking lot and outdoor area.</li> <li>• Tables and chairs</li> <li>• Tents (in case of bad weather)</li> </ul>	<p>Fun Fair to be done 2x:</p> <ol style="list-style-type: none"> <li>1. Organizing and planning</li> <li>2. Advertising</li> <li>3. Events:               <ul style="list-style-type: none"> <li>• Bake Sale</li> <li>• Food Trucks (15)</li> <li>• Adopt a Stuffed animal/toy station.</li> <li>• Face Painting station</li> <li>• Snack- Shack</li> <li>• Used Book sale</li> <li>• Inflatable Activities</li> <li>• Vendors</li> <li>• 10 Basket Raffles</li> <li>• Ice-Cream Truck</li> <li>• Cotton Candy</li> <li>• Fire Truck</li> <li>• Karaoke station</li> </ul> </li> <li>4. Assessment of the event's success</li> </ol>	<p>Sufficient funds to run the Mental Health program for 12 months.</p> <p>Profit per activity (approx.):</p> <ul style="list-style-type: none"> <li>• Bake-Sale - \$2000</li> <li>• Food Trucks (15) - \$2,700</li> <li>• Adopt a Stuffed animal Station - \$600</li> <li>• Face Painting - \$300</li> <li>• Snack- Shack - \$600</li> <li>• Get a Book Station - \$300</li> <li>• Inflatable Activities - \$400</li> <li>• Vendors - \$1200</li> <li>• 10 Basket Raffles - \$400</li> <li>• Ice-Cream Truck \$200</li> <li>• Cotton Candy - \$200</li> <li>• Karaoke – \$200</li> <li>• Cash Donations - \$1000</li> </ul>	<ol style="list-style-type: none"> <li>1. It will decrease the stigma associated with mental illness.</li> <li>2. Awareness of the issue of poor mental health in the community.</li> <li>3. Positive attitude towards seeking mental health treatment</li> <li>4. Young adults will be more comfortable talking about their mental health.</li> <li>5. Awareness of the benefits of fundraising events in supporting the community and its needs.</li> <li>6. Motivate the residents to participate increased community involvement</li> </ol>	<ol style="list-style-type: none"> <li>1. The mental health of the children and youth will improve increasing their productivity and livelihood potential and allowing them to lead better lives.</li> <li>2. People will gain more faith in community service and will understand that the well-being of others also contributes to the well-being of the whole community</li> <li>3. It will develop a more cohesive Wasaga Beach community.</li> </ol>

# Fundraising Plan: Preliminary Steps



1. **Form the Organization Committee:** This will be formed by the creators of the Proposal; Mariah, Suhana, Mario and Clara .

2. **Permits and City Officials involvement:** The organizers will contact the Mayor's office to get them on board with the event and to make sure any permits for the fun fair are in place.

3. **Launch advertising campaign to recruit Volunteers, vendors and baking families:** Advertisements will be posted in Social media and flyers will be distributed at the two elementary schools and at the high school.

4. **Meet the Volunteers and create subcommittees lead by one of the organizers:** The Volunteers will be assigned their jobs and responsibilities. They will directly report to one of the organizers.

5. **Businesses in the community will be contacted to donate items for the raffle baskets:** The organizers will contact businesses in the community to support the event by donating items for the raffle baskets. A group of volunteers will be responsible for putting the baskets together and setting up the raffle station.

6. **Contact Fire and Police department:** The organizers will contact the Fire and Police departments for their participation.

7. **DJ:** The organizers will contact and book the DJ for the event.

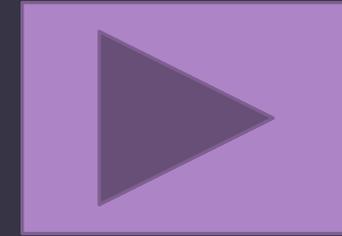
8. **Food Trucks, ice cream truck, cotton Candie:** The organizers will book the food suppliers for the date of the event and will set up anything they require to operate on the day of the event. A group of volunteers will be assigned to the food committee to coordinate with food vendors and with their set-up on the day of the fair.

9. **Submit Letter to the target communities:** Letters will be emailed from the school to the families. Additionally, Letters will be distributed at the YMCA, Youth Centre and the Library.

10. **Organize the bake sale :** The organizers will contact families to get donations for the bake sale and will get volunteers to coordinate, pick-up and set-up the station on the day of the event.

11. **Organize the Book and Stuffed animals sale:** The organizers will advertise to get donations for used books and stuffed animals. A group of volunteers will be in-charge of selecting items for sale and for setting up on the day of the event.

# Fundraising Plan: Fun Fair Steps



- 1. Stations Set up:** All the stations will be set up between 8 and 10 am.
- 2. Tickets:** Ticket sales will start at 10 am and close at 4:30 pm. One organizer will supervise the ticket station. It will accept cash, debit, and credit.
- 3. The fun fair is open from 10 am to 5 pm**
- 4. Supervision:** Organizers will supervise and ensure the event runs according to plan.
- 5. Safety:** Police/Fire departments will be present at the event to ensure the safety of the community.

**6. Clean up:** The clean-up activities will take place from 5 to 6 pm with the help of volunteers and city employees.

**7. Food Trucks, ice cream truck and cotton Candie Card:** Each of them will have a volunteer to oversee and track the sales .

**8. Funds collected:** cash payments will be accounted for and deposited to the bank by 6:00 pm

**9. Final inspection** of the site will be performed by the organizers to ensure its cleanliness.

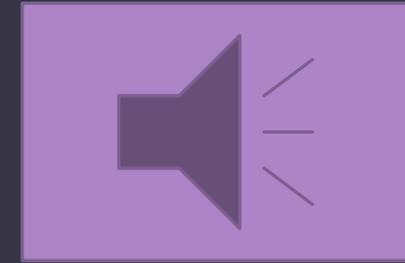
6.

7.

8.

9.

# Fundraising Plan: Post Fun Fair Steps



1.

**Financial Statement:** All payments should be accounted for by 7 pm on the day of the event and a final financial statement should be prepared and finalized by the Monday after the event by the organizers.

2.

**Appreciation communication:** An appreciation letter will be submitted electronically to all the people who contributed to the success of the event.

3.

**Assessment report:** An assessment report and evaluation of the fun fair will be presented to the City Officials, posted on the community website and bulletin board not later than seven days after the fun fair.

4.

**Implementation:** The mental health program should be implemented by Sep 25<sup>th</sup> 2023, subject to revision, as needed.

5.

**Program evaluation:** The organizers will evaluate the efficacy and impact of the program in the community after six months of running the program.

# Fundraising Letter/Email



April 10, 2023

Dear Parents,

Wasaga Beach has witnessed a steady increase in the mental health needs of our children and youth in the last few years, especially since the Covid-19 pandemic. Our community does not have any mental health facility or programs. Seeing this urgent requirement, we have decided to establish our very own mental health facility called Wasaga Children and Youth Mind Care to be located inside the Youth Centre at 1621 Mosley Street.

It is a non-profit organization that is dedicated to the mental well-being of our children and youth aged 4 to 19. It will provide individual and group counselling and make referrals to mental health professionals whenever necessary. It will be managed by a qualified Social Service Worker.

We need your help. The goal is to raise \$10,000; all proceeds will go to running the facility. We will hold a FUN FAIR event on Saturday, May 27th starting at 10:00 a.m. at the YMCA parking lot, 1724 Mosley Street. We need 65 volunteers and donations for:

- helping with campaign awareness, dropping off flyers, following-up with potential donors
- setting-up and taking down of tents, chairs, tables, etc. and clean-up
- helping with check-in, entrance tickets, and receiving payment
- monitoring food trucks and collecting proceeds
- baking and selling of pastries and other donated foods
- collecting lightly used stuffed toys and books and selling them
- coordinating with vendors, suppliers, fire, and police departments
- operating karaoke, various stands, face painting, and others

We are also accepting monetary donations if you are unable to volunteer. Please consider giving:

\_\_\_\$ 25    \_\_\_\$50    \_\_\_\$75    \_\_\_\$100    \_\_\_\$200    \$\_\_\_\_\_

We accept all major credit cards, cash, or cheques.

Thank you very much for your invaluable support, which will directly benefit our community.

Sincerely,

Bryan Smith  
Mayor, Wasaga Beach

# Conclusions

- In conclusion, we found that the Wasaga Beach community lacks a mental health facility and program for the children and youth.
- As Social Service Workers, we decided to contribute to the development of the Wasaga beach community by creating a program that offers support and counseling services to achieve a healthier and more cohesive community.
- Using community-based best practices to raise funds, we will hold a fundraising event, specifically a fun fair in which we will encourage community involvement at all levels: in the pre-planning, during the event and after the event
- Finally, the Wasaga Beach fundraising event will allow us to implement the theoretical concepts and professional practice and values as Social Service Workers.

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