

Anglican Foundation of Canada

SAY YES! TO KIDS 2022

Frequently Asked Questions (FAQs)

Who is the Anglican Foundation of Canada (AFC)?

Since 1957 the Anglican Foundation of Canada (AFC) has been a [champion for diverse ministries across Canada](#), disbursing grants and loans totaling more than \$38 million dollars in support of church initiatives from coast to coast to coast.

What is *Say Yes! to Kids*

Say Yes! to Kids is a national peer-to-peer (P2P) fundraising initiative of AFC which is now in its second year. In 2022, the campaign will launch on Friday, April 1 and will run until Thursday, June 30. *Say Yes! to Kids 2022* will raise money to support ministry and outreach that meets the physical, spiritual, and emotional needs of children, youth, and young adults.

What is this year's fundraising goal?

AFC's 2022 goal is 50 teams and \$500,000. This will build on the 2021 effort which saw 12 diocesan teams raise \$110,000.

What's different about the 2022 campaign?

The mission focus remains the same—children, youth, and young adults—but this year AFC is introducing a partnership model of fundraising. In 2021 the fundraising efforts of the 12 diocesan teams were pooled and, together with leadership gifts and funding from AFC's endowment, helped fund AFC's October Request for Proposals (RFP). In 2022 AFC will partner directly with parishes who want to raise money for their local youth programs. Instead of applying for a grant after the campaign, parish teams will be the primary beneficiaries of campaigns they help to champion at the local level.

What is the role of AFC in supporting parish teams?

Each team will be supported by AFC with marketing, mentorship, training, and case development. AFC will also champion a leadership giving effort—securing gifts of \$5,000+, including matching gifts—that will help to boost the team efforts nationwide.

How much of the funds raised will each parish team get to keep?

The grant sharing formula is based on a 60-20-20 share between local, regional, and national ministries. Each parish team will secure a grant of 60 percent of the funds raised on their behalf. Twenty percent will support youth-focused ministries in the parish's diocese; the remaining 20 percent will support youth-focused ministries at the national level.

Can my parish/youth ministry still apply for an AFC grant if we don't take part in the campaign?

Yes. AFC will still accept grant applications through the regular spring (April 1 deadline) and fall (September 1 deadline) grant cycles. Many youth-focused programs are funded through the Kids Helping Kids Fund. [Click here](#) for more information about our regular grant cycles.

Why partner with AFC? Why not just run our own P2P campaign?

Peer-to-peer fundraising is increasingly popular in Canada and is an effective way for charities to tell their story. Any charity in Canada, including a church, can launch a solo P2P effort; however, data has shown that P2P events benefit from a strength-in-numbers approach due to the momentum and visibility they generate within and across online communities. Also important will be AFC's role in securing leadership gifts to boost the efforts of local teams and raise as much money for ministry as possible.

If people in our parish support this, won't it negatively impact our regular offertory?

Experience and data have shown that churchgoers give generously to special campaigns that are rallied around a particular area of need while also maintaining their regular giving. Importantly, P2P campaigns are extremely effective in energizing satellite donors, occasional worshipers, or friends and admirers of a faith community's ministry and outreach to the broader community. This type of fundraising is more relevant than ever if churches want to reach the estimated 20 percent of Anglicans who have not returned to in-person worship because of the pandemic. AFC's communications and development team will guide you in preparing a successful fundraising plan and approach.

What if one of our parishioners wants to designate a gift directly to our youth ministry?

The case for support and all promotional materials for *Say Yes! to Kids 2022* will stipulate the partnership nature of the campaign. This campaign is the ideal vehicle for people who have a passion for youth ministry and whose philanthropic values align with AFC's local-regional-national outreach strategy. From time to time a donor may wish to make a gift directly to, and for the sole benefit of, one of the local, regional, or national partners. Giving is voluntary; donors are free to direct their giving to the charity of their choice. The wishes of individual donors will be respected.

We would like to raise funds to hire a youth coordinator. Are salaries eligible?

Appropriate staffing costs are eligible. Every parish team will specify their campaign fundraising goal and project budget which can include salaries, capital repairs, equipment. Any reasonable expense that supports the youth-focused project or program will be eligible.

Have a question that isn't covered here? Contact Michelle Hauser, AFC's Communications & Development Consultant at mhauser@anglicanfoundation.org.