

Say Yes! to Kids 2023: FAQs

Who is the Anglican Foundation of Canada?

For more than 65 years the Anglican Foundation of Canada (AFC) has been a trusted guardian of the generous legacies of hundreds of Canadian Anglicans. The Foundation's endowment, expertly guided by clergy and lay leaders from across Canada—and supported annually by more than 1,000 active members—has resulted in grants and disbursements totaling \$40 Million. AFC is the philanthropic partner of choice for visionary benefactors who *imagine more* for the Anglican Church in Canada.

What is Say Yes! to Kids?

Say Yes! to Kids (SYTK) is a partnership fundraising appeal sponsored by AFC, now in its third year. Each spring, parishes join in a nationwide peer-to-peer (online) fundraiser that is led and supported by AFC. Using the fundraising event of their choice—a walk, games day, concert, etc.—and with the full mentorship and support of AFC's fundraising and communications team, parishes learn to harness modern fundraising tools to generate financial support for a significant local youth initiative.

What is the campaign timeline?

SYTK runs in the spring every year. The 2023 campaign will launch on Tuesday, April 11 and close on Friday, June 30. Parishes can campaign for the entire period or choose a date range within the campaign window to run their local effort.

What if we don't want to do an event?

A specific fundraising event is not mandatory. Many SYTK partners have, with the support of AFC, run very successful story-based campaigns on the strength of their local case for support. The AFC team will help you decide what is right for you in your local situation.

How much of the funds raised by our parish team will we get to keep?

Each parish team will secure a grant of 80 percent of the funds they raise. This includes any matching funds directed toward the parish team by AFC. The 2022 SYTK teams raised \$150,000, and 40 percent of that came from AFC matching funds and leadership giving boosts.

What will happen to the other 20 percent of funds raised?

The remaining 20 percent will be retained by AFC to increase the [Kids Helping Kids Fund](#) which will enable even more youth-focused grants across Canada. The Foundation will cover the costs of running the campaign from this share.

Can my parish still apply for a youth-focused grant if we don't take part in SYTK?

Yes. AFC will still accept grant applications through the regular quarterly grant cycles. Many youth-focused programs are funded by AFC through regular grants, KHK, and our seasonal Requests for Proposals. Please sign up for an upcoming [Grants Program Webinar](#) to learn more about AFC's funding programs.

Why not just run a Peer-to-peer (P2P) effort locally on our own?

Peer-to-peer (P2P) fundraising is increasingly popular in Canada and is a very effective way for charities to get their message across to the communities they serve. Any charity in Canada, including a church, can launch a solo P2P effort; however, data has shown that P2P events benefit substantially from a strength-in-numbers approach due to the momentum and visibility they generate within and across online communities.

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

Experience has shown that churchgoers respond positively to special campaigns that are rallied around a particular area of need. AFC's communications team will guide you in preparing a fundraising approach that will not diminish your church's regular giving.

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 SYTK 2023 will be very clear about the partnership nature of the campaign. There may be instances where a donor will want to make a gift directly to, and for the sole benefit of, the local team. Giving is voluntary; donors are free to direct their philanthropy as they see fit, and 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 participating parish will be asked to articulate a campaign fundraising goal and to establish a budget which can include salaries, capital repairs, equipment—anything that supports the youth-focused projects and programs that you imagine will make a difference in your community. Some SYTK partners are seeing this annual campaign as a way of generating sustainable revenue for staffing youth and family-oriented programs.

I thought AFC supported church infrastructure projects. Why the focus on youth?

Since 2011, and the launch of KHK, AFC has championed the cause of children, youth, and young adults in Canada with investments now totaling close to \$2 million. This support has been made possible by the generosity of Canadian Anglicans and has come from legacy gifts, annual donations, coin drives, a youth-focused membership campaign, and other initiatives.

How do our donors make their donations? To the church, or to AFC directly?

Donors give to the Anglican Foundation of Canada in support of the local team effort and will be given a charitable tax receipt by AFC for gifts of \$20 or more. All gifts are designated at the point of giving and tracked accordingly, like all other donations to AFC. Grants will be disbursed to the partner at the end of the campaign with full reporting on donations.

Our donors don't generally feel comfortable giving online. Can they send cheques?

Yes: offline gifts in the form of cheques and credit cards are acceptable. In addition to providing an online giving platform, each parish team will be provided with traditional donation forms that can be used to facilitate gifts made by other methods. Cash gifts will be discouraged.