

Mushed^{BY YOU}

Fundraising Toolkit for Schools and Youth Groups



Youth Opportunities Unlimited

Our Story

Since 1982, YOU has helped lead youth in London and Middlesex County toward success.

We believe that investing in youth and strong communities go hand in hand. We know that many youth need guidance and support to reach their true potential.

We help youth reach their potential through employment supports, education, skills training, and referrals they need to lead positive lives. There are a wide range of services provided including health & dental care, housing, education, workshops, job search assistance and on-the-job skills training.

Each year YOU serves over 3,600 youth between 15 and 29 years of age in London and Strathroy!



Our Mission

YOU supports youth to build skills, confidence and independence to reach their potential.

Our Vision

A community where youth are embraced and will thrive.

Our Values

In all we do, we remain

Accountable

Courageous

Collaborative

Innovative

Compassionate

Persistent



What is a Social Enterprise?



At YOU it's all about the youth!

Mushed is one of YOU's five social enterprises. Under supervision, local youth prepare jams, chutney, salsa and sauces from start to finish. Youth gain skills and confidence in the kitchen while learning employment and life skills to help prepare for future success in the work place.

"I no longer feel scared or shy when it comes to being around people, I no longer feel the need to hide my true colours"

- Courtney, graduate of the "You Made it" program

With every purchase of Mushed, customers are helping support youth like Courtney gain valuable hands-on work experience needed in various industries and build transferable skills such as time management, customer service, team work and problem solving.

We would be able to work with your club or group to create an immersive Mushed fundraising experience. This could include a tour of the YOU Made it Café or having a youth speaker present to your class.



What is Mushed?

What is in a jar of jam?

Mushed is made by local youth in the heart of downtown Strathroy at the Next Wave Youth Centre.

All Mushed products are made with natural, premium ingredients.

The retail price for any Mushed product is \$5.50. The fundraising price is \$4.20 resulting in a \$1.30 fundraising profit. The rest of the profits go back into YOU programming.



Mushed products include:

- Pumpkin Butter,
- Cranberry Chutney
- Triple Berry Jam
- Peach Salsa
- Pear Pineapple and Orange Jam
- Saskatoon Berry Jam,
- Strawberry Rhubarb Jam
- 4 Pepper Jam,
- Apple Butter
- Black Jack BBQ Sauce

How to Fundraise

It is easy to begin a Mushed fundraising drive for your school or club. Below is a suggested roadmap for how to carry out your Mushed Fundraiser!

YOU would be happy to set up a time to present on the Mushed story to your school, class or club.

1. Email Sales@you.ca to express your interest in fundraising with Mushed.

2. Print out the Student Order Form.

Feel free to add in your School/club logo on the form for a customized look.

3. Set a time period for students/members to collect orders and fill out the order form.

We would suggest a two week time period for order collection.

4. Collect Student Order Forms and input the orders into the Master Order Form.

The Master Order form can be filled out by computer on Excel.

5. Submit Master Order Form to YOU with intended payment method.

Payment methods include cash or cheque.

6. Allow for a three to five week production time to complete your Mushed order.

7. Mushed products can be delivered to schools in the London and Middlesex County.

YOU will send an email one week in advance to confirm delivery date.

8. Students will be responsible for delivering their individual customer orders.

Fundraising with Mushed by YOU is simple! We offer flexible and customized delivery options and would be happy to create a plan to fit your individual fundraiser. **For inquiries on how to make your Mushed fundraiser a reality please contact: Sales@you.ca**



Tips on how to Fundraise

Key Message

YOU Social Enterprise products are comparable to any of the market leading products. The key differentiator is the social impact of supporting local youth. These two factors combine to create something that is truly unique!

A Mushed fundraiser is special due to its social good component of youth helping youth.



"I really appreciated being able to work within my own community.

They really helped me realize my potential & pushed me to do my best."

- Zoe, graduate of the "You Made it" program



We have created hashtags for you to use for your fundraising drive. Use these hashtags to accompany social media posts to help build awareness around your fundraiser.

#YouthHelpingYouth

#SocialGood

#MushedTogether

#mushedbyYOU

Connect with us on Social Media!

Facebook @youthopportunitiesunlimited1982

Twitter @YOU_London

Instagram@youmadeitcafe

Visit our Shopify Site:

[Mushedbyyou.ca](https://mushedbyyou.ca)

