



# Do What You Love Challenge Toolkit

**Do what you love.**  
**Invite others to join you.**  
**Help youth write their second stories.**

## Table of Contents:

<b>Planning your event.....</b>	<b>2</b>
<b>Inviting your friends.....</b>	<b>3</b>
<b>Sample information to share.....</b>	<b>4</b>
<b>FAQ's and contact information.....</b>	<b>5</b>



## Planning your event:

### What do you love? Deciding on your event.

- **Reading:** Host a book club – bonus points if the book deals with issues that Second Story’s youth may be facing to raise awareness. For a list of relevant books, check out [this list](#). We also recommend *Abandoned: America’s Lost Youth and the Crisis of Disconnection* by Anne Kim.
- **Running:** Host a family 5k and invite your family and friends to join you in your exercise goals.
- **Baking/Cooking:** Try out a new recipe and have a bake sale!
- **Crafting:** Paint, make stained glass, sketch portraits, or sew; sell your goods and then donate the proceeds.
- **Games/sports:** Gather your friends for a game night or host a tournament (think tennis, golf, or pickleball) for your neighborhood.
- **Wine:** Host a wine and cheese happy hour to sip and help your community at the same time.
- **Podcasts:** Gather your friends together to listen and discuss your favorite podcast, or better yet, the *Second Stories* podcast.
- **Movies/TV:** Create a movie night and stream a film with friends.

### Planning Tips

- If you’re hosting an online fundraiser, reference the following websites to help you begin:
  - [Facebook](#)
  - [GoFundMe](#)
- Choose a time and day far enough in advance to give you time to plan and your guests time to RSVP. Our goal is for events to be finished and donations to come in by June 30th (the last day of our fiscal year).
- Choose a place and/or platform. Make sure to take weather into consideration. If you are gathering online, familiarize yourself with the platform you are using.
- Set a fundraising goal and share it with your attendees. It is completely up to you if you will sell tickets for your event or simply accept donations as a means to raise support.
- Send out personal invites via email, text, or messenger to contribute to your fundraiser. Utilize the Second Story website, stories, podcast, and impact list to increase engagement.



Youth Services and Safe Shelters

- Consider inviting a Second Story representative to talk about how the funds will be used. To set it up, email our Community Outreach Liaison, Alex, at [outreach@second-story.org](mailto:outreach@second-story.org)
- Collect the contact information of those who attended so Second Story can thank them for their participation and send donation receipts.
- Follow up with attendees after your event and thank them for participating and/or donating.
- Invite your attendees to an Open Door Information Session held on the 3rd Tuesday of every month on Zoom. They can register [on our website](#) or we can schedule a private Open Door for your group.

### Collecting Donations:

- By check: donations can be collected by the organizer of the event and sent to:
  - Second Story, P.O. Box 694, Dunn Loring, VA 22027
  - Checks should be made out to Second Story.
- Online: participants can donate on our [website](#). **Please ask all participants to note the event in which they're participating in the comments section.** For example, "Bob's 5k" or "Emily's sew-a-thon."

### Inviting your friends:

**Sample invitations or social media posts** — The goal should be for people to DM you to get involved:

- I'm fundraising for Second Story and participating in the #DoWhatYouLove challenge to help provide safe havens and opportunities to youth and their families in Fairfax County and beyond. I am hosting [insert fundraiser]. Help us meet our financial goals and give youth a second story.
- I'm supporting Second Story and raising funds to help provide brighter futures for youth and their families. I am hosting \_\_\_\_\_. Your gift/participation provides support for youth experiencing homelessness or in crisis. Help us make a difference! Make sure to utilize #DoWhatYouLoveChallenge
- For my birthday [or special event] this year, I am asking you to celebrate kindness by giving to those in need. I am hosting [insert fundraiser] for Second Story. Be a part of a youth's second story. #DoWhatYouLoveChallenge
- I am fundraising for Second Story to provide support for youth experiencing homelessness and youth and families in crisis. I am hosting [insert fundraiser here] and your support would mean the world to me. A little giving from each



Youth Services and Safe Shelters

of you can help transform the lives of children and youth.  
#DoWhatYouLoveChallenge

## Sample information to share:

### Your impact:

- \$100: Two teens receive a therapy session at Second Story for Teens in Crisis, or two weeks of food for a young mother and her child at Second Story for Young Mothers.
- \$500: One teen receives daily counseling during a three-week stay at Second Story for Teens in Crisis, or fifteen counseling sessions for the children and teens who are at-risk and participating in our after-school programs.
- \$1000: One teenager receives a safe haven, warm bed, food, and round-the-clock support for four nights at Second Story for Teens in Crisis, or five months of therapy for a young woman in the Second Story for Young Mothers program.
- More examples of your impact can be found [on our website](#).

### Our mission statement:

- Second Story transforms the lives of children, youth and their families by providing safe havens and opportunities for them to grow and thrive. Our programs provide support at critical turning points in their lives.

### Our programs:

- **Second Story for Teens in Crisis:** Second Story for Teens in Crisis offers a temporary safe haven for young people 13 to 17 years old. Young people stay for up to three weeks at a time and receive crisis intervention-focused individual, group, and family counseling.
- **Second Story for Young Mothers:** Second Story for Young Mothers provides housing, counseling and training to women experiencing homelessness ages 16 to 24 who are pregnant or have young children. We put an emphasis on parenting skills, completing an education, job readiness, and basic self-sufficiency so that young women will be able to support themselves and their children.
- **Second Story for Homeless Youth:** Second Story for Homeless Youth provides housing, counseling, and life skills support so that young people are equipped to fulfil their potential and become self-sufficient adults. We work alongside these youth to help them achieve their education and employment goals.



Youth Services and Safe Shelters

- **Second Story in the Community:** Second Story serves the communities of Culmore, Annandale, and Springfield through Family Resource Centers, Safe Youth Projects, and a Teen Center. Second Story also proudly serves as the lead agency for the Bailey's Crossroads area as part of Opportunity Neighborhoods (ON). Through ON, we work alongside residents, government, public schools, and other partners to elevate community voices, provide training, and deliver resources to the community.
- **For more information** regarding Second Story's programs, visit [our website](#).

### Relevant statistics and information:

- On any given night approximately 41,000 unaccompanied youth ages 13-25 experience homelessness. ([National Conference of State Legislatures](#))
- Youth without a high school diploma or GED are 346% more likely to experience homelessness than those who graduate from high school. ([Chapin Hall at the University of Chicago](#))
- Hispanic youth are 33% more likely to experience homelessness, Black or African American Youth are 83% more likely, LGBTQ youth are 120% more likely, and unmarried parenting youth are 200% more likely. ([Chapin Hall at the University of Chicago](#))
- In Second Story's 2022 fiscal year (July 1, 2021, to June 30, 2022), we answered 394 hotline calls, served nearly 860 individuals across our residential programs with safe shelter and case management, and provided over 39,000 students and families in our community-based programs with after-school support and drop-in services. ([Second Story's Annual Report](#))
- Second Story distributed 973 Backpacks and helped 386 clients receive vaccinations and 345 attended health literacy classes in partnership with the local health department. ([Second Story's Annual Report](#))
- We offered approximately 3,750 individual tutoring sessions and 100% of eligible high school students in our programs graduated from high school in 2022. ([Second Story's Annual Report](#))
- You can find [sample stories](#) and [stream our podcast](#) on our website.

### FAQs & contact information:

- Is June the only time I can host an event for Second Story?
  - No. We are encouraging the community to host events in June to help us meet our end-of-fiscal-year fundraising goal, but you can host an event for Second Story anytime throughout the year!
- Is there a minimum I need to raise in order for my event to "count?"

P.O. Box 694 · Dunn Loring, Virginia 22027 · Office 703.506.9191 · Fax 703.992.0727 · [www.second-story.org](http://www.second-story.org)

Youth Services and Safe Shelters



Youth Services and Safe Shelters

- No. No matter how much you raise, whether it is \$5 or \$5,000, we are so grateful for your help. Also, even if your event doesn't raise a lot of money, it helps us raise awareness which is also very important.
- Can I use the Second Story logo to promote my event?
  - Yes! Just email [outreach@second-story.org](mailto:outreach@second-story.org) and let us know the purpose for the logo, the date of your event, and the contact information for the person running the event. We will respond and send you a high-resolution logo!
- Can a Second Story Staff person speak at my event?
  - Yes! We are more than happy to share about our work. Please contact [outreach@second-story.org](mailto:outreach@second-story.org) to set up a visit for one of your events.
- Do I have to host an event to fundraise for Second Story?
  - No. Even if event planning isn't your thing, you can still share our work and ask for financial support.
- Can I host an event and collect something other than money?
  - Yes! Second Story is always in need of in-kind essential goods. Visit our [website](#) for more information.
- What if one of my participants wants to get more involved with Second Story?
  - Please invite them to an Open Door Information Session to learn more. They can register on our [website](#).

**Contact us:**

- If you have questions about a particular fundraiser, please contact the organizer of that event.
- If you have questions for a Second Story staff member, please contact Alex Villegas at [outreach@second-story.org](mailto:outreach@second-story.org) or 571-205-3864.