

# KEEP THE BEAT

## Love Music. Hate War.



Use music to help  
children affected by  
war.



# MUCH:

vervegirl  
*Simply Fun*



**KEEP THE BEAT**



## Love music. Hate war. Use music to end war. Keep the Beat.

**Keep the Beat** is War Child's high school fundraising campaign designed for you: students. The school that raises the most money will win a MuchMusic Video Dance Party! Join students across the country who are using musical activism to help kids affected by war.

War Child believes that the only way to ensure a peaceful tomorrow is through action today. **Keep the Beat** is as easy as it sounds: a musical event to raise funds for War Child's international projects that help kids affected by war.

The type of musical event is up to you, so that you have the control and creative say about what goes on in your school, cause let's be honest - you know best!

Follow the steps outlined in this guide for tips on how to organize your KTB. All of the KTB resources are available to download at:

[www.warchild.ca/keepthebeat](http://www.warchild.ca/keepthebeat).

## HERE'S HOW:

- Step 1:** Get a group of students together and form a committee.
- Step 2:** Get your school administration on board.
- Step 3:** Choose which type of music event you want to organize.
- Step 4:** Register for War Child's **Keep the Beat** competition at:  
[www.warchild.ca/keepthebeat](http://www.warchild.ca/keepthebeat)
- Step 5:** Pick a venue and choose a date.
- Step 6:** Spread the word.
- Step 7:** Throw an amazing event for War Child.
- Step 8:** Count the funds and send in your donation.

## RESPONSIBILITIES:

As your first step to success, get other students together and create a committee. Committees are designed to share responsibilities to make everyone's job easier. Depending on the size of your committee, members may have one or more responsibilities to take care of before the big day. Below are some examples of great committee roles:

- Communications
- Promotional
- Creative
- Logistics
- Talent scout
- Secretary
- President
- Vice President
- Teacher advisor



## REGISTER YOUR EVENT

War Child can't give you the prize if we don't know about your event. The first – and most important step – is to register your school's **Keep the Beat** event online.

It's as easy as one, two, three:

1. REGISTER YOUR EVENT at [www.warchild.ca/keepthebeat](http://www.warchild.ca/keepthebeat)
2. CUSTOMIZE YOUR EVENT PAGE.
3. SEND THE LINK OUT TO YOUR CONTACTS.

## PLANNING YOUR KTB

Once you know who is on your team and who's doing what, the rest is really simple. Get your team together and go over KTB toolkit found at [www.warchild.ca/keepthebeat](http://www.warchild.ca/keepthebeat). All of the questions and things to remember are mapped out, so getting your event together should be a breeze.

Not only are you and your team putting on an incredibly important event to let other students know about the impacts of war on children, but you are organizing a really cool event for your school community. Get your school involved by letting them know that they have the chance to win a MuchMusic Video Dance Party this year!

Running a **Keep the Beat** will give you great experience for future events and will further develop your leadership skills. So come on, what's stopping you?

## SUGGESTED KEEP THE BEAT EVENTS

Battle of the Bands

Karaoke

Dance-a-thon

Concert

DJ competition

Break Dancing challenge

Singer/songwriter

showcase

Busking for Change

Raffle off Concert tickets

Guitar Hero competition

Talent Show

Drumming circle

Costume day

Dancing lessons

Dress down day

Concert DVDs screening

Coffee House

[www.warchild.ca/keepthebeat](http://www.warchild.ca/keepthebeat)



**KEEP THE BEAT**



## FUNDRAISE LIKE THE PROS

Your contribution and support make War Child efforts to help children in the most devastated regions of the world possible. But most importantly, you're making a statement and showing that you care.

You're showing your school and community that all kids – no matter where they live – deserve the same chance at education and peace as you.

### Here are some suggestions to get you started:

1. Set a fundraising goal for the event
2. Set a suggested donation per person (if 200 people attend and they each donate \$10, that's \$2000!)
3. Set the date: start planning your fundraiser at least one month in advance.
4. Be organized.
5. Delegate – make sure everyone on your team pulls their weight.
6. Set due dates for each task.
7. Do something that works! What types of fundraisers have been successful at your school in the past?
8. Don't double book. Check your school's calendar to make sure no other events are happening at the same time.
9. Sell tickets and collect donations in advance, so that people can donate even if they don't attend.
10. Reach out to family, friends and the community for donations through pledge sheets and your online fundraising page.
11. Hold mini fundraisers to promote your main event, like bake sales and penny drives.
12. Promote the heck out of it. Make sure the entire school knows about your event.
13. Create a fundraising goal chart (like a thermometer) and put it in a public place to track donations as you receive them.
14. We encourage you to keep your administrative costs low, so that 90 % of the funds you raise go to help War Child.
15. Use the cause to connect.



**KEEP THE BEAT**



## FOR YOUR TEACHER

**War Child Canada** is a registered Canadian charity (#87237446RR0001) that provides support to children and their families in conflict and post-conflict communities around the world. In collaboration with local partners, **War Child Canada** spearheads humanitarian programs that focus on education, psychosocial rehabilitation, child rights, health, vocational training and material needs in countries and regions such as the **Democratic Republic of Congo, Afghanistan, Sri Lanka, Uganda and Darfur**. Over 90% of funds received have gone directly to helping children around the world. Domestically, War Child Canada engages and empowers youth to get involved, take action and raise awareness as responsible global citizens.

What makes **War Child Canada** unique? **Music**. We use music as a means to reach people locally, nationally, and internationally. **Keep the Beat** is **War Child Canada's high school fundraiser** where students engage in activism through music to get the word out in support of War Child. Students organizing a **Keep the Beat** raise money through admission fees, pledges, or other creative means. All funds raised will support war-affected children through **War Child Canada's** international initiatives.

For the past five years, **Keep the Beat, has been War Child Canada's signature high school fundraising campaign. It has been an incredible success, raising over \$600,000 nationally in support of our international programs.** This year War Child has partnered with MuchMusic and Verve Girl to offer the school that raises the most money, by May of the school year, a MuchMusic Video Dance Party. The winning school must claim their Dance Party by the end of the same school year. The Dance Party can be for either the grade 12 year or the entire school depending on who was involved in the fundraising.

What is your role? As students from your school have expressed interest in organizing a **Keep the Beat**-we look to educators to show their support by offering their advice and enthusiasm so that we can rest assured that the event is a success. Educators are crucial to War Child's success in schools. We are appreciative of your support and commitment to our cause.

**Keep the Beat** is a fantastic way for student organizers to work towards their **Community Service Requirements** as it facilitates values of global citizenship, volunteerism, builds leadership and creative communication skills. **War Child Canada** will support your students throughout the process of planning, promoting and holding their event by communicating regularly with them and offering our support in any way we can.

If you have any questions or concerns, please feel free to email us at [keepthebeat@warchild.ca](mailto:keepthebeat@warchild.ca) or phone us toll-free at 1.866.WARCHILD. To find out more about **War Child Canada**, please see our website at [www.warchild.ca](http://www.warchild.ca). For information about our resources designed uniquely for educators please visit: <http://www.warchild.ca/index.php/teachers> and [www.getloud.ca](http://www.getloud.ca).

**[www.warchild.ca/keepthebeat](http://www.warchild.ca/keepthebeat)**



**KEEP THE BEAT**



## FAQ:

### **How much money actually goes to children affected by war?**

War Child depends on donations. Most of our revenue is generated from individual contributions. It is important to note that 90 cents out of every dollar goes directly to our charitable programs both internationally and nationally.

### **Can participants receive tax receipts for their donations?**

Tax receipts will automatically be issued for pledges of \$20 or more. Those who donate through our online pledging system will automatically receive an electronic tax receipt for their donation.

### **How will War Child help me with my event?**

War Child wants to make your event a success. All of our resources are available for you to download online so that you can print them and use them at your event: [www.warchild.ca/keepthebeat](http://www.warchild.ca/keepthebeat)

### **Can War Child send a musician to my event?**

War Child can't arrange for a musical act to attend your **Keep the Beat**. We are very appreciative of all of the support we receive from musicians who support our cause but reserve asking for their help for internally organized events only. To respect their privacy we do not provide access to artists for third party events.

### **Can I use a portion of the funds I raise to cover the costs of my event?**

For fundraising events, the net proceeds should be donated to War Child. The net proceeds is the money left over after the expenses. You will also need to keep track of how much money you are requesting tax receipts for. War Child cannot issue tax receipts for money that was spent. So the tax receipts cannot be more than the net proceeds.

### **Can I choose what program my donation supports?**

At War Child, we encourage donors to support our cause and mission rather than endorsing specific international programs where we have active programming. Due to the sensitive nature of our work it is important that funds are allocated where they are most urgently needed as our work is critical.

### **Can a War Child employee attend my event?**

War Child would love to attend every KTB and event held in support of our programming, however as our head office is in Toronto and we are a small organization we are regrettably unable to accept all of the speaking requests that we receive. We have fantastic resources online which we encourage you to use at assemblies and at awareness events.

### **What if I cannot get my fundraising money in before May 31<sup>st</sup>?**

If you are unable to transfer the donation to War Child before May 31<sup>st</sup> but would like your school to be eligible for the Much Music Video Dance Party, have your teacher supervisor email [events@warchild.ca](mailto:events@warchild.ca) to confirm the amount of money your school raised. Remaining funds are to be transferred before the end of the school year in order to qualify for the dance.

[www.warchild.ca/keepthebeat](http://www.warchild.ca/keepthebeat)



**KEEP THE BEAT**



## HOW TO DONATE TO WAR CHILD

Donate online using your own KTB fundraising page or contact War Child should you have any questions contact us at [events@warchild.ca](mailto:events@warchild.ca) or 416.971.7474 or toll free at 1.800.WARCHILD.

### Tax Receipts

War Child Canada is a registered Canadian charity and is happy to provide tax receipts for all donations over \$20. The downloadable pledge form is easy to use to keep track of donor information. For individual donors to receive tax receipts the following information must be included:

- ALL contact information including the donor's full name and address (including postal code)
- Clearly indicate the donation amount and the method of payment

## THANK YOU!

War Child Canada is committed to working with Canada's future leaders and social activists. Your energy and support is essential to the success of our **Keep the Beat** program and the effect we are able to enact in the lives of children affected by war.

Your support and your school's commitment to social justice sends a clear and loud message to all Canadians. Thank you for choosing to be a part of the solution and for standing behind a cause you believe in. Together, along with tens of thousands of youth and students in our War Child community, we are carving a space for social action and putting peace on the agenda.

Thanks for sharing in our vision of a world where no child knows war,

The War Child Canada Team

[www.warchild.ca/keepthebeat](http://www.warchild.ca/keepthebeat)