



Wednesday April 25, 2018

Hope made Delicious

VOLUNTEER HOST MANUAL



What is “A Taste For Life”?

A Taste for Life is a restaurant-based fundraiser and one of Fife House’s Signature Events. Last year the event raised more than \$100,000 to provide supportive housing and support services for persons and families living with HIV/AIDS. A Taste For Life is now in its 18th year in Toronto!

In 2018, restaurants across Toronto will donate a percentage of their food & beverage sales to Fife House. Also, diners eating at the participating restaurants on April 25th will be asked to make a personal donation to Fife House. This year our goal is to raise \$105,000 for our crucial housing support services!

A Taste For Life originated in Ottawa in 1999 when Bruce House, Fife House’s counterpart in the nation’s capital, and The Snowy Owl AIDS Foundation successfully collaborated with 10 local restaurants. Patrons were invited to spend a special evening in their favourite establishments and each restaurant agreed to donate a portion of the evening’s gross revenue from all food and bar sales, excluding taxes, to the charities. A Taste For Life is now a nation-wide event with 20+ participating cities and regions.

When is A Taste For Life this year?

Wednesday, April 25, 2018. The event begins at 5:00pm and ends when the supper business has wound down for the evening (usually somewhere between 9:30pm – 10:30pm).

How does A Taste For Life work?

Restaurants are asked to donate a percentage of gross revenues (that’s their total food & beverage sales - not including taxes and gratuities) for the evening to Fife House.

The Volunteer Restaurant Host liaises with restaurant staff, invites their networks to attend on April 25, greets diners, informs them of the special event taking place at the restaurant that evening, answers questions about Fife House and collects additional donations directly from patrons.

ATFL Timeline

January

- Official ask letter and package sent which includes a Restaurant Agreement (or contract). The terms and conditions are clearly stated so restaurants know exactly what is expected of them and what Fife House staff and volunteers will provide in return.
- Host recruitment

February

- Restaurant follow-up, further recruiting
- Host follow-up, further recruiting.

March - April

- Volunteer Restaurant Host training session.
- Promotional materials delivered to restaurants.
- Volunteer hosts invite friends, family and co-workers to attend ATFL at their designated restaurant.
- Volunteer host to visit restaurant before the event date to introduce himself/herself and ensure the restaurant has everything it needs.
- Volunteer hosts regularly connect with their restaurants to check on reservations.
- **A Taste For Life – Wednesday, April 25th**
- Donation money and all supplies returned to Fife House head office **within 2 business days of event - Friday, April 27. (Fife House offices will be open extended hours to facilitate this requirement.)**

How do people find out about A Taste For Life?

The event is well publicized through the following means:

- Fife House's internal networks
- newspapers (such as **NOW** and **Daily Xtra**)
- websites (**dine.to**; **atasteforlife.org**; **fifehouse.org**; through social media (**Fife House Facebook event page** and **Twitter - @FifeHouse**)
- **posters distributed** at participating restaurants and in various neighbourhoods
- **postcards** given to participating restaurants to distribute to patrons for the month prior to event to remind people to dine out on April 25th.
- Most importantly, our volunteer restaurant hosts provide excellent **word of mouth promotion** by inviting their families, friends, neighbours and co-workers to join them at their designated restaurant on April 25th.

What is your role as Volunteer Restaurant Host?

- Invite friends, family and co-workers to join you at your designated restaurant on April 25th to help "fill" the restaurant and make it busier than it would be on a typical Wednesday night * *This is a huge bonus for participating restaurant owners as new patrons are exposed to their establishments.*
- Liaise with restaurant management and wait staff prior to the event.
- Greet diners on the night of the event.
- Answer any questions about Fife House.
- And most importantly, ask each diner to make a personal donation to Fife House.

What do you need to do ahead of time?

Part of your responsibility as host is to act as a liaison between Fife House and your assigned restaurant. You are:

- Required to attend one training session.
- Required to introduce yourself to your main contact and the staff at the restaurant at least three weeks prior to the event. If they have questions or require more information that you feel unsure of providing, please make a note and forward this to the Development Staff at Fife House.
- Requested to promote the restaurant you will be hosting among your family, friends, co-workers and colleagues in an attempt to help fill the restaurant on April 25th.
- Required to check regularly with the restaurant to see how reservations for the evening are going and determine if you need to do more marketing to your networks to help fill the restaurant.

Materials to be delivered to your restaurant ahead of time:

Postcards

- To be placed in the billfolds for at least a month leading up to the event, or on counters/near the front door - anywhere diners can access them to remind them to dine again on April 25th.

Posters

- In the front window of the restaurant.

What time do you need arrive on April 25th?

Ideally you should arrive at your restaurant as doors open for the dinner service (typically around 5pm). We understand that many hosts will have work commitments and may not be able to leave work early. In this case, you should let the restaurant staff know what time you plan to arrive.

What should you wear?

Dress appropriately for your restaurant – you want to blend in with the restaurant’s crowd AND you definitely want to wear comfortable shoes! There is a name tag and a Fife House pin in your package which you should wear while you are at the restaurant. When you visit the restaurant to introduce yourself to the staff before the event, make sure you ask about the dress code.

What is in your Host package?

- Your Nametag
- Your Fife House pin
- Red Ribbons (for all restaurant staff)
- Donation/raffle prize forms & envelopes (for each patron)
- Restaurant labels (to be affixed to each envelope)
- Pens (for each table)
- Fife House fold-over business cards (for each table)
- Money envelopes (for collection of all donation envelopes)
- Copy of Restaurant Agreement (if available)
- Host Manual (includes Fife House FAQs)
- Restaurant Contact Info

* remember to take your Volunteer Host Manual with you the night of the event

What are your duties while at your restaurant?

- You are there to represent Fife House, explain A Taste For Life and ask diners for a donation.
- Introduce yourself to the wait staff and make them aware of the event taking place.
- Make the wait staff aware that they are also eligible to win a prize. For every raffle ballot/donation form completed by diners at their table, they will be entered to win (there is a place on each envelope for the staff to write in their name). Make sure the server has included their name on the envelope (these will be used to draw for the prize).
- Place Fife House promotional information at every setting (*check with your restaurant contact to make sure this is ok*).
- Please greet patrons as they enter the restaurant, or once their drink order has been taken, and ask if they are aware of the special charitable event taking place. We have provided a sample script (*see page 6*), however, you need to find the approach and timing that works best for you and for the restaurant.
- Distribute donation envelopes/raffle prize ballots to each patron and encourage them to donate to Fife House (see sample script below). There are a number of options regarding this depending on the restaurant and your own comfort level:
 - Envelopes could be placed on the tables prior to guests being seated – you will still need to approach each table at some point to explain and solicit donations.
 - You may choose to deliver the envelopes to the guests yourself and solicit then. Timing is important with this scenario. Be aware of the servers and try not to interfere with meal service. After the bill has been presented is often a good time.
 - Some restaurants prefer to have the donation envelopes and coupons delivered with the bill by the servers. In this case, you still need to approach the table at that time and explain the prize coupon and ask for a donation.
- Collect envelopes after guests have left the table (NOT while they are still sitting at the table) and make sure they are sealed. In some cases, servers may collect the envelopes when they receive the bill payment and give them to you.
- Please do not drink. You are representing Fife House and the A Taste For Life event.
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What happens if someone asks me a question I can't answer?

If it's a question about Fife House or the A Taste For Life event, check the manual and the FAQs sheet at the back of this package which may provide answers.

Otherwise, be honest and let them know you can't answer their question. Offer to take their name, contact information and question to pass on to a Fife House staff member to answer.

What happens if I have a serious problem that I can't solve myself?

Hopefully this will never happen, but just in case...please immediately call Sam Katz, Manager, Development & Stewardship at 416-356-4522.

What happens at the end of the night?

Use your judgment with respect to the time you leave. If your restaurant is winding down around 10:00pm, feel free to go. If your restaurant is still busy, you should stay until it does wind down.

Before you go, ensure you have collected **all** the donation envelopes/raffle prize ballots, pens and other A Taste For Life and Fife House materials – some items can be used again next year. Please make sure you touch base with the restaurant staff before leaving and thank them again for their participation.

**** All donation envelopes and money should be sealed in the cash bags provided. Please fill in the restaurant name sign your name on the label affixed to the cash bags.**

**** Envelopes are to be returned to Fife House within 2 business days.** In some areas where we have a concentration of participating restaurants, we will provide a designated drop-off location at the end of the night. This info will be emailed to you prior to April 25th.

What happens the next day?

Please drop ALL materials to the Fife House head office at 490 Sherbourne Street, 2nd Floor, buzzer code 1900.

The office will be open from 9:00 am until 7:00 pm on Thursday, April 26th to accommodate hosts dropping off materials and donation envelopes. Office hours on Friday, April 27nd are 9:00 am to 5:00 pm.

If you are unable to return the materials and envelopes by 5:00 pm on Friday, April 27th, please contact Sam Katz (skatz@fifehouse.org, 416-205-9888 ext 241.)

***It is vitally important that all credit card donations are processed and all cash & cheque donations deposited in a timely fashion. Please, please, please return the envelopes to Fife House immediately.*

Tips for Being a Great Volunteer Host:

1. **Get to the restaurant before anyone else** (or as close to opening as possible)
Introduce yourself to everyone working at the restaurant and distribute red ribbons to all the wait staff, chefs, bartenders, etc.
2. **Smile. Be Visible. Move Around. Interact. Approach All Diners. HAVE FUN!**
If you're having fun, everyone else will too! Remember, to be successful in this position, you must be comfortable approaching people for donations and liaising with the restaurant staff. **Remember restaurants are busy places with lots of employees working a wide variety of shifts. Not all the wait staff will know about our event. If you take the time to make them feel good about participating, they will be your greatest asset.*
3. **Know the raffle prizes.**

First Prize: VIA Rail credit of \$1000.

Second Prize: A two night stay at the Courtyard Marriott in Downtown Toronto. (\$600)

Third Prize: \$500 gift certificate for catering by The Food Dudes.

Server Prize: Starbucks gift basket.

4. **Say thank you** to all of the diners whether they make a personal donation or not and especially to the restaurant staff at the beginning and the end of the night.

Frequently Asked Questions

How much is the restaurant donating?

Each restaurant is donating a substantial portion of their gross food & beverage sales, excluding taxes and tips. (This often equals their profit for the evening)

Can I use my credit card to make a donation?

Yes, Fife House accepts VISA and MasterCard as well as cash and personal cheques. Cheques are payable to Fife House and instructions for credit card donations are on the donation form.

Will I get a tax receipt for my donation?

Yes, all donations of \$20 or more will automatically receive a tax receipt within 3 weeks of the event (provided the name and address are legible!)

When will the draw take place?

Within a 10 days of the event (once all ballots have been turned in from all restaurants). The winner will be notified by phone or email by a Fife House staff member.

Do I have to make a donation to enter the raffle prize draw?

No, you are welcome to participate just for dining out this evening. There is no entry fee for the draw.

How will my information be used?

The complete Fife House Privacy Policy is listed on our website (www.fifehouse.org). Fife House does not buy, sell, rent or trade our mailing list. The information provided by our donors and supporters is used to deliver services and keep them informed and up-to-date on the activities of Fife House (such as programs, special events and funding needs).

Information on Approaching Diners

- Introduce yourself as a volunteer representing Fife House.
- Thank them for dining out on behalf of the residents and clients of Fife House who will be benefiting from A Taste for Life.
- Mention that your restaurant will be donating a percentage of their food & beverage bill to provide supportive housing and services for people living with HIV/AIDS in Toronto (indicate that it is a substantial portion of the restaurants profit for the evening).
- Mention that they can also contribute themselves by completing the donation form and sealing it in the accompanying envelope.
- Mention that they can win one of three special prizes by completing the contact information section of the donation form (which also serves as the official raffle ballot). A donation is not required to enter the draw for prizes.
- Every donation of \$20 or more will receive an official income tax receipt from Fife House, provided the name and mailing address of the donor is legible and complete.

Sample Script

The objective is to get everyone in the restaurant involved in A Taste for Life, even if they didn't know about it when they sat down. If a table is "unknown" – wait until the host has seated them and the wait staff has taken their drink order – then approach them with a smile.

"Hi, how are you this evening? My name is <NAME>, and I'm a volunteer with Fife House. I want to thank you for choosing this restaurant this evening. Are you familiar with A Taste For Life?"

If YES..."Great! Then you know that tonight <RESTAURANT> is donating a percentage of their food & beverage sales to Fife House, a charity that provides supportive housing and support services for people living with HIV/AIDS in Toronto"

If NO..."Well, A Taste For Life is an annual fundraising event which benefits Fife House. We provide supportive housing and support services for people living with HIV/AIDS in Toronto and we really appreciate you coming tonight. Just by dining here – you are helping our charity raise money – because <RESTAURANT> is donating a percentage of your bill to Fife House!"

Now here comes "THE ASK"...

"I also wanted to point out the envelopes on your table. I encourage you to personally make a donation to Fife House using the donation form and envelope. Did you know the average cost of a dinner for four in Toronto will provide ONE WEEK of supportive housing & support services for someone living with HIV/AIDS? By filling in your contact information you will also automatically be entered into a draw to win fabulous raffle prizes".

Thank you for letting me visit your table. Please enjoy the rest of your evening.



www.fifehouse.org

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Fife House – A Place to call Home for 30 Years

Our Mission

To provide secure and affordable supportive housing and support services for persons living with HIV/AIDS.

Our History

Fife House is named in memory of George Fife, a local lawyer who lost his courageous battle with AIDS. George Fife's dear friend, Mary Anne Shaw realized there was an urgent need in Toronto for supportive housing for people living with HIV/AIDS. She, along with other concerned members of the community, established Fife House as a charitable organization on February 10th, 1988.

PROGRAMS AT FIFE HOUSE

Fife House operates five residences/programs that offer support services through a network of qualified staff and volunteers. At any given time, we have at least 200 residents/clients who can call on these services for assistance when required.

Residential Programs:

Sherbourne

- 112 apartment units: 45 for PLWHA and operated by Fife House; and 56 for seniors and operated by WoodGreen Supportive Housing. Residents in the building are integrated on each floor
- The apartments are a combination of bachelors, one and two bedroom units.
- For the first time in Fife House's history, we are able to provide housing to families living with HIV/AIDS – the first of its kind in Canada.
- The supportive housing programs operate 24 hours per day, 7 days a week
- Services provided include personal support, homemaking and coordination services.
- The building also includes a roof-top healing garden, community kitchen, communal lounge and ground floor patio.

Jarvis

- Apartment building with 82 units, all of which are designated for PLWHA.
- Fife House offers support services to any tenant in the building, upon request.
- On-site staff assistance 12 hours a day with 24-hour assistance available to residents whose health requires round-the-clock support.
- Additional services include meal programs, community dinners, workshops on topics relevant to the HIV+ community, a monthly newsletter and a yearly veterinarian clinic.
- Toronto Community Housing owns the building and is fully responsible for waiting lists, building maintenance, property management, rent collection and tenant evictions. Toronto Social Housing Connections is responsible for intake.

Denison

- Our original residence (1990) and the only building owned by Fife House.

- Provides 24-hour support services and housing to 5 individuals.
- Clients have their own bedroom and share common facilities like bathrooms, the kitchen, the living room, and the yard.
- Rent is geared-to-income, as set out by the Ministry of Housing.
- Clients are encouraged to take responsibility, as much as their health permits, for their own care and for the house.
- Fife House owns Denison and is fully responsible for support services, as well as waiting lists, building maintenance, property management
- In addition to services at Denison, the staff provide support to 18 residents at four satellite locations.

Transitional Housing Program (THP)

- The purpose of the THP is to assist residents in finding suitable permanent housing.
- The THP is a Communal Living space which houses up to 11 people and has access to THP staff 24/7. Maximum stay is 11 months.
- Clients are provided with a private unit that contains a bed, closet and dresser, kitchenette and a full bathroom. There is a lock on each unit.
- Common Spaces are shared with volunteers, residents and staff and include the Living Room, Kitchen and Computer Area.
- Case Management is provided for each client and is structured from a strengths based model. This means residents decide their own goals during Case Management meetings and staff assist them with completing their own self-determined goals. The only mandatory goal is to actively seek appropriate housing.
- Case Management is broken into several sections that include; financial, health care, housing, social recreation and transportation.
- Life skills are addressed through Communal Living Expectations; which includes clients having the responsibility to do assigned chores as needed, or at least 3 times a week.

Addictions Supportive Housing

- Provides 32 units through a provincial rent supplement program for PLWHA with substance use issues.
- A Supportive Housing Coordinator assists individuals in securing housing and negotiating rent supplement agreements with landlords.
- Units are located throughout the city in the private housing market.
- Counselling staff, provided through a partnership with McEwen House, are available to residents in the program 24/7 to help them address issues and maintain their housing.

HIV, Housing, Aging, Complex Care & Cognitive Issues – Pilot Project

- Fife House was instrumental in convening the Community Roundtable in June of 2011, bringing together more than 50 agencies, funders, health professionals, government representatives and people living with HIV/AIDS.
- The AIDS Community Action Program (ACAP), Public Health Agency of Canada is funding a two year multi-agency pilot project led by Fife House to begin to address gaps in services identified in the roundtable report.
- The Project completed a needs assessment in the Fall of 2012 and began intakes of qualified candidates in January of 2013. Currently 25 clients have been moved to supportive housing and/or are receiving services at home through an enhanced community care model.

Supportive Programs:

Homeless Outreach Program (HOP)

- Works with PLWHA who are homeless, at risk of becoming homeless or are under-housed.
- Served 390 persons last year, including 45 families.

- Provides information on Fife House's supportive housing.
- Staff also assist individuals and families by connecting them with private market landlords, not-for-profit housing programs and Toronto's social housing sector.
- In addition to housing help, HOP provides a client-centred management approach to assist clients in areas such as addictions, counseling, immigration and mental health.
- Referrals to other community supports that are based on client's needs and goals.

Community Programs

- Part of all residential programs at Fife House.
- Designed to address isolation and marginalization to foster a sense of social integration, health and well being.
- Communal meal programs provide nutritional fare and offer an opportunity to meet in a relaxed and informal manner.
- Educational programs offer guest speakers on a variety of topics relevant to residents and their needs.
- Workshops make available experiences that develop and enhance skills. Our recent HIV & Nutrition series consisted of educational components with a licensed nutritionist, hands-on cooking classes with professional chefs, and the opportunity to share learnings with other PLWHA's.
- Social gatherings and outings help create a sense of community and belongingness.

Wellness Centre

- Offers a variety of alternative therapies to all individuals in Fife House programs.
- Services are provided by licensed and qualified practitioners who donate their time and expertise so there is no cost to residents/clients.
- Currently the centre offers Polarity/Reiki Massage, Shiatsu, Reflexology, Naturopathy and Acupuncture.

Thank you for volunteering your time to host ATFL!



For more information about hosting or A Taste For Life, please contact:

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 Manager, Events and Corporate Giving
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