



*Come join our Carnivale!*

# ROAD TO

# RIO

2019 FUNDRAISING EVENT

THURSDAY MARCH 28

# 2019



WOMEN'S  
HABITAT

## SPONSORSHIP PACKAGE

We are looking for sponsors for our March 2019 fundraising event. Please consider supporting our agency and making this event a success.

Registered Charities No.12912-2065RR-0001

# About Our *Road to Rio* Event

## This event is being held to...

- ▶ Showcase the work of Women's Habitat to various stakeholders and supporters
- ▶ Present client success stories
- ▶ Strengthen relationships with donors and provide stewardship opportunities
- ▶ Cultivate community partnerships with long term supporters, like the Old Mill and
- ▶ Fundraise revenue for Women's Habitat

**Theme:** Road to Rio

**Date:** March 28, 2019

**Location:** The Old Mill, Toronto<sup>1</sup>

**Time:** 6 to 9 pm

It will be a casual atmosphere with food stations, seating areas, a forum for presentations on Women's Habitat's programs, clients' testimonials and entertainment for guests.

## Audience

- ▶ Community partners
- ▶ Women's groups and organizations
- ▶ Donors, major funders
- ▶ College and University students and faculty
- ▶ Men and women who want to support women and children who are survivors of violence

## Event sources of income

- ▶ Ticket sales
- ▶ Silent auction: Experiences, one-of-a-kind items, gift basket, restaurant certificates
- ▶ Event sponsorship (see page 3)
- ▶ Program sponsorship: Safety plans, transit support, summer camp, meals and babies packages
- ▶ Cash bar and raffle tickets

**For more information about Women's Habitat, please see Appendix 1.**

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<sup>1</sup> The event will take place at the Old Mill in Toronto. We are grateful to the Old Mill, which has once again generously donated its space.



# Event Sponsorship Opportunities

## There are seven unique event sponsorship opportunities:

### I. Presenting Sponsor \$5,000.00

- Acknowledgment as a Presenting Sponsor at the event
- Prominent, full-page advertising opportunity in event program (see Appendix 2)
- Opportunity for company representative to participate in the evening's agenda
- Corporate standing banner (provided by sponsor) display in the lobby
- Corporate booth (arranged by sponsor) in the lobby
- Certificate of appreciation to be presented at the event
- Four tickets to the event
- Recognition as a Presenting Sponsor in all print and on-line and media materials (poster signage; program; website; annual report and electronic newsletter)

### 2. Benefactor Sponsor \$2,500.00

- Acknowledgment as a Benefactor Sponsor at the event
- Prominent, full-page advertising opportunity in event program (see Appendix 2)
- Key representative of the sponsor introduced at the event
- Corporate standing banner (provided by sponsor) display in the lobby
- Certificate of appreciation to be presented at the event
- Three tickets to the event
- Recognition as a Benefactor Sponsor in all print and on-line and media materials (poster signage; program; website; annual report and electronic newsletter)

### 3. Patron Sponsor \$1,000.00

- Acknowledgment as a Patron Sponsor at the event
- Prominent, half-page advertising opportunity in event program (see Appendix 2)
- Certificate of appreciation to be presented at the event
- Corporate standing banner (provided by sponsor) display in the lobby
- Two tickets to the event
- Recognition as a Patron Sponsor in all print and on-line and media materials (poster signage; program; website; annual report and electronic newsletter)



# Event Sponsorship Opportunities continued

## 4. Wine Sponsor \$1,000.00

- Acknowledgment as a Wine Sponsor at event
- Prominent, half-page advertising opportunity in event program (see Appendix 2)
- Company business card at each table
- Corporate standing banner (provided by sponsor) display in the lobby
- Certificate of appreciation to be presented at the event
- Two tickets to the event
- Recognition as a Wine Sponsor in all print and on-line and media materials (poster signage; program; website; annual report and electronic newsletter)

## 5. Friend Sponsor \$500.00

- Acknowledgment as a Friend Sponsor at the event
- Prominent, half-page advertising opportunity in event program (see Appendix 2)
- Company brochures kept at registration table
- Certificate of appreciation to be presented at the event
- Two tickets to the event
- Recognition as a Friend Sponsor in all print and on-line and media materials (poster signage; program; website; annual report and electronic newsletter)

## 6. Coffee Bar Sponsor \$500.00

- Acknowledgment as a Coffee Bar Sponsor at the event
- Prominent, half-page advertising opportunity in event program (see Appendix 2)
- Company brochures kept at registration table
- Certificate of appreciation to be presented at the event
- Two tickets to the event
- Recognition as a Coffee Bar Sponsor in all print and on-line and media materials (poster signage; program; website; annual report and electronic newsletter)

## 7. Gelato Bar Sponsor \$1,000.00

- Acknowledgment as a Gelato Bar Sponsor at the event
- Prominent, half-page advertising opportunity in event program (see Appendix 2)
- Certificate of appreciation to be presented at the event
- Corporate standing banner (provided by sponsor) display in the lobby
- Two tickets to the event
- Recognition as a Gelato Bar Sponsor in all print and on-line and media materials (poster signage; program; website; annual report and electronic newsletter)





# For more information please contact:

**Lina Almanzan**  
Resource and Systems Manager

**Women's Habitat of Etobicoke**  
140 Islington Avenue Toronto, On M8V 3B6  
T: 416.252.7949 | Ext: 232 F: 416.252.1520

Mobile: 416.839.4064

[lalmanzan@womens-habitat.ca](mailto:lalmanzan@womens-habitat.ca) | [www.womens-habitat.ca](http://www.womens-habitat.ca)



# Appendix 1



## About | WOMEN'S HABITAT

Women's Habitat's mission is to provide a safe refuge, counselling, support and advocacy for women and their children who are fleeing violence; while also working towards a more equal society where the inherent value of all women is recognized and celebrated.

Women's Habitat of Etobicoke has been helping women and children who are survivors of abuse for over forty years. We have been present in the South Etobicoke community since 1978 and we have two main services: our emergency Shelter and our Outreach Centre.

We operate within an intersectional feminist, anti-racist, anti-oppressive framework and are committed to social change through education and advocacy, to achieve social justice for all women identified individuals and their dependents. Systemic racism, discrimination, and oppression based on race, class, sexual orientation, gender identification, age, ability and any number of other aspects of identity must be addressed as part of an integrated approach to addressing issues of poverty, violence, homelessness and oppression in the lives of women and their dependents. We believe changes to social policy should be an inclusive and collaborative process informed by those with lived experience.

## Our Continuum of Services

### Shelter Program

We provide safety, emergency shelter, meals and essentials, along with trauma-informed counselling, advocacy and referral services for women identified individuals and their dependents. Our shelter is accessible and we offer interpretation services, ensuring language is never a barrier for women seeking safety and service.

### Women's Shelter Program

► Counsellors provide 24-hour crisis and supportive trauma-informed counselling to women and their dependents. Holistic services are provided to support women and their dependents to rebuild their lives through identifying their goals for the future and making the plans required to achieve those goals. Counsellors provide referrals and connect women to critical resources while the emergency shelter provides a safe space for women and their dependents including the provision of culturally appropriate meals and activities, key resources, social and psycho-educational programming, referrals and needs based support.

### Child and Youth Program

► An ever evolving program designed to meet the needs of the individual youth and children at the shelter. The children's programs focus on: assisting children in healing from trauma; rebuilding healthy sense of self-esteem; opportunities for recreation; and academic support.



# Appendix 1 continued

## Community Outreach Program

We offer a wide range of women centred, holistic programming at our Outreach Centre including drop-in programs, housing support and transitional support services, one-to-one counselling and programming for children and young women including an afterschool program and summer camps.

## Housing Support Program

► Assisting families experiencing violence in finding and retaining safe, secure and affordable housing. Women's Habitat ensures that participants accessing this program have adequate knowledge and resources to complete the application procedures to qualify for affordable housing.

## Transitional Support Program

► Providing women who have experienced abuse including women transitioning out of abusive situations the development of a transitional plan to access community supports that are needed to achieve independence and stability in their lives.

## Individual Counselling Program

► Offering one-on-one counselling sessions to women and their dependents.

## Supportive Group Program

► Providing women a safe space to share, learn and discuss a wide variety of topics. Women can pre-register or access our many drop in programs.

## Young Women's Support Program

► Providing a wide range of programs and services specifically designed to meet the needs of young women ages 11-18, including recreation camps, individual counselling and after-school programming.

## Parent Support Program

► Providing mothers and their children a wide variety of supports including crisis intervention, counselling, information, parent and children drop in programming, referral services and advocacy.



# Why Funds are Needed

Women's Habitat of Etobicoke receives core funding from its major funders, the Ministry of Community and Social Services and the United Way of Greater Toronto. Unfortunately this funding is not enough to cover some of the services, expenses and additional supports that the Outreach programs offer to our clients.

Last year, **610** women and children were served at Women's Habitat of Etobicoke. Our staff provided **1486** hours of one-on-one counselling and hosted **30** Women's group sessions, **102** drop-in sessions and **128** girls' group sessions.

We are serving an extremely vulnerable population; many of our clients are at risk of homelessness, they are in need of mental health supports and are living below the poverty line. We don't have a geographical service area, so our doors are open to all women working and living in the Greater Toronto Area. Please help us to continue providing programs and services to all our clients.

Please support our women and children in their search for a life free of violence.

## The Impact of Your Help

**610** Women and children were served at Women's Habitat of Etobicoke

**1486** Hours of one-on-one counselling

**30** Women's group sessions

**102** Drop-in sessions

**128** Girls' group sessions

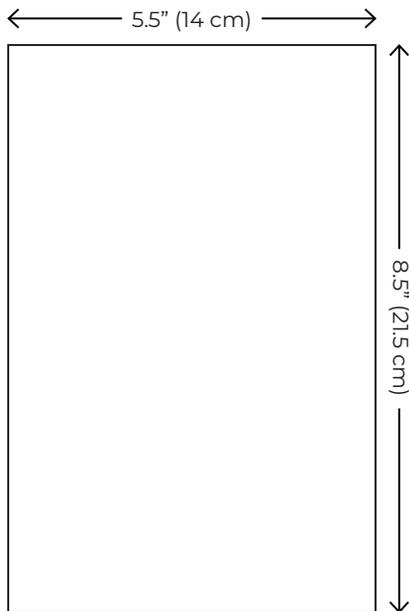
**Without your help, none of this would be possible.  
Thank you for your support!**



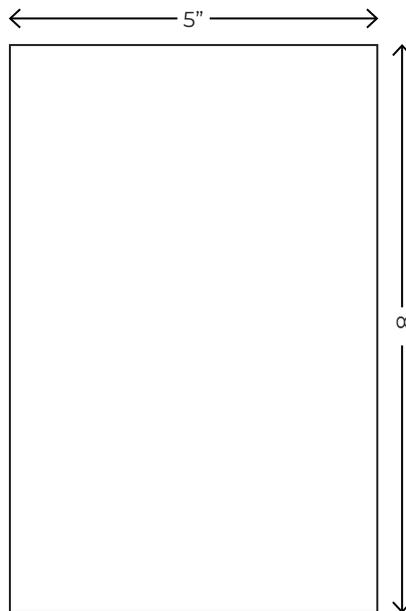
# Appendix 2

## Advertising Details

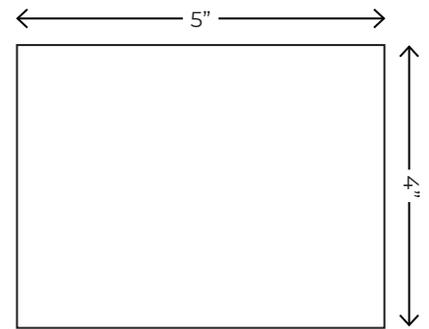
### Program



### Ad: Full Page



### Ad: Half Page



### File Requirements

**Logo** Hi-Res .eps file

**Ad** Hi-Res .jpg file

### Submission Deadline

Friday, March 9, 2019

# Appendix 3

## Sponsorship Form

*Yes! I want to become a sponsor...*

**Company Name** (as it should appear on event recognition)

\_\_\_\_\_

**Contact Name** \_\_\_\_\_

**Address** \_\_\_\_\_

**Telephone Number** \_\_\_\_\_

**Fax Number** \_\_\_\_\_

**Email** \_\_\_\_\_

SPONSORSHIP COMMITMENT	PRICE	PLEASE INDICATE
PRESENTING SPONSOR	\$5,000.00	<input type="radio"/>
BENEFACTOR SPONSOR	\$2,500.00	<input type="radio"/>
PATRON SPONSOR	\$1,000.00	<input type="radio"/>
GELATO BAR SPONSOR	\$1,000.00	<input type="radio"/>
WINE SPONSOR	\$1,000.00	<input type="radio"/>
FRIEND SPONSOR	\$500.00	<input type="radio"/>
COFFEE BAR SPONSOR	\$500.00	<input type="radio"/>

### Method of Payment

Cheque made payable to Women's Habitat \_\_\_\_\_

Please charge my Visa/MasterCard in the amount of \$ \_\_\_\_\_

Card Number \_\_\_\_\_ Expiry Date (MM/YY) \_\_\_\_\_ CVS Number \_\_\_\_\_

Card Holder Signature \_\_\_\_\_