



# SPRING

TURNING SHOWERS INTO STRENGTH

## May 11th - 22<sup>nd</sup>, 2026

REGISTERED CHARITY NO.12912-2065RR-0001

# Sponsorship Package

Women's Habitat of Etobicoke has been a part of the South Etobicoke community - helping women and children who are survivors of abuse - for over forty years, with two main services; emergency Shelter, and Outreach Centre. We provide safety planning, emergency shelter, basic necessities, along with trauma-informed counselling, advocacy, referral services, and a wide range of services to help women and their dependents establish sustainable livelihoods.

## About the Event

Turning Showers into Strength is a two-week online fundraising campaign and auction supporting programs for women, children, and youth impacted by domestic violence and intimate partner violence.

By shifting gears—from crisis response alone to prevention, healing, and long-term safety—this campaign turns generosity into lasting change. Every bid and every donation help families move from uncertainty to stability, and communities toward safer futures.

## Why This Campaign Matters

Domestic violence and intimate partner violence impact entire families—not just in moments of crisis, but across generations. When we invest early, consistently, and compassionately, we help ensure that:

- Children grow up knowing safety and respect
- Youth develop the tools to build healthy relationships
- Women have the resources to thrive, not just survive

Your participation helps programs take root—programs that don't just weather the storm, but help people bloom after it.

## Why Financial Partnership Matters

For women, children, and youth impacted by domestic violence and intimate partner violence, change does not happen overnight. It begins when communities come together to invest early, thoughtfully, and sustainably.

Through this campaign, we are shifting gears—moving beyond crisis response alone to support programs that:

- Help women rebuild safety, confidence, and independence
- Support children and youth in healing and developing healthy relationships
- Prevent violence before it occurs by addressing behaviours, norms, and cycles of harm

Corporate partners play a critical role in helping these programs take root and grow.

# Sponsorship Levels

## Seed Partner (\$500)

*Planting the first seeds of change*

**Recognition Includes:**

- Logo recognition on campaign webpage
- Name listed in campaign thank-you communications
- Social media acknowledgment during the campaign

## Cultivator Partner (\$1,000)

*Nurturing growth and stability*

**Recognition Includes:**

- Logo recognition on campaign webpage
- Inclusion in one campaign email or social media post
- Acknowledgment in post-campaign impact communications

## Strength Builder (\$5,000)

*Helping programs flourish*

**Recognition Includes:**

- Prominent logo placement on campaign materials
- Recognition in multiple social media posts
- Post-campaign impact summary

*\*Sponsorship benefits can be customized for each business.*

**To Learn more:**

Lina Almanzan

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



# Sponsorship Assets Guide

## ASSETS REQUIRED

In order to provide the best quality and consistency across our event, and represent your brand at its best, we are providing the information below as a guide for what to send along with your sponsorship confirmation documentation.

### LINKS

- Company/Business Website
- All Social Channel Handles

### CONTENT

- Tagline(s) or Promotional Copy

### LOGOS

- High Quality Logo (ideally PNG or PDF)

*Logo files should be at least 500 x 500 pixels. Colours and gradients etc are great, but please ensure you provide versions that would show up nicely on different backgrounds.*

### For More Information:

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# Sponsorship Form

TURNING SHOWERS INTO STRENGTH

## YES! I want to be a sponsor.

Select Level:  Cultivator  Seed  Strength Builder

Company Name (as appears for recognition):

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Contact Name (as appears for recognition)

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Address:

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Telephone #:

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Email:

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Method of Payment:

**Cheque:** Payable to Women's Habitat of Etobicoke

**Credit Card**

\_\_\_\_\_

Card Number

\_\_\_\_\_

Exp Date

\_\_\_\_\_

CVC Number

**Credit Card:** I prefer to give the details over the phone or in person (contact information below).

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