VIRTUAL SPONSORSHIP PACKAGE

2020
WHO ARE WE?

Peel Children’s Aid Foundation, a leading charity in support of at-risk children and youth in Peel Region, is pleased to present the first ever Behaving Boldly Virtual Campaign: dedicated to educating and inspiring men and women in the GTA to stand TALL and be BOLD in support of children and youth involved with Peel Children’s Aid. Join us as we raise $100,000 in support of the increased and urgent needs during COVID-19 for at-risk children and youth involved in the child welfare system. A virtual celebration for the Behaving Boldly Campaign will be held on Thursday November 5, 2020 live on Facebook and YouTube.

WHAT DO WE DO?

With more than 66,000 children and youth living in poverty in the Peel Region, Behaving Boldly gives supporters the opportunity to come together with other influencers in the community to stand tall for vulnerable children and youth.

WHERE DO FUNDS GO?

- 125 laptops for youth to access e-learning tools and stay connected to their families
- Grocery gift cards
- Clothing
- Hygiene/Toiletries products
- Cell phones and cell phone plans
- Hair Care products for Black Youth
- Hand Sanitizer/Lysol Wipes/Hand Soap
- Infant supplies
- Medical supplies

CONTRIBUTIONS GO TOWARDS...

As COVID-19 continues to unravel as a global pandemic, Peel Children’s Aid Foundation is taking immediate, significant, and decisive action to raise an additional $250,000 to support children, youth, and families involved with Peel Children’s Aid. This Emergency Fund is needed to support over 400 families and 200 youth involved in the child welfare system with essential supplies and resources.

WHY SUPPORT?

Our families more than ever are overwhelmed with challenges such as poverty, unemployment, ill health, domestic violence, mental health issues, or caring for a child who has serious physical, emotional, or developmental difficulties.

Families who were already living on the margins are being pushed to survive. Stress is a contributing factor in domestic violence and child abuse. Peel Region has already seen a 20% increase in domestic violence cases. As the price of food and goods rises and shortages emerge, our families are not able to stock up on supplies and groceries. Many of our single moms are going hungry to feed their children. Some of the families we serve have no access to social benefits as they do not have immigration status.

For our youth living on their own, many have been laid off from their jobs. These are the same youth with little to no support system around them. Some of these youth have recently aged out of care and are trying to build life skills and find a way to stand on their own. Without steady income, many are at risk of poverty; some may be evicted from their homes leading to an increased risk of homelessness.

Peel Children’s Aid is an essential service and for children, youth, and families struggling to survive the effects are far reaching. Please be a hero to a child in need and assist Peel Children’s Aid Foundation in raising $100,000 to give our community the resources and services they need. These are not luxuries, they are necessities.
# Sponsorship Opportunities

## The Valiant
- **Price**: $15,000
- **Benefits**:
  - Opportunity to name a family room or car charging station at Peel Children's Aid Foundation's new home scheduled to be completed August 2020.
  - Logo added to donor wall at Peel Children's Aid Foundation's new home.
  - Co-branding with Peel Children's Aid Foundation and Behaving Boldly logo on all event materials including website, media, and virtual event video.
  - Opportunity to have a youth speak at one of your internal events.
  - Recognition by the Master of Ceremonies during the virtual event.
  - Plaque with sponsor logo.
  - Hyperlinked corporate logo on the Behaving Boldly website.
  - Recognition in post-event thank you email to event attendees.
  - Opportunity to submit a two-minute video featured at our virtual event.

## The Incredibles
- **Price**: $10,000
- **Benefits**:
  - Logo added to donor wall at Peel Children's Aid Foundation's new home scheduled to be completed August 2020.
  - Sponsorship recognition on all event materials including website, media, and virtual event video.
  - Opportunity to have a youth speak at one of your internal events.
  - Recognition by the Master of Ceremonies during the virtual event.
  - Plaque with sponsor logo.
  - Hyperlinked corporate logo on the Behaving Boldly website.
  - Recognition in post-event thank you email to event attendees.

## The Visionaries
- **Price**: $5,000
- **Benefits**:
  - Logo added to donor wall at Peel Children's Aid Foundation's new home scheduled to be completed in August 2020.
  - Sponsorship recognition on all event materials including website, media, and virtual event video.
  - Opportunity to have a youth present at one of your internal events.
  - Recognition by the Master of Ceremonies during the virtual event.
  - Plaque with sponsor logo.
  - Hyperlinked corporate logo on the Behaving Boldly website.
  - Recognition in post-event thank you email to event attendees.
  - Opportunity to submit a one-minute video featured at our virtual event.

## The Ambassadors
- **Price**: $2,500
- **Benefits**:
  - Recognition by the Master of Ceremonies during the virtual event.
  - Plaque with sponsor logo.
  - Hyperlinked corporate logo on the Behaving Boldly website.
  - Recognition in post-event thank you email to event attendees.

## The Advocates
- **Price**: $1,000
- **Benefits**:
  - Recognition by the Master of Ceremonies during the virtual event.
  - Hyperlinked corporate logo on the Behaving Boldly website.
  - Recognition in post-event thank you email to event attendees.

Please contact Cecilia Turnbull, Program and Development Coordinator, via email cturnbull@peelcas.org or phone (905) 363-6131 x 1150 for sponsorships and in-kind donations.

*Business letters available upon request*
SPONSORSHIP FORM

Company Name: ____________________________
Contact Name: _____________________________
Title: ____________________________
Address: ____________________________
City: ____________________________
Province: ____________________________
Telephone: ____________________________
Email: ____________________________

PAYMENT INFORMATION

☐ Cheque Enclosed (made payable to Peel Children’s Aid Foundation)
☐ Donation $ ____________________________

Please Charge: ____________________________

☐ Visa
☐ Mastercard
☐ American Express

Card Number: ____________________________ Expiry: ____________________________
Print Card Holder’s Name: ____________________________

Signature: ____________________________

SPONSORSHIP CONFIRMATION

☐ The Valiant ($15,000)
☐ The Incredibles ($10,000)
☐ The Visionaries ($5,000)
☐ The Ambassadors ($2,500)
☐ The Advocates ($1,000)

Please Send Form to Peel Children’s Aid Foundation:

P: 905 363 6131 x 1150
F: 905 363 6133
E: cturnbull@peelcas.org

BEHAVING BOLDLY

25 Capston Drive
Mississauga, ON, L5W 0H3

DONATION FORM

I would be pleased to add my name as a supporter of Peel Children’s Aid Foundation’s Men Behaving Boldly/Women Behaving Boldly by providing the following item(s) as a donation:

Items: ____________________________

Retail Value: ____________________________

Name (Company or Individual) as it will appear on Bid Sheet and/or display:

Company Name: ____________________________
Contact Name: ____________________________
Title: ____________________________
Address: ____________________________
City: ____________________________
Province: ____________________________
Telephone: ____________________________
Email: ____________________________

☐ I will deliver this item to:
25 Capston Drive
Mississauga, ON, L5W 0H3

OR

☐ The item(s) need to be picked up:
At: ____________________________
On: ____________________________

CHARITABLE BUSINESS NUMBER: 86452 1240 RR0001

PRIVACY NOTE: Peel Children’s Aid Foundation is collecting this information, as we may need to contact you in the future to thank you for your support, provide information about Foundation updates and events, and fundraising and volunteer opportunities that support the work at Peel Children’s Aid. To ensure accurate delivery of sponsorship benefits, payment is due prior to print deadlines.
THE COMMITTEE

BJ Bhal (Chair)
John-Bosco Agbasi
Sean Hill
Joel Goulding
Chris Wicken
Todd Kerr
Matthew Lareau
Jamie Kitchen
Daniel Lacey
Nick Iozzo
John McCall
Adam Hasen

Katya Shabanova (Chair)
Elaine Jenkins
Ashley Lang
Monica Kazmierczak
Lucy Kairalla
Michelle McLaughlin
Jenna Houssian
Tina Wolf

Craig Trenholm
(Behaving Boldly Chair)