



# Sponsorship Proposal

## 2022 Campaign



# About the Children's Foundation

The Children's Foundation of Guelph and Wellington is a local organization helping local families. Life can be challenging when there is barely enough money to cover basic human essentials like housing and proper nutrition. For many families in Guelph and Wellington the reality is that they have 'just barely enough' to look after their basic needs. We also know that for many families in our community, 'just barely enough' seems like a luxury.

Life is also an opportunity. Positive and rewarding experiences during key developmental years in childhood and adolescence can shape a child's future and help break cycles of hardship. Together with our donors, volunteers and community partners we find opportunities in the hard times so that we can help each child grow, explore and unleash their great potential. We invest in children today through our four programs: Adopt-A-Family, Food & Friends, Free to Grow, and Scholarships to build brighter futures tomorrow.

More than 3,000 volunteers work with the Foundation in one way or another. To best serve our community, the CFGW works closely with social service agencies, local municipalities, school boards, and other organizations.

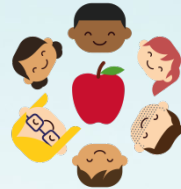
Your support of the Children's Foundation of Guelph and Wellington is an investment in the health and future of our community, an investment in brighter futures. In our world, opportunity outshines hardship every time.



# Did you know that in 2020:



**1,434 family and independent youth** referrals were sent to our Adopt-A-Family program in a record breaking year! **3,136 children and youth** woke up to gifts under the tree because of our incredible donors.



**105 Student Nutrition Programs** served **18,296 students over 963,000 meals** during in-school learning; and our emergency food support provided **over 168,000 meals** to children and youth who were learning remotely. That equals over **1.1 million meals** served to kids in our community!



**1,531 children** were supported through Free to Grow and Free to Grow at Home. **935 custom recreation kits** were delivered to keep kids moving, thinking & creating at home through the summer of 2020; and over **\$170,000 went back into local businesses.**



**21 Scholarships** were awarded to local students across 5 different scholarship funds. There were **16 female** and **5 male** scholarship recipients. **Health Care & Social Work** were the highest areas of study.



# Help Kids Live Free From Hunger

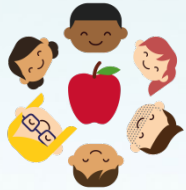
## Did you know?

- Every day, **many children and youth** in our community live **without basic necessities** that many of us take for granted.
- Often these children arrive at school without the proper nutrition they need to help them focus in class. **Put simply, they are too hungry to learn.**
- In 2021, our Live Free campaign was able to provide **over 30,000 meals** to local students throughout Dufferin, Wellington and Guelph.
- **This year we are hoping to provide the same support to local children and youth through the Live Free campaign.**



# Why We Have Student Nutrition Programs

The **Food & Friends Program** provides breakfast, morning meal, snack and lunch programs, offered throughout Dufferin, Wellington and Guelph agencies and schools. Children and youth are offered the proper nourishment to allow them to better focus on their day of learning.



**More than 2 million children** in Canada arrive at school with an empty stomach, not ready to learn.



We support **103 Student Nutrition Programs**, feeding **over 18,000 students**.



**\$1.85** will provide a **nutritious meal** to a local student, giving them the nutrition to learn. Our budgets are beginning to show that this cost is quickly increasing.

# What can you do to make a difference?

**Make an impact in the community where your employees and customers live and work!**

As a Live Free Sponsor, you will be contributing to food security for local children and youth through the **Food & Friends student nutrition programs.**

**This is a fantastic opportunity for your sponsorship support to help bring healthy food to hungry minds!**

Find the sponsorship level that is best for your business. All levels of sponsorship will receive recognition during the Live Free campaign!



# sponsorship Levels

Sponsorship Level	Sponsorship Benefits
<p><b>Presenting Sponsor</b> \$15,000</p> <p><b>SOLD OUT</b></p>	<ul style="list-style-type: none"> <li>• Presenting Sponsor naming rights across all campaign assets and communications</li> <li>• Contribute to our Live Free campaign, and help kids to live free from hunger</li> <li>• Company logo &amp; link on CFGW Live Free campaign website</li> <li>• Highlight as Presenting Sponsor (linked to your channels/website) in promotional/thank you campaign emails</li> <li>• Logo recognition &amp; announcement on social media (<i>over 8,300 followers across platforms</i>)</li> <li>• Prime social media coverage during campaign</li> <li>• Opportunity to distribute branded promotional materials to schools/community (optional)</li> <li>• Presenting Sponsor name recognition in all media coverage (radio, tv, press release, etc.) that is secured</li> <li>• Cheque presentation photo on CFGW social media channels, option for video coverage as well</li> <li>• Donor Hall of Fame recognition provided/updated based on applicable level</li> </ul>
<p><b>Sunshine Sponsor</b> <b>1 Available</b> \$7,500</p>	<ul style="list-style-type: none"> <li>• Contribute to our Live Free campaign, and help kids to live free from hunger</li> <li>• Logo recognition &amp; announcement on social media (<i>over 8,300 followers across platforms</i>)</li> <li>• Company logo &amp; link on CFGW website campaign page</li> <li>• Highlight as sponsor (linked to your channels/website) on social media, in promotional/thank you campaign emails</li> <li>• Opportunity to distribute branded promotional materials (optional)</li> <li>• Extensive social media coverage during campaign</li> <li>• Cheque presentation photo on CFGW social media channels</li> <li>• Name recognition in applicable media coverage</li> </ul>

# sponsorship Levels

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<p><b>Well-Being Sponsor</b> <b>1 Available</b> \$5,000</p> <p><b>SOLD OUT</b></p>	<ul style="list-style-type: none"> <li>• Contribute to our Live Free campaign, and help kids to live free from hunger</li> <li>• Logo recognition &amp; announcement on social media (<i>over 8,300 followers across platforms</i>)</li> <li>• Company logo &amp; link on CFGW website campaign page</li> <li>• Highlight as sponsor (linked to your channels/website) on social media, in promotional/thank you campaign emails</li> <li>• Social media coverage during campaign</li> <li>• Cheque presentation photo on CFGW social media channels</li> <li>• Name recognition in applicable media coverage</li> </ul>
<p><b>Strengthening Sponsor</b> <b>2 Available</b> \$2,500</p> <p><b>1 LEFT!</b></p>	<ul style="list-style-type: none"> <li>• Contribute to our Live Free campaign, and help kids to live free from hunger</li> <li>• Logo recognition &amp; announcement on social media (<i>over 8,300 followers across platforms</i>)</li> <li>• Company logo &amp; link on CFGW website campaign page</li> <li>• Highlight as sponsor (linked to your channels/website) on social media, in promotional/thank you campaign emails</li> <li>• Social media coverage during campaign</li> <li>• Name recognition in applicable media coverage</li> </ul>



# sponsorship Levels

Sponsorship Level	Sponsorship Benefits
<p><b>Nourishing Sponsor</b> <b>2 Available</b> \$1,000</p> <p><b>SOLD OUT</b></p>	<ul style="list-style-type: none"> <li>• Contribute to our Live Free campaign, and help kids to live free from hunger</li> <li>• Logo recognition &amp; announcement on social media (<i>over 8,300 followers across platforms</i>)</li> <li>• Company logo &amp; link on CFGW website campaign page</li> <li>• Highlight as sponsor (linked to your channels/website) on social media, in promotional/thank you campaign emails</li> <li>• Social media coverage during campaign</li> </ul>
<p><b>Friend Sponsor</b> <b>10 Available</b> \$500</p>	<ul style="list-style-type: none"> <li>• Contribute to our Live Free campaign, and help kids to live free from hunger</li> <li>• Logo recognition &amp; announcement on social media (<i>over 8,300 followers across platforms</i>)</li> <li>• Company logo &amp; link on CFGW website campaign page</li> <li>• Highlight as sponsor (linked to your channels/website) in promotional/thank you campaign emails</li> </ul>

Interested in getting involved? We would love to hear from you!

To find the right sponsorship opportunity for your company, please contact:

**Amanda Kavchak**

***Communications & Marketing Manager***

[amanda@childrensfoundation.org](mailto:amanda@childrensfoundation.org)

519-826-9551 ex.27

\*or your direct contact at the Children's Foundation

# Thank YOU!



**Children's**  
**FOUNDATION**  
OF GUELPH AND WELLINGTON

**Food & Friends Program**

DUFFERIN • WELLINGTON • GUELPH