

HOPE

HONOURING OUR PARTNERS' EXCELLENCE



PEOPLE FIRST, COMMUNITY ALWAYS

THE EVENT

Aspen Family and Community Network (Aspen) is excited to host the 2019 HOPE Awards on Thursday, May 30th. The HOPE Awards recognize teams, individuals and organizations who, in partnership with Aspen, have made substantial contributions in the lives of individuals and families. The awards are a recognition of excellence for those making the greatest impact on complex community problems.

This year's event will begin with a hot buffet breakfast at 7:00am, followed by a formal program from 7:30 to 9:00am. Our hosts for the morning will take you on a journey of celebration and recognition as we learn about the impactful stories of our six award winners.

In honour of Aspen's 35th anniversary this year, a PechaKucha style presentation will be incorporated into the program, providing an opportunity to celebrate the many successes made possible through our partnerships in the community. The morning will close with stories of impact, reminding us all why we do what we do.

THE OPPORTUNITY

The 2019 HOPE Awards will bring together leaders and changemakers from more than 40 different social service agencies and partners in Calgary and surrounding areas. As a sponsor of this year's event, you will have the opportunity to engage and network with individuals, groups and organizations who are driving change and impacting lives in our city. You will be aligned with other community partners who share Aspen's values of empathy, diversity, community and partnership. Additionally, you will be highlighted as a business that helps to achieve sustainable solutions and measurable change in Calgary and area.

THE AGENCY

Aspen is a bold, thoughtful and trusted innovator in tackling a wide range of social issues affecting individuals, families and communities. Our organization responds to community needs, offering supports and assistance to those in need, while advocating on behalf of thousands of single parents, new immigrants, Indigenous Peoples, children, youth and families in Calgary. Through 18 unique yet complimentary programs, we help people move from vulnerability to stability, from poverty to economic and social resilience, and from isolation to active participation in their community.

Working with our partners from across sectors, we are building diverse, engaged and supportive communities, addressing social problems, transforming social systems, and helping create the conditions necessary for lasting change. We envision a world where all people have access to the opportunities, resources and supports needed to realize their potential, achieve their goals and build brighter futures.

THE BENEFIT

As a sponsor of this year's HOPE Awards event, you are eligible to receive the following benefits. Each of these opportunities are available for customization based on your marketing and philanthropic interests.

PRESENTING SPONSOR - \$10,000

- Logo inclusion and sponsorship mention on all event invitations; sent digitally to 200+ guests.
- Dedicated social media posts with sponsorship mention to a following of 2000+ users.
- Logo inclusion in all six award winner videos; to be viewed by 220 guests at the event, shared on the Aspen website and promoted through social media channels following the event.
- Logo inclusion on event programs, photo backdrop and framed custom word art for all nominees.
- Opportunity to host a table of eight guests at the event for breakfast and networking.
- Opportunity to address the guests through a two minute remark at the event.
- Opportunity to be on stage and assist with the distribution of awards to the honourees.
- Eligible for an \$8,000 charitable tax receipt

BREAKFAST SPONSOR - \$3,000

- Logo inclusion and sponsorship mention on all event invitations; sent digitally to 200+ guests.
- Social media mention an engaged following of 2000+ users.
- Logo inclusion on event programs and photo backdrop
- Four complimentary tickets to the event for breakfast and networking.
- Logo inclusion and mention of breakfast sponsorship on all tables (tent card).
- Eligible for a \$2,500 charitable tax receipt

PARTNER SPONSOR - \$500

- Sponsorship mention on all event invitations; sent digitally to 200+ guests.
- Social media mention from Aspen's Facebook, Twitter and Instagram channels.
- Logo inclusion on event programs and photo backdrop
- Two complimentary tickets to the event for breakfast and networking.
- Eligible for a \$400 charitable tax receipt

**** Individuals who wish to sponsor the event with no marketing benefits are eligible for a full tax receipt. ****

To become a sponsor please contact: Ashlee Hamblin at 403.463.8936 or ahamblin@aspenfamily.org



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ADDITIONAL DONATION OPPORTUNITIES

Are you interested in supporting a project or program that will enhance the work of a bold and innovative social services agency who is doing things differently in Calgary and area? Below are a few opportunities - your commitment to these projects will be celebrated at the HOPE Awards (unless you prefer to remain anonymous).

ADVANCING PRACTICE

Support a team that integrates data, evaluation, knowledge and clinical practice to effectively and consistently advance service delivery. Your support of Aspen’s Advancing Practice team will provide individuals and families the best possible opportunity to achieve their goals and enhance their lives.

Aspen’s Advancing Practice team improves the agency’s ability to provide streamlined, innovative and client-centered services in Calgary and area. By working across all agency programs this team is positioned to guide services differently through the identification of trends, gaps, and opportunities for increased collaboration. Through this overarching agency lens, the Advancing Practice team uses data, evaluation tools, clinical practice models and targeted training to ensure that Aspen’s services are in line with emerging best practices and offer relevant supports to persons served. **Total fundraising target for this program is \$448,000.**

TRAINING & EDUCATION

Aspen employs a team of 130+ highly qualified people who provide intensive support to 4,000 individuals annually. The Aspen team serves an additional 65,000 people each year through community based programming. As an accredited organization that strives to be innovative and current, all team members are required to participate in select mandatory trainings. By ensuring that Aspen team members are amply trained, we are increasing our capacity to help people move from vulnerability to stability, from poverty to economic and social resilience, and from isolation to active participation in their community. **Total fundraising target for this project is \$20,000.**

FAMILY FUND

Help break the cycle of poverty for future generations. This fund helps families stay housed, provides parents with the skills they need to support their families and helps provide children with opportunities to participate in recreation and other activities essential for healthy development.

COMMUNITY FUND

Help build support networks for community members facing challenges at home or a lack of support or resources. This fund helps provide programming at our centres, ensuring people have access to a safe and supportive space to talk, learn, access resources and build meaningful connections with their neighbours.

YOUTH FUND

Help children and youth of all ages build the supports and skills needed to thrive. From providing supportive accommodations to youth unable to stay in their family homes to providing mentorship opportunities for young people transitioning to adulthood, this fund helps youth overcome hardship and achieve their goals.

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