

**2020 SPONSORSHIP  
OPPORTUNITIES**



# **Splash** *it Forward!*

**15TH Annual Splash of Red Gala reimaged!**

**SPLASH IT FORWARD 2020**

**October 1—30th, 2020**

**DIY Fundraising initiative supporting critical programs and services  
for youth experiencing homelessness, trauma and exploitation.**

**Every Donation and Sponsorship Matched!**



**PEOPLE FIRST,  
COMMUNITY ALWAYS**



**Boys & Girls Clubs  
of Calgary**



## About Trellis

On June 15, 2020, two organizations combined to become one big door for generational change. Boys & Girls Clubs of Calgary and Aspen Family & Community Network Society are now known as **Trellis**.

Trellis represents 117 years of combined organizational knowledge. We offer a comprehensive continuum of 33 programs supporting children, youth, families and communities to thrive. Our programs and services open a path upward for people from every background, including those caught at the intersections of society's most complex needs. Trellis shows up for individuals and communities with the support they need to grow beyond life's challenges and reach for their dreams. When you join the Trellis community, you are helping create generational change.

With your help, Trellis serves 9,000 people annually, and we do so with a single driving purpose – to unlock potential across generations.

### Together, we are:

- Working to end and prevent homelessness for families and youth.
- Strengthening communities by creating spaces of belonging and exploration, in hubs, clubs, schools and one-to-one support.
- Providing education and employment connections.
- Offering a safe home environment for youth and children through foster care and group care.
- Supporting deeper connections by meeting people where they are, across all cultures, languages and diversity spectrums.

Thank you for being part of our incredible community of support!



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## Splash of Red Committee

The 2020 Splash of Red Committee is made up of six incredible volunteers dedicated to supporting Calgary's vulnerable children and youth. For the past 15 years the committee has grown the event into one of Calgary's biggest fundraising galas in the city. At Boys & Girls Clubs of Calgary we are so grateful for the commitment and thoughtfulness this committee brings to the organization year after year. Their efforts have brought about the end of homelessness for many young Calgarians, restoring hope and possibility to those who would otherwise be without. Thank you to our 2020 Splash of Red Committee for transforming generosity into dreams.



### Splash of Red 2020

Elaine Frame, Barb Shaunessy, Ruth Beddoe, Sara Shaak, Holly Goulard, Murlyne Fong

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# **Splash** **it Forward!**

## **Helping vulnerable youth to thrive.**

Splash of Red is an annual fundraiser for youth healing beyond their experiences of homelessness, trauma and exploitation. Over the last 15 years the Splash of Red committee have raised more than \$5 Million dollars for Trellis programs, helping youth like Shawntel grow up healthy and thrive.

Shawntel spent six years in and out of Avenue 15, Calgary's only youth emergency shelter operated by Trellis. When Shawntel first arrived at Avenue 15 when she was only 12 years old. Shawntel describes Avenue 15 as somewhere she felt safe and loved, and that safety became her access point to a sense of belonging, addiction recovery and education supports. Today Shawntel is a proud mother, working toward her social work degree, intent on helping other youth like her to thrive.

Earlier this year Covid19 put an end to fundraising events. At the same time, the Splash of Red committee knew that even more youth would need our help and so they turned on a dime to reimagine Splash of Red into Splash it Forward 2020. There may not be a grand gala this year, but you are still invited to Splash it Forward by making a donation, invite friends and family to do the same, or hosting your own personal fundraising initiative. When you participate in Splash it Forward, you are making a tangible difference in the lives of youth experiencing homelessness, trauma and exploitation.

Thanks to an incredible donor, **every sponsorship and donation are being generously matched.**

## **How to Splash it Forward in 2020!**

- 1. Make a donation today! [splashofredyyc.com/donate/](https://splashofredyyc.com/donate/)**
- 2. Host a personal fundraising event or initiative.**

We'll help you create your own fundraising page. Then you invite friends and family to donate.

Learn more and sign up here: [splashofredyyc.com/register](https://splashofredyyc.com/register)

- 3. Sponsor Splash it Forward.**

Get recognized for your community leadership and commitment to seeing young people thrive.

To learn more about sponsorship opportunities and recognition strategies, see page 5 of this document, email or call Special Events Officer, Riley Fisher at 403.470.3819, or by email at [rfisher@bgcc.ab.ca](mailto:rfisher@bgcc.ab.ca).

Each year, with your help, Trellis supports 9,000 Calgarians to heal and move beyond some of life's most complex challenges. Thank you for being part of our incredible community of support.

Please consider helping us Splash it Forward today.

[splashofredyyc.com/donate](https://splashofredyyc.com/donate)



# Splash it Forward!

## Sponsorship Opportunities

- Platinum Sponsor           \$15,000
- Gold Sponsor                 \$10,000
- Silver Sponsor               \$5,000
- Bronze Sponsor              \$2,500
- Donation                     Every Dollar Counts!

When you sponsor Splash it Forward, you give them a reason to smile.

And every sponsorship dollar is being generously matched, effectively **doubling your investment in futures filled with possibility!**





# Sponsorship Benefits

Community investment is about more than brand recognition, Splash it Forward sponsors are recognized as community leaders, committed to seeing young people thrive.

On any given night more than 270 youth experience homelessness in Calgary. Trellis' youth emergency shelter, Avenue 15, provides youth experiencing homelessness with temporary shelter and basic needs support, as well as a compassionate and comprehensive support system to assist in reuniting youth with their families or finding alternative living arrangements.

*Note: Recognition strategies outlined in the table below are customizable. Please contact Riley Fisher, Special Events Officer for Trellis to create a sponsorship package to meet your business development needs.*

SPONSORSHIP BENEFIT	PLATINUM \$15,000	GOLD \$10,000	SILVER \$5,000	BRONZE \$2,500	DONATION (Any Amount)
Link and logo on Splash of Red website	X	X	X	X	X—Name only
Link and logo on Trellis website	X	X	X	X—Name only	X—Name only
Logo and name in Trellis campaign video	X	X	X	X	
Social media recognition	X	X	X		
Logo recognition on all donor thank you materials.	X	X			
Name and logo on press release	X				
Private tour of Avenue 15 and Lunch & Learn for staff (post-COVID-19)	X				
Editorial in Trellis blog	X				
Tax receipt					X

Thank you for your interest in Splash it Forward Sponsorship.

For more information or to explore customized sponsorship recognition, please contact:

Riley Fisher, Special Events Officer

[rfisher@bgcc.ab.ca](mailto:rfisher@bgcc.ab.ca)

[403-470-3819](tel:403-470-3819)

[www.splashofredyyc.com](http://www.splashofredyyc.com)

2019

# SPLASH OF RED

14 YEARS AND COUNTING!



## 2019 by the numbers

WE RAISED

# \$755,477.81

## DONATIONS = 107



6



committee members



19 BGCC youth employed by **Splash of Red Gala**

295 guests attended



70 silent auction items

8 live auction items

### « OUR REACH »



872k

Bill Brooks Calgary Herald article



80.6k

Splash of Red #SplashIsBack2019



Boys & Girls Clubs of Calgary **80 YEARS**

[boysandgirlsclubsofcalgary.ca](http://boysandgirlsclubsofcalgary.ca)

# Splash of Red 2019!

## Splash it Forward

### Making a meaningful difference for vulnerable youth!

Thank you to all who attended Splash of Red in 2019!

Together we celebrated Boys & Girls Clubs of Calgary, now Trellis, and our continued dedication to vulnerable youth, and together we raised more than \$750,000!

Because of your generous support, there are 5,721 children and youth whose lives hold greater promise this year. Among them, 511 were specifically supported to move beyond their experiences of homelessness, exploitation and trauma.

### Thank you!

Splash it Forward 2020 is Splash of Red reimagined - a fundraising initiative running from October 1-30, 2020 continuing to support programs and services for vulnerable youth. Opportunities to participate include donating, creating your own fitness or personal fundraising challenge, or sponsorship.

To learn more about sponsorship of Splash it Forward 2020, how to set up your own fundraising challenge, or explore customized recognition strategies, please contact:

### Riley Fisher

Special Events Officer

[rfisher@bgcc.ab.ca](mailto:rfisher@bgcc.ab.ca)

[403-470-3819](tel:403-470-3819)

**PS. Don't forget! Donations and sponsorships to Splash it Forward are being generously matched, effectively doubling your investment in futures filled with possibility!**





# **Splash** *it Forward!*

**Every sponsorship and donation  
generously matched in support of  
vulnerable youth.**



Trellis. 731 13 Ave NE, Calgary AB, T2E 1C8  
Charitable Registration: # 10680 4669 RR0001