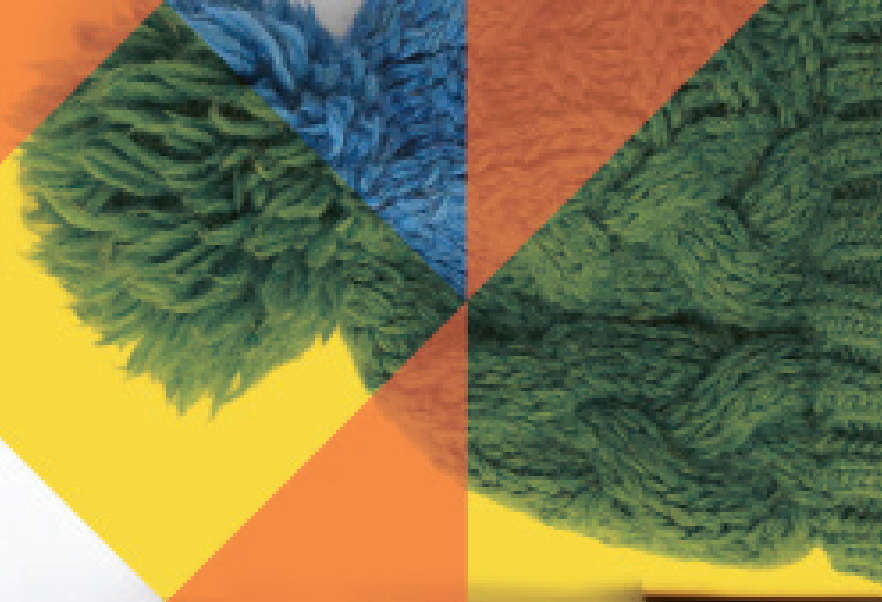
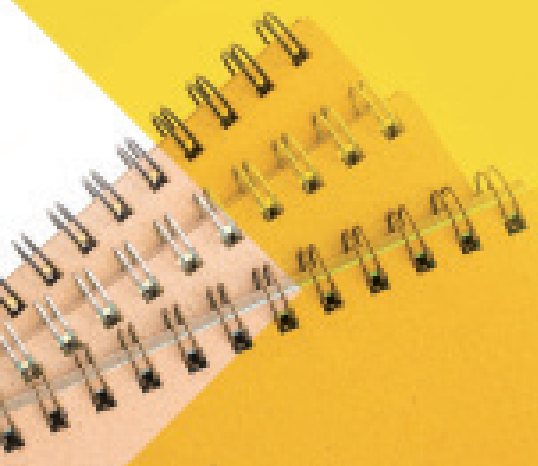




# HELP DELIVER JOY, HOPE AND DIGNITY TO LOCAL WOMEN IN NEED

Sponsorship Opportunities  
Presented by The Shoebox Project for Shelters  
[www.shoeboxproject.com](http://www.shoeboxproject.com)



# ABOUT US



**What we do:** The Shoebox Project for Shelters collects and distributes gifts in the form of Shoeboxes to women who are homeless or at-risk of homelessness in communities across Canada and the US. Each Shoebox is filled with items valued at \$50 that can enhance self-esteem and reduce feelings of isolation for women in crisis.

**Why it matters:** For women who have been displaced from their homes and estranged from their families, the holidays can be a particularly challenging time. Often, women feel disconnected from society, forgotten and alone. Reducing the feelings of isolation and loneliness faced by women living in shelters is one of the most important outcomes of The Shoebox Project. A Shoebox gift is a powerful reminder for a woman that she has not been forgotten and that she remains a valued and respected member of her community.


For those giving gifts, The Shoebox Project is an opportunity to brighten the day of someone in your community. This small gesture of kindness has an immediate and positive impact on the woman who receives it.



**Who we help:** We deliver gifts to any and all locations where women and girls are seeking shelter and support, this includes: homeless shelters, support centres for abused women, emergency shelters, transitional houses, youth shelters, assisted living facilities, drop-in centres, and affordable housing units.

## The first national gift drive to bring joy to women:

Since 2011, we have delivered a total of **91,400** gifts valued at **\$4,570,000**


Local chapters are on the ground in **40**  communities


In 2016, in Canada and the United States, we have:  
delivered **36,690** Shoeboxes to women living in **252** communities.  
partnered with **537** organizations that provide shelter and support to women  
supported the work of **>750** volunteers across **50** local chapters

## For women at risk, we want to:

restore dignity 

improve confidence 

reduce social isolation 

strengthen sense of belonging 

## For community members, we offer:



An easy way  
to brighten  
someone's day



Low cost donation  
to something  
meaningful



A hands-on activity  
to share with their  
family and friends



A grassroots  
initiative to bring to  
their community.

# OUR STORY



**In 2011**, four sisters-in-law in Toronto – Caroline, Jessica, Vanessa and Katy Mulroney – sent an email to their friends asking them to fill shoeboxes with gifts for women living in a Toronto shelter. Due to an overwhelming response, the Mulroney family delivered 400 Shoeboxes to women living in several shelters that year, and The Shoebox Project for Shelters was born. This small initiative inspired an active grassroots movement across the country, and five years later, gifts from The Shoebox Project were delivered to over 36,500 women across Canada and the US.

Support The Shoebox Project for Shelters and send a message of hope to women in need.



**“Many of the clients here feel forgotten, neglected, and abandoned by society. The gifts you provided help reiterate the message of HOPE that they are tremendously precious people, and many of us in society *believe in them*”**

- Captain Rodney Bungay, Winnipeg Booth Centre

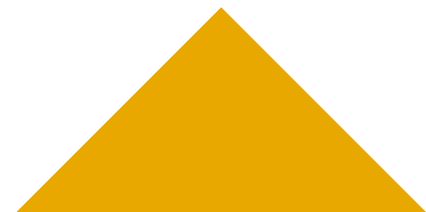
# MEDIA



The Shoebox Project for Shelters has developed high profile gift drives across Canada and the US, which are well promoted at the local and national level.

The Shoebox Project's founders, volunteers and staff have featured on national television programs like Canada AM and CTV's ETALK as well as on local programs like Breakfast Television and CTV News in several markets across Canada. The charity has also been mentioned in many local, national and international publications including People, Hello! Toronto Life and InStyle.

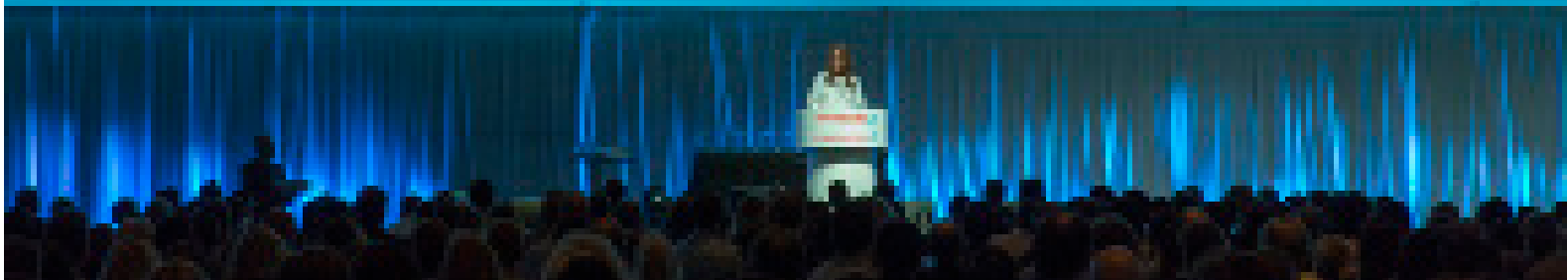
Over the past few years, The Shoebox Project has been supported by the players and families of a number of professional sports teams. The wives and girlfriends of the Calgary Flames, Toronto Maple Leafs and Toronto Raptors created their own Shoeboxes for women living in local shelters and collected hundreds of donations from fans before games. The promotion of these events reached millions of potential supporters.



# MEDIA



92% of our supporters are women. 28% aged 35-44, 23% aged 55-64, 21% aged 25-34



# SPONSORSHIP



## We're looking for financial sponsors

to help support us in our work.

### In return, your organization will:

- Attract local and national exposure
- Be attached to a positive, philanthropic cause that makes at risk women feel special
- Make a real and memorable difference in your community

**The following sponsorship packages serve only as examples. Our sponsorship packages are completely customizable to suit your company's individual needs and strategic priorities. Contact us today and let us know how you see us working together!**

### Premier Sponsor

\$75,000 and above

- Logo on all promotional items (including posters, postcards, digital promos)
- Blog article during high traffic holiday months
- Logo on Social media banners
- Logo featured on homepage of website
- Recognition on social media, including facebook, Instagram, twitter

### Gold Sponsor

\$25,000 and above

- Custom recognition/visibility during high traffic holiday months
- Logo featured on website year-round
- Recognition on social media, including facebook, Instagram, twitter

# SPONSORSHIP



## Silver Sponsor \$10,000

- Logo featured on website
- Recognition on social media, including facebook, Instagram, twitter

## Bronze Sponsor \$5,000

- Logo featured on website

## Corporate Partner

We are always seeking corporate partners to help us achieve our mission! A partnership can take a variety of forms and can include:

- In-kind donations
- Third party fundraising events
- Donations of professional services
- Employee Gift Drives / Volunteer Days

**Bringing The Shoebox Project to your company is a simple and fun way to get your team engaged in your corporate giving program.**



# SPONSORSHIP

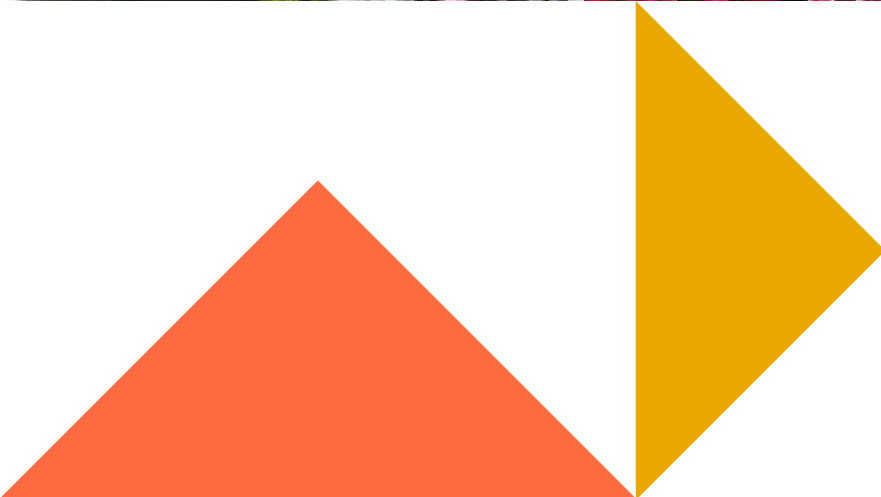


## Employee Shoebox Gift Drives are:

- a fun, hands-on team building activity
- a meaningful way to give back to your local community
- easy to plan and execute,
- flexible; can be tailored to suit any corporate environment, timeline, or budget
- a non-denominational holiday activity for staff of all backgrounds and beliefs

Get in touch today to discuss these sponsorship and partnership opportunities in more detail!

Lesley Hendry, Executive Director | 1(800) 819-8579 | [lesley@shooboxproject.com](mailto:lesley@shooboxproject.com)



# SUPPORT



**When you** support The Shoebox Project, you're in good company!

National Corporate Sponsor



Gold Sponsors



A few of our In Kind Sponsors



A few of our Corporate Partners

HOLT RENFREW



# OUR BOARD



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Media Relations and Marketing Consultant

### **Krystal Koo**

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### **Caroline Mulroney Lapham**

VP, BloombergSen Investment Partners

### **Ben Mulroney**

Anchor, CTV's Your Morning & eTalk

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Montreal Coordinator, The Shoebox Project

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CPA, CA, ForStar Family Office





# Support The Shoebox Project for Shelters

720 Bathurst Street  
Toronto, ON M5S 2R4  
t. 1 (800) 819-8579

Lesley Hendry, Executive Director  
lesley@shooboxproject.com

Charitable Registration #:  
833095045RP0001

