

OUR  
*Fundraising*

GOAL:

\$80,000.00

\$72,000.00

\$64,000.00

\$56,000.00

\$48,000.00

\$40,000.00

\$32,000.00



**AUNT  
LEAH'S  
trees**

*Sponsorship & Partner  
Opportunities*

Nov 25- Dec 21, 2016


\$8,000.00



[auntleahs.org](http://auntleahs.org)

# Join the Tradition

## *Give Kids a Home*



*“I think it’s a great cause and I would rather contribute to Aunt Leah’s than to a commercial lot. I like the atmosphere at Aunt Leah’s and I know the trees are local.*

*I wanted the money I spent on a nice Christmas tree to go to good use. To help young people who need it most :)*

*It was for our company and we like that the money is going to a local charity.*

*I wanted a tree locally and came across Aunt Leah’s and decided with my husband we would purchase a tree where proceeds would benefit those in need.*

# Why Sponsor Aunt Leah's Trees?

## Community

For over 20 years Aunt Leah's Trees has been selling quality, Pacific Northwest Christmas Trees to communities across Metro Vancouver. For many families and volunteers, visiting one of our tree lots has become a holiday tradition. It offers families and friends a chance to get into the holiday spirit, while giving back to a great local cause.

## Reach

With five locations across Metro Vancouver, Aunt Leah's Trees is the largest charity tree lot in Canada. The tree lots (powered by hundreds of amazing volunteers!) sold over 4,600 trees in 2015 and attracted approximately 10,000 people. The lots regularly garner both local and national media attention.

## Impact

The resulting impact of this social enterprise is twofold. First, it provides vital funding to Aunt Leah's programs, like *Thresholds*, which works to keep mothers united with their children. Second, it generates awareness around one of the most pressing social issues of our day, youth homelessness.



# Include Your Brand in One of Canada's Largest Charity Tree Lots

November 25<sup>th</sup> - December 21<sup>st</sup>, 2016

## **Key Metrics**

**4,600+** Christmas Trees Sold

**10,000+** Visitors

**400+** Volunteers

**300+** Tree Lot Signs Across Metro Vancouver

**100,000+** Cars Pass by Tree Lot Signs

**5** Tree Lot Locations (*Vancouver, Burnaby, Coquitlam, North Vancouver, New Westminister*)

**20,000+** Social Media Impressions

**2,000+** Social Media Followers

**3,000+** E-Mails Sent

**15+** Local & National Earned Media Spots (*Print, TV, Radio, Web*)

*//// and the Best Stat...*

**\$125,000+** Raised for Local Foster Youth & Mothers in Need



# *Sponsorship*

## *Categories & Promotion*

### ***Sign Sponsor: \$10,000***

- Company logo appears on all non-sponsor signs located throughout all of our Tree Lots
- Space for promotional material at checkout tent
- Free Christmas tree
- Promotion of your company in Tree Lot social media campaign
- Dedicated page for company promotion in 3,500+ Tree Lot Booklets
- Logo appears on Aunt Leah's Tree Lot web-page

\*\*\*Signs last for 3 years!

### ***Star Sponsor: \$5,000***

- 2 large signs with your company logo in every lot
- Space for promotional material at checkout tent
- Free Christmas tree
- Dedicated page for company promotion in 3,500+ Tree Lot Booklets
- Promotion of your company in Tree Lot social media campaign
- Logo appears on Aunt Leah's Tree Lot web-page

### ***Demonstration Forest Sponsor: \$1,000***

- 1 medium sized sign appears at the entrance of every Tree Lot in the demonstration forest area, where all tree styles and their information are displayed
- Logo appears in 3,500+ Tree Lot Booklets
- Logo appears on Aunt Leah's Tree Lot web-page

### ***Tree Row Sponsor: \$500***

- 1 medium sized sign appears at the head of rows of trees in every lot
- Name appears in 3,500+ Tree Lot Booklets
- Name appears on Aunt Leah's Tree Lot web-page

### ***In-Kind Sponsor***

In-Kind sponsors qualify for promotional benefits equivalent to value donated



## *Building a Brighter future for Foster Kids*

Aunt Leah's Place is a registered charity that, for more than 25 years, has been helping kids in foster care and teen moms achieve a better future by providing guidance, supported housing, job training and coaching in essential skills.

We believe every young person deserves to feel safe, cared for and have a sense of belonging. Unfortunately, this is not the experience for many teens in the foster care system. When they “age out” of government care at 19, nearly half will end up becoming homeless and completely alone. Aunt Leah's Place tries to fill that gap and provide the loving support young people in care so desperately need and deserve.

### ***Stable Support = Positive Results***

By targeting the “entry” and “exit” points of the Foster Care system, Aunt Leah's programs are proactively reducing future generations of homelessness across Metro Vancouver. Last year 88% of program participants maintained safe and secure housing and many participants received job certifications (i.e. FoodSafe) or worked towards completing their educational goals. These positive results are why Aunt Leah's Place has **1:5 Social Return on Investment (SROI)**, as privately evaluated by *Success Markets Inc.* Meaning for every dollar invested, \$5 is contributed back in savings to society and gains to participants.

# Contact

*Join the Tradition & Sponsor a Great Cause*



## **Karin King**

Sponsorship Coordinator

604-525-1204

kking@auntleahs.org



## **Angelina Oates**

Director of Social Enterprises

604-525-1204 ext. 232

aoates@auntleahs.org



## **Aunt Leah's Place**

816 20th Street

New Westminster, BC V3M 4W6

604-525-1204 |auntleahs.org



## **Aunt Leah's Trees**

**November 25<sup>th</sup> - December 21<sup>st</sup>**

*Kerrisdale, Metrotown, Brewery District,*

*Coquitlam Centre, Lonsdale Quay*

