



Hope & Health

Lifting Each Other Up

ONE OF A KIND SPONSORSHIP OPPORTUNITIES

HOPE & Health

SA
LINDY KASTORON





OUR VISION

We envision a future where all Indigenous children and youth carry themselves with pride and confidence, achieving their highest potential and dreaming big.

OUR MISSION

Hope and Health is building a soccer-based movement that engages Indigenous children and youth in care and at risk to improve long-term health and life outcomes.

OUR PRIMARY TARGET AUDIENCE

Indigenous children and youth, including those that are living in foster care or otherwise at risk. Indigenous children and youth are the most vulnerable members of Canadian society, and are affected by multiple challenging social determinants of health which result in them being over-represented in foster care and at higher risk for suicide, addiction and domestic violence.

OUR ACCOMPLISHMENTS

Hope and Health reflects a movement. By finding opportunities and initiatives to engage Indigenous children and youth on a continuous basis, the children and young leaders who are the heart and centre of this movement experience hope and health, inspiration, and mentorship through soccer. To date, the impact has been:

- **1,800** Indigenous children and youth have attended Hope and Health day camps
- **1,000** people have attended our “Evening of Champions” events
- **20** seaplane trips across the Coast Salish Sea have been made by Whitecaps FC players and special guests
- **800** soccer boots have been collected through various boot drives and distributed to Hope and Health children and youth



OUR COMMITMENT TO OUR SPONSORS/ PARTNERS

- We only partner with “like-minded” caring and motivated citizens who want to make a real difference on the ground with their philanthropic contributions.
- We value the relationship and ensure that our partner’s needs and ideas are valued and inform our planning and commitments to one another.
- 100% of the corporate and private donations go directly to the children and youth, funding the kit (jersey, ball, socks), food and costs of delivering the Hope and Health events.

BENEFITS OF CORPORATE SPONSORS

A strategic partnership with Hope and Health offers a unique opportunity. Become part of an innovative and global movement to utilize sport to create social change. Through this, you gain access to experiences that involve high touch and interaction with professional soccer players and progressive community and company leaders who also share our vision and passion.

It’s a great way to enhance your company’s image while making a real difference “on the pitch” in the lives of Canada’s most vulnerable children and youth.





HOPE AND HEALTH “SKILLS AND DRILLS” COMMUNITY CAMPS

A full day “Skills and Drills” program dedicated to Indigenous children and youth. The day provides the highest touch opportunity to interact with the Vancouver Whitecaps FC Players as well as Spike, the ‘Caps mascot, and special guests.

Each child/youth receives an authentic jersey, game sized ball, socks, lunch, snacks, full participation in the skills/drills program as well as partakes in other cultural activities/crafts and fun such as bouncy castles. We also set up a “Boot Drive” where children/youth may pick out a new/gently worn pair of cleats to keep.

The “Skills and Drills” component incorporates an evidence-based program that blends sport with specialized curricula that develop life and leadership skills amongst Indigenous children and youth. This has been designed in partnership with Coaches Across

Continents (CAC), global leaders in sport for impact. Since 2008, CAC has worked in 41 countries with 385 implementing community partner programs. Overall, they have educated and certified 18,474 community coaches and directly impacted 2,533,245 young people.

VIDEO FEATURES

Check out short video highlights of past years’ events and our Awareness Campaign here:

www.hopeandhealth.org/in-action/

MEDIA LINKS

Media links to past years’ events that showcase the event and promotional opportunity for Sponsorship:

www.hopeandhealth.org/in-the-news/

HOPE AND HEALTH AT HOME—"H3"

- Hope and Health is partnering with Coaches Across Continents to design and implement local weekly camps to increase our impact on the ground.
- H3 implements an evidence-based curriculum proven to develop life and leadership skills amongst Indigenous children and youth. The curriculum is delivered through soccer skills and drills, games and activities and purposefully utilizes sport to create social change
- Our intention is to move through start up and a one year pilot and then expand to include others, utilizing the experience and wisdom of the

local Indigenous coaches to train and mentor others. We envision building on our successes and lessons learned year after year to grow the program across Canada. We also plan to build a pipeline of future H3 coaches through the youth that participate in the program so that we have a succession plan across all of the geographic locations and a coaching pool to utilize nationally.

- Three locations weekly, central Vancouver Island. Program schedule to be announced for Fall 2017





SPONSORSHIP LEVELS

We value each and every contribution, as each and every child/youth counts.

Level | **LIFT A CHILD**

Empowers one child or youth to attend camp and partake in Hope and Health at Home ongoing (annual program).

Dollar Value | \$125.00 for the summer daycamp

Benefits

For every donation, your name/company logo will be added to our Hope and Health website and event video banner. You will be named as a member of the Hope and Health “Lift a Child” community.

Level | **LIFT A TEAM**

There are multiple All Native and Nation Based teams who wish to participate but may not have the funding to do so.

Dollar Value | \$1,500.00 sends a team to the summer day camp

Benefits

- Logo positioning on volunteer t-shirts
- Inclusion / recognition on promotional stories and video (both pre & post event)
- A recognition picture and plaque
- Access to VIP clubhouse at the Hope and Health event, where you may interact with the Hope and Health sponsorship community and professional players, while enjoying snacks and refreshments

Level | **LIFT A COMMUNITY**

Sponsor a specific Nation’s member children and youth to attend OR

Address a much-needed gap for children and youth living in foster care to attend (could be a specific geographic region or Nation-specific)

Dollar Value | \$5,000.00 to \$10,000.00

Benefits

For donations \$5K and above, we offer the additional benefits:

- Logo positioning on volunteer t-shirts
- Social media inclusion through Whitecaps FC social media channels
 - Will be referenced in at least 5 social media posts
 - Opportunity to address attendees and bring greetings during the event
- Onsite branding. Maximum 4 pop-banners (cost of banner/signage production is responsibility of sponsor)
- A team-signed authentic Whitecaps FC “Hope and Health” jersey, presented by Carl Valentine at the day camp
- 4 VIP Seating tickets to a Vancouver Whitecaps FC home game in 2017 MLS Season

Level | **LIFT A NEED**

Varies

Needs include:

- Flight costs for the Whitecaps FC to travel to the island event
- Healthy snacks
- Water
- Sunscreen
- Cleats
- Hats
- Bouncy Castles etc.

Dollar Value | May be monetary or in-kind donation

Benefits

Based on monetary value as outlined above.

For more information, please contact

Deana@hopeandhealth.org

COMMUNITY EVENTS

The Skills and Drills events are taking place July 25 in Vancouver (Musequeam Park Sports Field) and August 16 in Nanaimo (Merle Logan Turf Field).

www.hopeandhealth.org

Changing lives one goal at a time.

