

DISRUPTING
THE

STIGMA

**The Today Centre's 3rd Annual
Help Today, Hope Tomorrow Fundraising Breakfast**

Partnership Proposal Package



**THE
TODAY
CENTRE**

Family violence help starts today

'DISRUPTING THE STIGMA'

Stigma

Singular Noun: [stig-ma] a set of negative and unfair beliefs that a society or group of people have about something / a mark of shame or discredit associated with a particular circumstance, quality or person.

Synonyms: shame-disgrace-dishonor-stain-taint-guilt-discredit

Antonyms: credit-award-right-legitimacy-honesty-integrity-repute

As the definitions explain, once stigma surrounding an issue is established within society, those associated with its negative and unfounded beliefs can then become stigmatized. In the case of family violence, stigma creates barriers for those struggling with it and spreads societal fear and ignorance of both this issue, and victims and survivors.



Stigma. It's an ugly word, especially for victims and survivors of family violence. Stigma associated with family violence often establishes negative and unfounded societal beliefs that can deter those who need help from seeking assistance and supports to finding safety and moving forward.

However, for many fortunate enough to have not have experienced family violence, either personally or through the suffering of a loved one, the stigma surrounding family violence is unacceptable and needs to be disrupted.

That's why this year's theme for our 3rd Annual Help Today, Hope Tomorrow Fundraising Breakfast is '**Disrupting the Stigma**'. We want to focus on how we can, and why we should, disrupt our perceptions and assumptions about the realities of what it looks like to be a victim-survivor of family violence, especially after leaving the situation.

To help us gain a better understanding of this topic, we hosted two focus groups- one group comprising of past victims-survivors of family violence and the other group comprised of individuals who have never experienced family violence (personally or through a loved one's struggle) but wanted to do their part in dispelling the stigma and myths surrounding it. Each focus group was held separately but focused around similar questions relating to how victims and survivors feel stigmatized and in what ways those with no experience have already, or should have, responded to their struggle.

The results of the focus groups were encouraging. By correlating the insights and viewpoints we gathered from each, we were able to gain a better understanding of how we, as **a whole society**, can move closer to a place of comprehension, compassion, and awareness of family violence and in turn, perhaps provide the acknowledgement and validation those experiencing it deserve.

To help us communicate further what 'disrupting the stigma' entails, we invited Deena Kordt to be our guest speaker at this year's breakfast. In addition to being a renowned author, owner/publisher of Divorce Magazine Canada, founder of U Glow GRL, and host of the 'Hope in Hell' podcast series, Deena is also a survivor of over 30 years of family violence. Stay tuned to learn how she will tackle the topic of stigma related to her own experience and how she changed her 'internalized stigma' and suffering into that of a **victor**.

We hope you will join us at this year's Help today, Hope Tomorrow Fundraising Breakfast and learn how together, we can disrupt the stigma and find solutions to help those impacted by family violence find their way toward living a life free from abuse and the stigma that goes along with it.

Date: Thursday, November 23, 2023

Location: Delta Hotels by Marriott Edmonton Centre Suites
10222 102 St. NW, Edmonton, AB

Time: 7:30 AM - 9:30 AM

Tickets:



THE TODAY CENTRE

Serving Edmonton and its surrounding communities, The Today Centre (The Today Family Violence Help Centre) provides immediate help and guidance for anyone effected by family violence, as well as education about family violence for those in the social services sector and broader community.

At The Today Centre, we offer programs and services designed to meet the needs of adults experiencing family violence, and do so in a caring, compassionate, and non-judgmental manner. Regardless of gender, sexual orientation, ethnicity, culture, or socioeconomic status, our team of Family Violence Specialists provide a safe, confidential, and comforting environment for those impacted by family violence to share their story.

Our vision is to have a healthy community that is safe and free of family violence and our mission is to provide immediate, integrated, and inclusive services to individuals impacted by family violence while raising awareness, educating, and building capacity within the community. We do so through collaboration with multiple social-services based agencies, businesses and corporations, individual donors, and government and foundational funders. All so that we can offer those seeking help the guidance they need to move forward.

Irrespective of where a victim-survivor of family violence is on their journey towards safety and healing, all of us at The Today Centre walks alongside them, knowing that 'family violence help starts today'. For more information visit our website at www.thetodaycentre.ca.



PARTNERSHIP OPPORTUNITIES

Thank you for your interest in supporting 'Disrupting the Stigma' The Today Centre's 3rd Annual Help Today, Hope Tomorrow Fundraising Breakfast. Following this page are the financial and in-kind partnership opportunities we have available, please take some time to look them over and let us know which one(s) appeal to you.

Each of the partnership level titles were chosen to reflect the words victim-survivors of family violence from our first focus group, have used to describe themselves after their experience of family violence. These words reflect how these individuals felt once they were safe and no longer suffering abuse at the hands of the perpetrator. They are beautiful and empowering words, so please take a moment to reflect on each one and how 'disrupting the stigma' around family violence has had a positive effect on their lives.

Finally, please note that nothing in this package is written in stone. If you have other ideas on benefits, costs, or even levels, that may better suit your company's needs and interests, let's chat! Our main goal is to work with you and find an option that is mutually beneficial for all involved, so we can lend credibility both ways and together, help make this event a success. Please note that we do have two partnership levels, our presenting partner and our breakfast partner, listed as exclusive.

We look forward to connecting with you and developing a long-lasting partnership that will help raise awareness of the issue of family violence in our communities, raise fund to support The Today Centre's programs and services, and 'disrupt the stigma' associated with family violence. We hope you can join us!

If you have any ideas, questions, or comments, please do not hesitate to connect with us. Our contact information is below.



Financial Opportunities

Linda Kelly

(780) 392-3262 | (780) 455-6880

linda.kelly@thetodaycentre.ca

In-Kind Opportunities

Shay Notenbomer

(780) 392-3260 | (780) 455-6880

communications@thetodaycentre.ca

THE 'WARRIOR' PRESENTING PARTNER - EXCLUSIVE AT \$6000

To help cover any extra costs we will incur for the event. Having you on board will help us more than meet our fundraising goals and come out a success!

- Opportunity to address the audience for 3 minutes during formal program
- Handwritten thank-you card from The Today Centre Staff
- Naming opportunity for the event presentation
- Table of eight (8) at the event
- Verbal recognition by the MC as the 'Exclusive Warrior Presenting Partner'
- Visual recognition using name and/or logo on all event signage and program
- Opportunity to join the Executive Director in welcoming guests to the event
- Named in media whenever possible
- Name and/or logo and link to company website on The Today Centre's website
- Inclusion in 2-before and 1-after event social media posts
- Mention in a newsletter article following the event
- Mention in a blog post following the event
- Listing in The Today Centre's 2023/2024 Annual Report

THE 'HOPEFUL' BREAKFAST PARTNER - EXCLUSIVE AT \$4800

To help cover the food costs of the breakfast portion of the event and help ensure that every person in attendance gets fed a delicious meal to start the day off right!

- Opportunity to address the audience for 1 minute during formal program
- Handwritten thank-you card from The Today Centre Staff
- Six (6) tickets to the event
- Verbal recognition by the MC as the 'Exclusive Hopeful Breakfast Partner'
- Visual recognition using name and/or logo on all event signage and program
- Name and/or logo and link to company website on The Today Centre's website
- Inclusion in 1-before and 1-after event social media post
- Mention in a newsletter article following the event
- Mention in a blog post following the event
- Listing in The Today Centre's 2023/2024 Annual Report

THE 'STRONG' PARKING PARTNER - MULTIPLE AVAILABLE (\$3300)

Offering complimentary parking for guests and volunteers attending the event so that those who bring their vehicles can rest assured their payment is taken care of!

- Handwritten thank-you card from The Today Centre Staff
- Four (4) tickets to the event
- Verbal recognition by the MC as a 'Strong Parking Partner'
- Visual recognition using name and/or logo on all event signage and program
- Name and/or logo and link to company website on The Today Centre's website
- Inclusion in 1-before and 1-after event social media post
- Mention in a newsletter article following the event
- Mention in a blog post following the event

THE 'INDEPENDENT' AV & PHOTOGRAPHY PARTNER - MULTIPLE AVAILABLE (\$2800)

To help cover the costs of the event's AV & photography needs. Costs can include use of a video screen & equipment, microphones, stands, and other AV elements.

- Handwritten thank-you card from The Today Centre Staff
- Two (2) tickets to the event
- Verbal recognition by the MC as an 'Independent AV & Photography Partner'
- Visual recognition using name and/or logo on all event signage and program
- Name and/or logo and link to company website on The Today Centre's website
- Inclusion in 1-before and 1-after event social media post
- Mention in a newsletter article following the event

Talk to us about customizing your partnership by covering the costs of a portion of each partner level

THE 'DETERMINED' VENUE PARTNER - MULTIPLE AVAILABLE (\$2500)

To help cover the costs of the venue rental and help make this event a success by providing a beautiful space to host!

- Handwritten thank-you card from The Today Centre Staff
- Verbal recognition by the MC as a 'Determined Venue Partner'
- Visual recognition using name and/or logo on all event signage and program
- Name and/or logo and link to company website on The Today Centre's website
- Inclusion in 1-before and 1-after event social media post
- Mention in a newsletter article following the event

THE 'MOTIVATED' ENTERTAINMENT PARTNER - MULTIPLE AVAILABLE (\$1700)

To help cover the costs associated with the activities lined up within the formal program. Costs incurred include fees associated with entertainment, speaker gifts, honorariums, and more.

- Handwritten thank-you card from The Today Centre Staff
- Verbal recognition by the MC as a 'Motivated Entertainment Partner'
- Visual recognition using name and/or logo on all event signage and program
- Name and/or logo on The Today Centre's website
- Inclusion in 1-after event social media post
- Mention in a newsletter article following the event

THE 'LOVED' BEVERAGE PARTNER - MULTIPLE AVAILABLE (\$1200)

To help cover the cost of all beverage options that will be offered to guests. Cost will include a special 'welcome drink', juices, coffee, tea, and more.

- Handwritten thank-you card from The Today Centre Staff
- Verbal recognition by the MC as a 'Loved Beverage Partner'
- Visual recognition using name and/or logo on all event signage and program
- Name and/or logo on The Today Centre's website
- Inclusion in 1-after event social media post
- Mention in a newsletter article following the event

THE 'EMPOWERED' VISUALS PARTNER - MULTIPLE AVAILABLE (\$1000)

To help cover the costs of making the event space aesthetically pleasing and aligned with the theme for the event and the time of year it is hosted.

- Handwritten thank-you card from The Today Centre Staff
- Verbal recognition by the MC as an 'Empowered Visuals Partner'
- Visual recognition using name and/or logo on all event signage and program
- Name and/or logo on The Today Centre's website
- Mention in a newsletter article following the event

THE 'WORTHY' VOLUNTEER APPRECIATION PARTNER - MULTIPLE AVAILABLE (\$500)

To recognize the amount of time, effort, and enthusiasm volunteers for the event have given to help make it a success.

- Handwritten thank-you card from The Today Centre Staff
- Verbal recognition by the MC as a 'Worthy Volunteer Appreciation Partner'
- Visual recognition using name and/or logo on all event signage and program
- Name and/or logo on The Today Centre's website
- Mention in a newsletter article following the event

OTHER WAYS TO SUPPORT

MEDIA PARTNERSHIP - EXCLUSIVE

To assist with promotion and advertising of the Help Today, Hope Tomorrow Fundraising Breakfast.

- **Gratitude Benefits:** A handwritten thank you card from The Today Centre staff
- **Event Recognition Benefits:** Verbal recognition by the MC as the 'Media Partner' with visual recognition using name and/or logo on all event signage and the program listing.
- **Acknowledgement Benefits:** Name and/or logo listed on The Today Centre's website, inclusion in 1-after event social media post, with mention in a newsletter article following the event.

SILENT AUCTION PARTNERSHIP - NON EXCLUSIVE

To assist in the fundraising goals of The Today Centre by donating a product or service for use in the exclusive, 5 item-limit silent auction at the Help Today, Hope Tomorrow Fundraising Breakfast.

- **Gratitude Benefits:** A handwritten thank you card from The Today Centre staff
- **Event Recognition Benefits:** Visual recognition using name and/or logo on all event signage and the program listing.
- **Acknowledgement Benefits:** Name and/or logo listed on The Today Centre's website, inclusion in 1-after event social media post, with mention in a newsletter article following the event.

PURCHASE TICKETS TO THE EVENT

Your ticket purchase goes directly towards supporting the services we offer at The Today Centre and allows us to achieve our fundraising goals for the events we host.

SHARE THE EVENT WITH OTHERS

Spread the word about our 3rd Annual Help Today, Hope Tomorrow Breakfast by word of mouth or on our social media. Reposting is a great way to support!

SIGNAGE PARTNERSHIP - EXCLUSIVE

To assist with the costs associated with printing event signage for the Help Today, Hope Tomorrow Fundraising Breakfast.

- **Gratitude Benefits:** A handwritten thank you card from The Today Centre staff
- **Event Recognition Benefits:** Verbal recognition by the MC as the 'Signage Partner' with visual recognition using name and/or logo on all event signage and the program listing.
- **Acknowledgement Benefits:** Name and/or logo listed on The Today Centre's website, inclusion in 1-after event social media post, with mention in a newsletter article following the event.

DUAL EVENT PARTNERSHIP - NON EXCLUSIVE

To assist and support The Today Centre's fundraising goals by offering partnership for two fundraising or awareness-building events hosted by The Today Centre.

- **Gratitude Benefits:** All the named benefits outlined by the chosen partnership levels, plus a discounted dollar amount on the added total of both chosen partnership levels together.
- **Event Recognition Benefits:** All the named benefits outlined by the chosen partnership levels.
- **Acknowledgement Benefits:** All the named benefits outlined by the chosen partnership levels.

HELP SOMEONE ELSE ATTEND

Pay it forward by purchasing extra tickets so that others less financially fortunate may attend our breakfast. These tickets can be used for clients, volunteers, or The Today Centre staff.

DONATE TO SUPPORT THE TODAY CENTRE

In lieu of your attendance, consider supporting the work we do at The Today Centre by providing a monetary, tax-deductible donation through our online form using the QR code below.



I am grateful for the time, patience, and empathy shown to me by my Family Violence Specialist during the most challenging moments of my life. The counselling and information shared were the most valuable. I never felt pressured at any point. My kids and I are now in a safe location, away from abuse, thanks to the resources provided. I am a survivor of domestic violence.

- Previous Today Centre Client



Donate to Support



PARTNERSHIP AT A GLANCE

Partner Benefits	Presenting \$6000	Breakfast \$4800	Parking \$3300	AV & Photo \$2800	Venue \$2500	Entertainment \$1700	Beverage \$1200	Visuals \$1000	Volunteer \$500
Addressing the Audience	3 min.	1 min.	-	-	-	-	-	-	-
Tickets to the Event	8	6	4	2	-	-	-	-	-
Verbal Recognition	X	X	X	X	X	X	X	X	X
Visual Recognition	X	X	X	X	X	X	X	X	X
Welcoming Guests	X	-	-	-	-	-	-	-	-
Named in Media	X	-	-	-	-	-	-	-	-
Logo & Link to Website on TC Website	X	X	X	X	X	-	-	-	-
Logo on TC Website	-	-	-	-	-	X	X	X	X
Social Media Posts	2 Before 1 After	1 Before 1 After	1 Before 1 After	1 Before 1 After	1 Before 1 After	1 After	1 After	-	-
Mention in a Newsletter Article	X	X	X	X	X	X	X	X	X
Mention in a Blog Post	X	X	X	-	-	-	-	-	-
Listing in our 2023/24 Annual Report	X	X	-	-	-	-	-	-	-

PARTNERSHIP AGREEMENT

Company _____ Contact _____
Email _____ Phone Number _____
Business Address _____
City _____ Postal Code _____
Website _____

Yes, we would like to partner with The Today Centre in support of the 3rd Annual Help Today, Hope Tomorrow Fundraising Breakfast!

PLEASE INDICATE PARTNERSHIP LEVEL (DUAL EVENT PARTNERSHIPS AVAILABLE)

- | | | |
|--|---|--|
| <input type="radio"/> Presenting (\$6000) | <input checked="" type="radio"/> Venue (\$2500) | <input type="radio"/> Volunteer Appreciation (\$500) |
| <input type="radio"/> Breakfast (\$4800) | <input type="radio"/> Entertainment (\$1700) | <input type="radio"/> Media (Exclusive) |
| <input type="radio"/> Parking (\$3300) | <input type="radio"/> Beverage (\$1200) | <input type="radio"/> Signage (Exclusive) |
| <input type="radio"/> AV & Photography(\$2800) | <input type="radio"/> Visuals (\$1000) | <input type="radio"/> Silent Auction (Non Exclusive) |

I would like to partner with The Today Centre and provide sponsorship for this upcoming Help Today, Hope Tomorrow Breakfast and the Garden Cocktail Party hosted in Spring 2024.

METHOD OF PAYMENT

- Credit Card E-Transfer Cash Cheque (Payable to The Today Centre)

Name on Card _____ Expiry _____ CVC _____

Credit Card Number _____

PARTNERS TO PROVIDE

- Financial partnership contribution and/or in-kind donation of goods and/or services payable upon acceptance of partnership.
- Corporate Logo - vector based eps format is preferred but we can accept a high-resolution JPEG (min. 300 dpi).
- Please email this completed form and logo to either linda.kelly@thetodaycentre or communications@thetodaycentre.ca.

Having thoroughly examined and read the documents of this agreements as issued by The Today Centre, I so hereby agree to provide the partnership in accordance with these documents and do hereby agree to accept the terms and conditions of this agreement.

Signature _____ Print Name _____

The Today Centre Signature _____ Print Name _____

Date Signed _____

‘Stigma manifests in many ways. The community has a ‘stereotype’ of an abused person. The victim-survivor has an internalized stigma: “I must be crazy. I don’t know if this is abuse.”, and there are misconceptions of abuse: “They didn’t hit you. They are nice to me.”, etc.”

“The terms ‘Disrupting the Stigma’ invoke a two-way conversation, opening the door for respectful, learning dialogue and ample space for mutual discussion. I really think it has a lot of positivity, for both the community and victims of abuse, attached to it. A hopefulness that things can change.”

“There are a lot of misconceptions on terming what abuse is ‘supposed’ to look like, they forget that there are other things associated with abuse. There’s trauma. There’s divorce. There’s separating finances. There are so many other things that someone has to go through along with handling their experiences with abuse.”

Responses from our ‘Disrupting the Stigma’ Focus Groups

17724 - 102 Avenue NW, Edmonton, AB T5S 1H5

  @TodayCentre  @TodayFV  @TheTodayFamilyViolenceHelpCentre

www.thetodaycentre.ca | (780) 455-6880 | info@thetodaycentre.ca