2022/23 CORPORATE PARTNERSHIP OPPORTUNITIES
WHO WE ARE

Founded in 1928, Family Services of Greater Vancouver (FSGV) supports thousands of families and individuals across the Lower Mainland living in need, in crisis, or with trauma.

Our over 50 programs, services, workshops, and groups help people build resiliency, develop skills and knowledge, and gain the confidence to make positive changes in their lives.

From youth experiencing homelessness, to families impacted by trauma, to isolated seniors and newcomers to Canada—whatever the challenges our clients are facing, our compassionate, expert staff meet people where they are at and give them the support they need to create brighter tomorrows.

OUR IMPACT IN 2021

$23M

Spent on programs

14

Locations

11K+

Clients

18

Municipalities served

50+

Volunteer hours

437

Staff
OUR VISION
Brighter tomorrows in which all people are resilient, confident, and filled with hope.

OUR MISSION
To ensure children are nurtured, youth find optimism, adults feel empowered, and parents make choices that build strong families.

OUR VALUES
- Diversity: everybody matters
- Integrity: we do right by people
- Optimism: change is ever possible
- Innovation: we dream; we have courage; we respond
- Excellence: it’s where we start
BUILD STRONGER FAMILIES
We know that families do their best to support those in their care, but sometimes they need a little help or inspiration. When life’s challenges arise, FSGV is here to provide social work, specialized counselling, parent education and support groups that help families thrive now, and for generations. No matter where they are starting from, FSGV gives families a chance for a brighter tomorrow.

SUPPORT YOUTH IN OVERCOMING HOMELESSNESS
Directions Youth Services, a division of Family Services, is a low-barrier, trauma-informed resource for youth under the age of 25. Through a 24/7/365 drop-in centre and other supports, Directions empowers youth to acknowledge and face challenges, develop new skills, make healthier choices, and get closer to the lives they want. We welcome and serve all youth.

EMPOWER INDIVIDUALS
FSGV provides anti-oppressive, trauma-informed support, referral to resources, counselling, help navigating the criminal justice system, and community education about sexual assault, human trafficking, and domestic and gender-based violence. Through Victim Services, Financial Empowerment and more, we are advocates for those in vulnerable circumstances and believe in empowering people to achieve their own definitions of success.

DEVELOP INCLUSIVE COMMUNITIES
Community and personal health and safety are deeply intertwined. With each person that feels more connected, there’s a ripple effect throughout society. At FSGV, we know the benefits of creating long-lasting resilience and we are committed to ensuring that all members of society have access to the education and supports they need to be fully engaged citizens.
FSGV supports families and individuals in crisis today, so they can look ahead to a better tomorrow. But we can't do that without you. Your involvement allows us to continue providing critical support to thousands of the Lower Mainland’s most vulnerable while showcasing your organization. Our signature fundraising events and campaigns are:

THE SOIRÉE

Since 2018, FSGV’s Soirée has taken us from jazz bands and flapper dresses to popcorn and slippers all while raising funds for our clients. This year, we look forward to greeting guests in person again with The Soirée being held in October 2022. Supporters can expect your usual Gala-style activities, including a live and silent auction, but with the unique flare that you’ve come to expect from FSGV signature events!

### Success in 2021

- $93,597 raised
- Nine corporate sponsors
- 177 live viewers
- 549 total auction bids

### Goals for 2022

- Raise $150,000+
- Secure 10+ corporate sponsors
- Welcome 250 attendees
- Procure 125+ auction items
This holiday season, you can help make a difference for the communities that need us most. FSGV’s clients struggle with the impacts of poverty, trauma, isolation – and more. With your help, Family Services will support 800+ individuals with gift cards for food, toys, and other essential items. Together, we can ensure that those in need receive the support they need, and feel the joy of the holiday season.

CARING NEIGHBOURS HOLIDAY CAMPAIGN

Success in 2021

- Over $220,000 raised
- 1,250 families and individuals supported
- 3,037 reached through email marketing

Goals for 2022

- Raise $250,000+
- Support 1,250+ families
- Create new engagement opportunities for corporate sponsors
A VIRTUAL COOKING CLASS FOR THE WHOLE FAMILY

With guest Chef Bruno Feldeisen

FAM JAM KITCHEN

In April 2022, FSGV brought together over 70 households to enjoy a virtual evening of entertainment and information while learning to cook two delicious meals alongside Chef Bruno Feldeisen. This 90-minute family-friendly cooking class is full of engaging content for children and adults alike, with tips and tricks on how to improve your cooking skills, source fresh local ingredients, sustainability, and how to get the kids excited about meal time. We look forward to bringing families back into the kitchen in Spring 2023!

<table>
<thead>
<tr>
<th>Success in 2021</th>
<th>Goals for 2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>• $32,000 raised</td>
<td>• Raise $75,000+</td>
</tr>
<tr>
<td>• 70 families participated</td>
<td>• Cook with 100 families</td>
</tr>
<tr>
<td>• 1,527,175 social media impressions</td>
<td>• Create additional VIP event for select guests and families</td>
</tr>
<tr>
<td>• 60 press hits over 13 markets</td>
<td></td>
</tr>
</tbody>
</table>
**DOUBLE YOUR IMPACT MATCHING CAMPAIGN**

Did you know that 84% of donors say they’re more likely to give to a nonprofit if they know their gift will be matched? With 50+ distinct programs and services and a commitment to Diversity & Inclusion, there are a vast number of celebrated days, weeks and months that align with FSGV’s care for the community and give you the opportunity to promote your organization’s values while supporting those in need.

<table>
<thead>
<tr>
<th>Potential Campaigns</th>
<th>Goals for 2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Giving Tuesday</td>
<td>• Raise $50,000+</td>
</tr>
<tr>
<td>Family Day</td>
<td>• Acquire 150 new one-time or monthly donors</td>
</tr>
<tr>
<td>Monthly Giving Campaign</td>
<td>• Create additional awareness about FSGV programs</td>
</tr>
</tbody>
</table>

**FAMILY SERVICES of Greater Vancouver**

**HELP BUILD STRONGER FAMILIES**

“A joined because I needed the food. I stayed because of the community.”
– Rosa, Community Kitchen participant

**DOUBLE YOUR IMPACT**

**#HelpUsHelpThem**

**GIVE NOW**

**THANK YOU FOR BUILDING STRONGER FAMILIES**

**YOUR GENEROSITY MAKES THIS LIFE-CHANGING SUPPORT POSSIBLE.**

Thank you for making a difference!
WORKPLACE CAMPAIGNS

Whether it’s a holiday toy drive, gently-used winter clothing or even hygiene supplied for homeless youth, band together with your colleagues to support some of our community’s families and individuals in need. Better yet – collect cash donations! We’d be happy to set-up an online donation page for you, and even come to your workplace to share.

VOLUNTEER

Every week, Directions Youth Services depends on volunteers to prepare and serve meals to youth experiencing homelessness at its downtown drop-in centre. This is not only an opportunity for team building, but to see firsthand how FSGV and Directions address the most basic needs of the 1,000 youth we serve.

CAUSE MARKETING

Publicly position yourself as a champion for children and families among your customers. Simply donate a portion of sales for a particular item, or for a select period of time. Whether it’s donating one day’s sales or 25% of an offering, every little bit helps!

FUNDRAISING EVENTS

Make your big day even more special. In lieu of gifts, consider asking for donations to FSGV, or make a donation in honour of your guests instead of buying party favours. Or how about a toonie or 50/50 party, where you receive half the gifts to purchase a gift, and donate the other half to Family Services? We’d love to help you.
**SPONSOR BENEFITS**

<table>
<thead>
<tr>
<th>SPONSOR BENEFITS</th>
<th>DOUBLE YOUR IMPACT CAMPAIGN</th>
<th>THE SOIRÉE</th>
<th>CARING NEIGHBOURS HOLIDAY CAMPAIGN</th>
<th>FAM JAM KITCHEN</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opportunity to customize sponsorship activations</td>
<td>✦ ✦ ✦</td>
<td>✦ ✦</td>
<td>✦ ✦</td>
<td>✦ ✦</td>
</tr>
<tr>
<td>Prominent profile and listing in FSGV’s 2022-23 Report to the Community (printed August 2023)</td>
<td>✦ ✦ ✦</td>
<td>✦ ✦</td>
<td>✦ ✦</td>
<td>✦ ✦</td>
</tr>
<tr>
<td>Inclusion in main campaign logo</td>
<td>✦</td>
<td>✦ ✦</td>
<td>✦</td>
<td>✦</td>
</tr>
<tr>
<td>Opportunity to provide thank you to event supporters</td>
<td>✦</td>
<td>✦</td>
<td>✦</td>
<td>✦</td>
</tr>
<tr>
<td>Logo on thank you letters and tax receipts for all donors</td>
<td>✦</td>
<td>✦</td>
<td>✦</td>
<td>✦</td>
</tr>
<tr>
<td>Logo placement on digital billboards</td>
<td></td>
<td>✦</td>
<td>✦</td>
<td>✦</td>
</tr>
<tr>
<td>Radio and print promotion (pending media sponsorship)</td>
<td>✦ ✦</td>
<td>✦</td>
<td>✦</td>
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<tr>
<td>Logo on holiday card to families</td>
<td>✦</td>
<td>✦</td>
<td>✦</td>
<td>✦</td>
</tr>
<tr>
<td>Logo on community flyers/posters</td>
<td>✦</td>
<td>✦</td>
<td>✦</td>
<td>✦</td>
</tr>
<tr>
<td>Logo on targeted community postcards</td>
<td>✦</td>
<td>✦</td>
<td>✦</td>
<td>✦</td>
</tr>
<tr>
<td>Logo placement on event/campaign website</td>
<td>✦ ✦ ✦</td>
<td>✦</td>
<td>✦</td>
<td>✦</td>
</tr>
<tr>
<td>Listing in FSGV’s 2022-23 Report to the Community (printed in August 2023)</td>
<td>✦ ✦ ✦</td>
<td>✦</td>
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<td>✦</td>
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<tr>
<td>Logo on donor e-communications</td>
<td>✦</td>
<td>✦</td>
<td>✦</td>
<td>✦</td>
</tr>
<tr>
<td>Logo placement on all event advertising</td>
<td>✦</td>
<td>✦</td>
<td>✦</td>
<td>✦</td>
</tr>
<tr>
<td>Social media mentions on all FSGV channels</td>
<td>5 3 2 1</td>
<td>5 3 2 1</td>
<td>5 3 2 1</td>
<td>5 3 2 1</td>
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<tr>
<td>Event Tickets</td>
<td>20 10 6 2</td>
<td></td>
<td></td>
<td>15 10 6 2</td>
</tr>
</tbody>
</table>

**THANK YOU**

We thank you for your consideration and look forward to customizing your partnership in support of the community.

**For more information please contact:**

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asayfy@fsgv.ca or 604-731-4951 x 5004