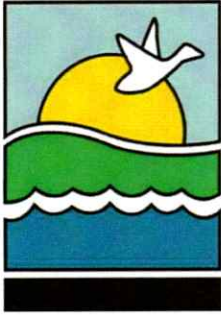


# **Town of Bonnyville Sponsorship and Donation Request Form**

**This completed form must be submitted within a minimum of  
30 days prior to the planned event to  
[finance@town.bonnyville.ab.ca](mailto:finance@town.bonnyville.ab.ca).**



# Town of Bonnyville Sponsorship and Donation Request Form

This completed form must be submitted within a minimum of 30 days prior to the planned event to [finance@town.bonnyville.ab.ca](mailto:finance@town.bonnyville.ab.ca).

Organization or Person Requesting Funds: <b>Stepping Stones Crisis Society</b>
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Contact Name(s): <b>April Simard</b>
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Phone Number: <b>780-594-0430 x121</b>	Email Address: <b>events@steppingstonessociety.ca</b>
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Mailing Address: <b>Box 419 Cold Lake T9M 1P1</b>
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<b>Funding Request Total:</b> \$2500 <b>Date of Event (dd/mm/yyyy):</b> 09/11/2024	<b>Type of Sponsorship Request:</b> <input checked="" type="checkbox"/> Event <input type="checkbox"/> Table <input type="checkbox"/> Conference <input type="checkbox"/> Gifts-in-Kind (i.e., Silent Auction Items) <input type="checkbox"/> Other (please explain): _____ _____
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<b>Briefly Describe Your Organization (not-for-profit, for profit):</b> Stepping Stones is a non-profit organization offering emergency shelter for women and children leaving abusive situations, a second stage housing program, pet shelter, public education and outreach programs as well as a 24-hour helpline.
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<b>Please Indicate the Intended Purpose of the Funds:</b> The funds will be used to re-launch an important annual initiative "Walk A Mile In Their Shoes" which encourages men to put on a pair of red high heels and walk to raise awareness and funds to combat gender based violence. We are seeking financial assistance to put on the event in the community and offset the costs to conduct the event.
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<b>What are the direct goals/objectives of the project/event?</b> <b>See attached</b>
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<b>Where and when is the project/event taking place?</b> We will be hosting this re-launch event in Cold Lake at the Energy Center on November 9th. Registration will start at 10am with the walk expected to commence at 11am.
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**How many people will benefit from the planned project/event?**

Directly we expect about 100 people to attend the event itself with walkers and their supporters/family members as well as staff. The event will be open to the public for anyone to drop in and learn more about our services and programs. In addition, the funds raised will allow us to continue our work creating an indirect benefit to anyone who may require help from Stepping Stones as well as the spinoff benefit to their support systems.

**Please describe how the project/event will benefit the community and/or the residents of the Town of Bonnyville:**

Stepping Stones has been operating an outreach office in the Town of Bonnyville since 2016 and funds raised from events like Walk A Mile will allow us to continue essential programming that reaches communities within our Lakeland region as Stepping Stones Crisis Society is currently the only sheltering and transitional housing within a 1.5 hour drive radius.

**Please specify the amount of funding requested/anticipated from other organizations or government sources:**

We are also asking for support for this event from The City of Cold Lake and the MD of Bonnyville in the amount of \$2500 each. We will be reaching out to community and corporate sponsors to assist with the funding for this event.

**Please provide any additional information that will assist to support a funding decision:**

We will be looking to hire local entertainment for this event and use local suppliers in the Lakeland area. This event was an annual event which has been held in both Cold Lake and Bonnyville up until 2020. We stand behind the importance of an event like this in our communities and although this soft launch will take place in Cold Lake for 2024 we do have plans for a larger scale events in 2025.

**Please provide the planned sponsorship/donation recognition methods for the acquired funds:**

The Town of Bonnyville will appear as a tier one sponsor on all promotional materials and social media channels. We will also display a banner at the entrance for the event. The Town of Bonnyville will receive free registration for any member of council who wishes to take part in the Walk A Mile In Their Shoes event.

**Has the Town of Bonnyville provided a donation or sponsorship contribution within the last 2 years, and if so, how was the Town of Bonnyville's contribution recognized?**


From our records it appears that Stepping Stones Crisis Society was the recipient of a \$50-thousand-dollar community action grant in May of 2024. We have recently gone through a change in leadership with a new CEO and added the role of Community Engagement and Events Coordinator to ensure that all donations, contributions and grants are adequately recognized as we move toward the future.

**Additional Documents**

You may attach additional documentation if you require more space or would have liked to include additional information.

**Town of Bonnyville Logo Permission Requirements**

Please contact the Chief Administrative Officer at [brogers@town.bonnyville.ab.ca](mailto:brogers@town.bonnyville.ab.ca) for all use of Town of Bonnyville Logos as well as advertising, signs and imaging which require authorization by Town of Bonnyville Administration.

<b>Signature:</b> 	<b>Date Submitted (dd/mm/yyyy)</b> 10 / 09 / 2024
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**FOIP Disclosure**

Any personal information that the Town of Bonnyville may collect on this form is in compliance with the *Freedom of Information and Protection of Privacy (FOIP) Act*. The information collected is required for the purpose of carrying out an operating program or activity of the Municipality. If you have any questions about the collection of information, please contact the Freedom of Information and Protection of Privacy Coordinator at 780-826-3496.



STEPPING STONES  
Crisis Society

Box 419, Cold Lake, Alberta T9M 1P1  
Ph. 780.594.5095 / Fax. 780.594.7304  
24/7 Help Line 780.594.3353  
[www.steppingstonesociety.ca](http://www.steppingstonesociety.ca)

10 September 2024

## Walk A Mile In Their Shoes 2024 Funding Request

### What are the direct goals/objectives of the project/event?

**The primary goal of the "Walk a Mile in Their Shoes" event is to raise awareness of the critical issues of domestic violence, sexual assault, and gender discrimination.** These issues affect countless individuals and families, often in silence, and the event aims to bring these stories to the forefront in a powerful, visual, and engaging way. By having participants walk in shoes that symbolize these struggles, we create a unique and impactful way for the community to witness and acknowledge the weight of these experiences. This visible act of solidarity fosters a greater level of understanding and promotes awareness among those who may not be fully aware of the widespread nature of these issues.

**The event also seeks to cultivate empathy and encourage open dialogue within the community.** As participants walk in someone else's shoes, they gain a new perspective, allowing for deeper reflection and connection with the realities survivors face. This experience is designed to spark meaningful conversations around domestic violence, sexual assault, and gender inequality, breaking down stigma and encouraging more community members to become advocates for change. In this way, the event becomes not just a fundraiser but a platform for education and dialogue.

**Another core objective of the event is empowerment.** For survivors of violence and discrimination, the "Walk a Mile in Their Shoes" event sends a powerful message that their voices matter and that the community stands with them. By showing public support in such a visible way, survivors are reminded that they are not alone, fostering an environment where they feel encouraged to seek help, share their stories, and find strength in their journey toward healing.

Finally, the event serves as a crucial **fundraising opportunity for Stepping Stones Crisis Society.** The funds raised during this event support our essential programs and services, ensuring that survivors have access to the resources, shelter, and support they need. These contributions help us continue our advocacy, provide crisis intervention, and expand our educational outreach, allowing us to serve more individuals and make a lasting impact in the fight against domestic violence and sexual assault.